

## **Chargeurs and JCDecaux launch "Pearlflex", a new PVC-free advertising canvas**

- Senfa, subsidiary of Chargeurs group, within its Chargeurs PCC Fashion Technologies business line, teamed up with JCDecaux to develop a new PVC-free advertising canvas, "Pearlflex"
- This solution offers a number of advantages over current practices, including a reduced carbon footprint and optimised end-of-life treatment. This high-tech product also guarantees excellent image quality.

**Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs**, said: *"The launch of Pearlflex, which responds to a global demand in the visual communications market, reflects the shared vision of the Chargeurs and JCDecaux groups for sustainable innovation. Pearlflex offers our two groups additional commercial opportunities to serve brands by combining visual and environmental excellence. By placing its trust in Chargeurs and its Senfa subsidiary, JCDecaux has chosen a partner with an international outreach, and a world leader in high-end print media with a long-term commitment to France and Europe."*

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *"We are delighted to have co-developed this new canvas with the Chargeurs group, whose expertise in high-tech print materials is second to none. As part of our company's commitment to an ambitious Climate Plan, we are deploying new solutions that combine quality and sustainability throughout our value chain. Pearlflex is a perfect example of this, and we look forward to bringing it to our airport advertising customers from September, helping them deploy impactful and responsible communications. This new product clearly demonstrates that collaborative innovation is essential in order to accelerate the ecological transition."*

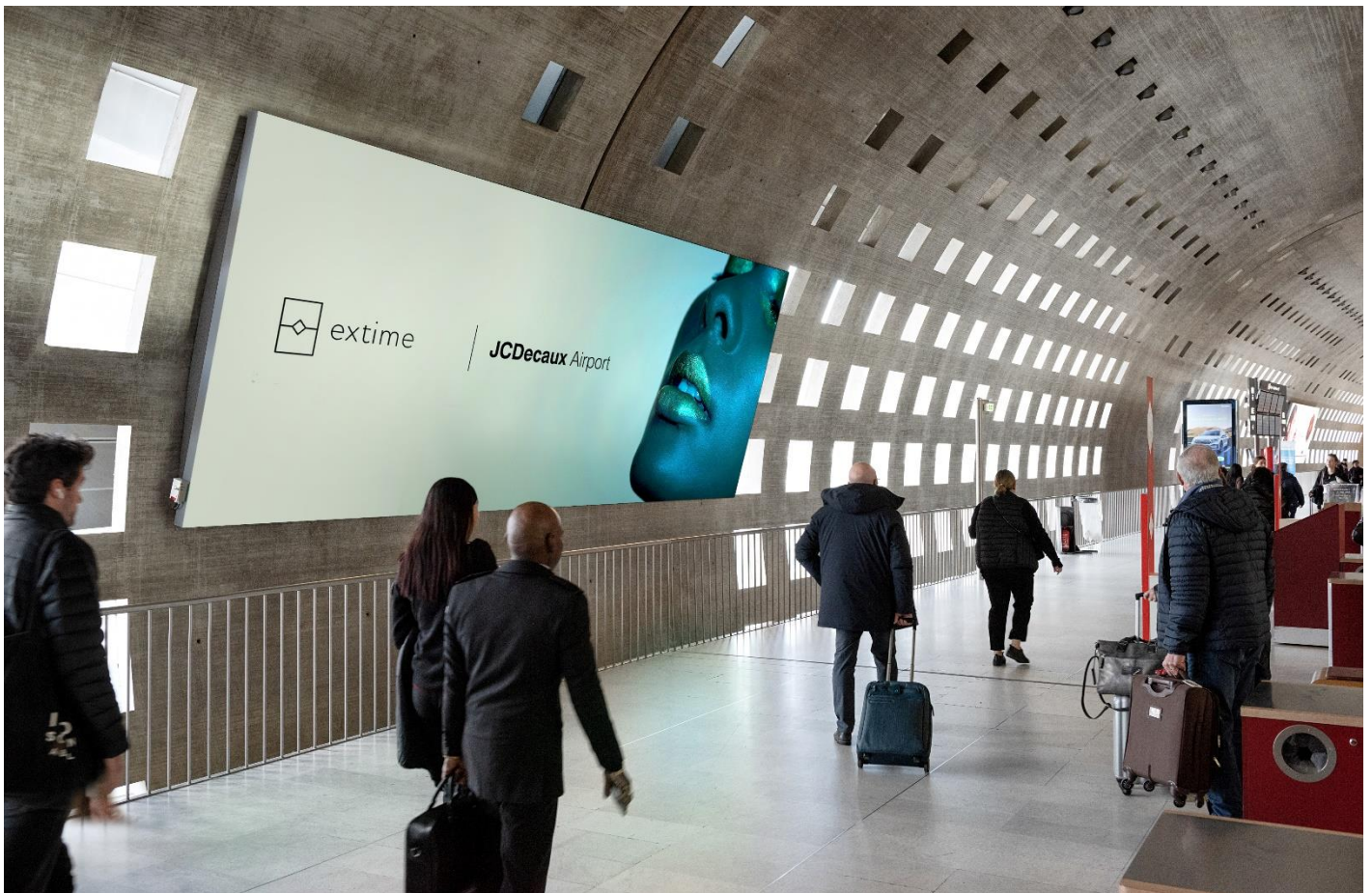
Senfa, a subsidiary of the Chargeurs PCC Fashion Technologies, teamed up with JCDecaux, the number one outdoor advertising company worldwide, to develop a PVC-free advertising fabric.

Dubbed "Pearlflex", this new product will be available from September 2023, notably for the Extême JCDecaux Airport advertising sites at the Paris-Charles de Gaulle and Paris-Orly airports, as well as other French airports. This solution offers a number of advantages over current practices, including a reduced carbon footprint and optimised end-of-life treatment. This high-tech product also guarantees excellent image quality.

This new fabric is the result of co-development between two experts in their sector: Senfa, a subsidiary of Chargeurs PCC Fashion Technologies, is a recognised French manufacturer based in Sélestat, Alsace, and a leading expert in technical textiles for the visual communication, interior architecture and custom textile development markets. JCDecaux, the world leader in outdoor advertising and sustainable media, is present in 153 airports worldwide, and offers a complete and innovative range of media solutions for brands, combining bespoke formats, digital screens and event solutions.

The new fabric is made in France via 100% European sourcing. The weave is made from recycled PET yarns. The solvents used for PVC are replaced by aqueous coating of the fabric, carried out in Sélestat. Finally, the fabric offers an improved end-of-life treatment, with energy recovery in the form of solid recovered fuel. Thanks to this new material and manufacturing process, the carbon footprint of Pearflex fabric is more than halved compared with current fabrics, thereby contributing to the 2050 Net Zero Carbon objective, announced last June by JCDecaux.

Available from September 1, 2023, these canvases will be gradually deployed across the majority of Extime JCDecaux Airport advertising sites.



## 2023 Financial Calendar

Thursday, September 7, 2023

First-half 2023 results

Thursday, November 9, 2023

Third-quarter 2023 revenue



### ABOUT CHARGEURS

CHARGEURS is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with nearly 2,500 employees, the Group is organized into two strategic business segments: Technologies and Luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its reference shareholder via Columbus Holding, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is High Emotion Technology, achieved revenues of €746 million in 2022 and celebrated its 150 years of entrepreneurial boldness.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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