

JCDecaux wins the advertising concession at the Rio de Janeiro International Airport

Out of Home Media

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Paris, 29 January 2015 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a tender process, it has won an exclusive 10-year contract for the installation and operation of advertising solutions at the RIOgaleão – Tom Jobim International Airport.

From 1 March 2015, JCDecaux will participate in the airport's aesthetic and commercial transformation through the installation of innovative and effective advertising solutions. With just 16 months to go until the opening of the 2016 Summer Olympics, JCDecaux has the objectives of making RIOgaleão a premium international airport and offering a major communication platform for advertisers. JCDecaux's media offering for RIOgaleão will include cutting edge indoor and outdoor digital and traditional advertising displays, and a range of services to enhance the passenger's experience.

As the country's largest airport in terms of surface area (18sq. km - 7sq. miles) and second-largest in terms of international traffic (with a total of 17 million passengers in 2013), RIOgaleão, the only airport in Brazil approved to facilitate the A-380, is a high-profile airport infrastructure for the country. The airport was privatised in 2013 and, since August 2014, has been managed by a consortium comprising Excelente B.V, which manages Singapore Changi Airport, considered a benchmark in airport operation worldwide, Odebrecht TransPort, one of the largest companies in Latin America, and Infraero, which administers more than 60 airports throughout Brazil.

RIOgaleão selected JCDecaux's expertise to help position it as a global airport and achieve its significant commercial objectives. Alongside this, in the recent weeks, JCDecaux has won its first airport contract in Brazil and its second contract with one of Latin America's tenth largest airports.

Sandro Fernandes, Chief Commercial Officer at the Rio De Janeiro Galeão International Airport, said: *"We are very pleased to have selected a partner that is recognised worldwide for its commitment to high-quality and innovative airport advertising. As successfully demonstrated across seven out of ten of the world's largest airport hubs, JCDecaux will be an important ally for RIOgaleão in achieving our ambitious commercial objectives and becoming a benchmark in Latin America both in terms of communication for advertisers and passenger services. This partnership takes us closer to achieving excellence in our passenger services, as shown by the new catering, retail and duty-free options and our new visual identity, which all contribute to enhancing the passenger experience in our airport."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are particularly proud to be selected as the exclusive advertising partner for the RIOgaleão Airport, which is managed by a team of top airport professionals who are dedicated to meeting the challenges of hosting visitors and supporters from across the globe during the 2016 Summer Olympics. JCDecaux is delighted to assist the airport with this phase of significant growth in passenger traffic and commercial transformation, and aims to bring RIOgaleão all of our innovation and operational excellence, to ensure that the airport is a showcase for our expertise in Brazil. This contract comes just a few weeks after we won the advertising concession at Lima airport in Peru, and once again demonstrates the trust placed in us by our partners to transform airport environments through innovative and premium outdoor advertising solutions."*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,413,859.37 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2014 revenues: €2,813m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- N°1 worldwide in street furniture (480,400 advertising panels)
- N°1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- N°1 in Europe for billboards (191,000 advertising panels)
- N°1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- N°1 in outdoor advertising in Latin America (35,000 advertising panels)
- N°1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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