

533707-2026 - Result

France – Advertising management services – Mise à disposition, installation, entretien, maintenance et exploitation du mobilier urbain publicitaire et non publicitaire associé sur le territoire de Saint-Malo et de l'agglomération - Relance

OJ S 147/2026 03/08/2026

**Contract or concession award notice – standard regime
Services**

1. Buyer

1.1. Buyer

Official name: Ville de Saint-Malo (coordonnateur du groupement de commandes avec Saint-Malo agglomération)

Email: dcp@saint-malo.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mise à disposition, installation, entretien, maintenance et exploitation du mobilier urbain publicitaire et non publicitaire associé sur le territoire de Saint-Malo et de l'agglomération - Relance

Description: Mise à disposition, installation, entretien, maintenance et exploitation du mobilier urbain publicitaire et non publicitaire associé sur le territoire de Saint-Malo et de l'agglomération - Relance

Procedure identifier: 9e929a41-9af6-4a24-8f74-0653145bbe8c

Previous notice: 441163-2025

Internal identifier: 2025DCRI

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 34928400 Urban furniture, 45233293 Installation of street furniture

2.1.2. Place of performance

Country subdivision (NUTS): Ile-et-Vilaine (FRH03)

Country: France

2.1.3. Value

Estimated value excluding VAT: 25 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/23/EU

5. Lot

5.1. Lot: LOT-0001

Title: Mise à disposition, installation, entretien, maintenance et exploitation du mobilier urbain publicitaire et non publicitaire associé sur le territoire de Saint-Malo et de l'agglomération - Relance

Description: Mise à disposition, installation, entretien, maintenance et exploitation du mobilier urbain publicitaire et non publicitaire associé sur le territoire de Saint-Malo et de l'agglomération - Relance

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 34928400 Urban furniture, 45233293 Installation of street furniture

5.1.2. Place of performance

Country subdivision (NUTS): Ille-et-Vilaine (FRH03)

Country: France

5.1.3. Estimated duration

Duration: 180 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Price

Description: Valeur économique

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Valeur technique

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

Criterion:

Type: Quality

Description: Valeur environnementale

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Rennes

Information about review deadlines: Voir documents de la consultation

Organisation providing additional information about the procurement procedure: Ville de Saint-Malo (coordonnateur du groupement de commandes avec Saint-Malo agglomération)

Organisation providing offline access to the procurement documents: Ville de Saint-Malo (coordonnateur du groupement de commandes avec Saint-Malo agglomération)

6. Results

Value of all contracts awarded in this notice: 20 213 879,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: JC DECAUX FRANCE

Tender:

Tender identifier: CONC26-01

Identifier of lot or group of lots: LOT-0001

Value of the tender: 20 213 879,00 EUR

Concession value:

Estimated revenue coming from the users of the concession: 20 213 879,00 EUR

Estimated revenue coming from the buyer who granted the concession: 0,00 EUR

Method used for calculating the estimated value of the concession: Les recettes estimées provenant des utilisateurs de la concession s'entendent pour la durée de la concession sur 15 ans pour les deux membres du groupement de commandes. Elles correspondent aux recettes estimées du concessionnaire générées par l'exploitation des mobiliers prévus au contrat.

The tender is a variant: no

Contract information:

Identifier of the contract: CONC26-01

Date on which the winner was chosen: 02/07/2026

Date of the conclusion of the contract: 28/07/2026

Organisation signing the contract: Ville de Saint-Malo (coordonnateur du groupement de commandes avec Saint-Malo agglomération)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Ville de Saint-Malo (coordonnateur du groupement de commandes avec Saint-Malo agglomération)

Registration number: 21350288300019

Postal address: Place Châteaubriand - CS 21826

Town: Saint-Malo

Postcode: 35400

Country subdivision (NUTS): Ile-et-Vilaine (FRH03)

Country: France

Contact point: G. Caritey

Email: dcp@saint-malo.fr

Telephone: +33 299407151

Internet address: <https://www.ville.saint-malo.fr>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal administratif de Rennes

Registration number: 17350005900014

Postal address: Hôtel de Bizien - Contour de la motte

Town: Rennes

Postcode: 35044

Country subdivision (NUTS): Ille-et-Vilaine (FRH03)

Country: France

Internet address: <https://rennes.tribunal-administratif.fr>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: JC DECAUX FRANCE

Size of the economic operator: Large

Registration number: 62204450100139

Department: 44

Town: Saint-Herblain

Postcode: 44816

Country subdivision (NUTS): Loire-Atlantique (FRG01)

Country: France

Internet address: <https://www.jcdecaux.fr>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 0e12e47f-4b7f-403a-9fb4-ae4f02fc6ad0 - 01

Form type: Result

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