

# Location Sciences Group PLC

13:55 14 May 2019

## Ad giant JCDecaux turns to Location Sciences for accurate location data

Billboard advertising giant JCDecaux UK is to use Location Sciences Group PLC's (LON:LSAI) location data as it looks to make its customers' campaigns "more impactful".

JCDecaux will incorporate Location Sciences' data into its wider dataset, helping it to verify the accuracy of location data signals in footfall, competitor and catchment area analysis.

**READ: UK's largest independent media agency signs up to use Location Sciences' Verify platform**

Location Sciences said the tie-up represented a "significant milestone" and underlined the value of its location data to the UK ad industry.

"JCDecaux UK is at the forefront of advertising innovation and we are thrilled to be powering their offer with quality location data," said chief executive Mark Slade.

"We're seeing huge demand for transparency across the value chain. This partnership with JCDecaux demonstrates traction in the market and is further recognition of the accuracy and scale of our data.

"We look forward to working with this leading UK media owner to bring integrity to the location data marketplace."

In afternoon trading, shares in the AIM-listed group were 4.5% higher at 3.45p.

-- Adds share price --

**Price:** 3.5p

**Market Cap:** £11.98M

### 1 Year Share Price Graph



May 2018 November 2018 May 2019

### Share Information

**Code:** LSAI

**Listing:** LSE

**52 week High Low**  
3.98p 2.00p

**Sector:** Software & Computer Services

**Website:** [www.locationsciences.ai](http://www.locationsciences.ai)

### Company Synopsis:

*Location Sciences helps companies connect the online world with the offline world using mobile location technology data. &nbsp; We combine cutting-edge mobile location data collection with proprietary machine learning analytics to create new value and insights from location information.*

### Author:

**Proactive Investors Ltd**

**+44 (0)207 989 0813**

**action@proactiveinvestors.com**

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

No investment advice

Proactive Investors is a publisher and is not registered with or authorised by the Financial Conduct Authority (FCA). You understand and agree that no content published constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value or suitability of any particular security, portfolio of securities, transaction, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including company related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.