

JCDecaux expands its street furniture offering in Tokyo through the acquisition of VISTA COMMUNICATIONS Inc.

Out of Home Media

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Paris, April 1st, 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that it has signed an agreement to acquire VISTA COMMUNICATIONS Inc., a Japanese company specialising in advertising on taxi shelters, based in Tokyo, Japan. The agreement was signed on March 30th, 2026.

Since 2012, VISTA has been operating 29 taxi shelters in Tokyo, representing 58 advertising faces, including 7 digital, mainly located in the busy districts of Shibuya, Roppongi, Shinjuku, Shinagawa, Akihabara and Ueno. This valuable service has been helping Tokyoites and international travellers while waiting for a taxi.

This acquisition will strengthen JCDecaux's presence in Tokyo, through its joint-venture MCDcaux. It marks MCDcaux's entry into the taxi shelter segment in Japan and complements its current offering of more than 850 B-Stop® (the name of MCDcaux's advertising bus shelters in Japan) in Tokyo.

MCDcaux is very pleased to increase the number of advertising shelters at taxi stops managed by Tokyo Taxi Center to better serve the inhabitants of Tokyo, with a more comprehensive and consistent design, cleaning and maintenance proposition in one of the world's most dynamic metropolitan areas and in an increasingly digitised outdoor advertising market.

Today, MCDcaux operates B-Stop® and CIP® (City Information Panels) in 43 cities across Japan, including the top 10 in terms of population: Tokyo, Yokohama, Osaka, Nagoya, Sapporo, Fukuoka, Kawasaki, Kobe, Kyoto and Hiroshima.

Jean-Charles Decaux, Co-CEO of JCDecaux, said: *"This acquisition is fully in line with JCDecaux's selective external growth strategy focused on premium assets located in high-traffic urban environments. By becoming the leading operator of taxi shelters in Tokyo, MCDcaux is strengthening its footprint in a key market at the heart of one of the world's largest metropolitan areas. Following this acquisition, JCDecaux will be even better positioned to meet the expectations of advertisers, cities and citizens, and to further develop a service-oriented and sustainable media offering."*

Key Figures for JCDecaux

- 2025 revenue: €3,967.1m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in 79 countries
- 1,105,906 advertising panels worldwide
- Present in 3,895 cities with more than 10,000 inhabitants
- 11,894 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes
- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A-List), MSCI (AAA), Sustainalytics (11.1), and has achieved Silver Medal status from EcoVadis
- Member of the UN Global Compact since 2015 and of the RE100 since 2019
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (636,625 advertising panels)

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A European Company with an Executive Board and Supervisory Board

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JCDecaux

- N°1 worldwide in transport advertising with 154 airports and 257 contracts in metros, buses, trains and tramways (374,718 advertising panels)
- N°1 in Europe for billboards (94,562 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (740,067 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (168,815 advertising panels)
- N°1 in outdoor advertising in Latin America (103,865 advertising panels)
- N°1 in outdoor advertising in Africa (31,364 advertising panels)
- N°2 in outdoor advertising in the Middle East (20,852 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).
Join us on [X](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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