

JCDecaux Top Media wins the exclusive advertising concession for Tocumen International Airport in Panama

Out of Home Media

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Paris, 15 June 2017 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its subsidiary JCDecaux Top Media has won the exclusive advertising contract for the Tocumen International Airport in Panama City, following a competitive tender.

Aeropuerto Internacional de Tocumen S.A. (AITSA) chose to put its confidence in JCDecaux and Top Media, who signed a merger agreement last 23rd of december, to be responsible, as of 1st August 2017, for installing, managing and marketing the advertising displays (interior, exterior, hallways and approach roads) for Terminal 1 and the upcoming Terminal 2, which is currently under construction and will open in 2018.

Combining JCDecaux's expertise as the number one airport advertising company worldwide with that of Aerotop, Top Media's subsidiary currently the advertising concession holder at Tocumen International Airport, the joint venture JCDecaux Top Media will offer advertisers a brand new media opportunity. A solution focused on digital, innovation, high-impact formats and serving passengers, while also supporting AITSA's development in order to bring its commercial ambitions to fruition.

The major hub for Panamanian airline Copa Airlines, Tocumen International Airport is the busiest airport in Central America, with 14.7 million passengers in 2016, and is one of the main transit airports for America and the Caribbean, with 70% of its passengers taking connecting flights. Serving 83 destinations in 29 countries across the Americas and in Europe, the airport will handle 26 million passengers and be able to accommodate the A-380 once Terminal 2 is operational.

This new contract affords JCDecaux the opportunity to add a fourth airport from the Latin American top 10 to its portfolio, after having also won bids for advertising contracts at Lima (Peru), Rio de Janeiro and Brasilia (Brazil) international airports within the last two years. It will also strengthen its unrivalled global presence in 222 airports across 37 countries, including 12 of the world's top 20.

With this unique network in mind, and in order to offer advertisers and their agencies increasingly contextual and targeted premium opportunities that connect the different environments of airports, urban transit and cities across the world, the Group recently conducted an unprecedented analysis of airport advertising effectiveness. Released on 27 October 2016, "Global Shopper Connections2" is an international study that investigates the shopping habits, brand preferences and motivations of upscale global shoppers when travelling abroad.

Franklin Carrillo, Vice President Marketing of AITSA, said: *"We are very pleased to benefit from the expertise of JCDecaux Top Media for the setup of an innovative and modern media solution at Tocumen, which will enhance our passengers' experience and position us at the forefront of commercial strategy among international airports. Our ambitions are fully in line with the new operator's and we are confident in its ability to accompany the rapid growth of this major travel hub of the Americas."*

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We are extremely proud to have won the exclusive concession for Panama's international airport, which is a hub for the Latin American region and has high ambitions in terms of growth and modernisation. We are excited to be able to provide AITSA with the expertise, operational excellence, knowledge*

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of the market and sales strength of JCDecaux and Top Media within JCDecaux Top Media, in order to offer innovative, premium advertising solutions that will benefit passengers as much as the advertisers and their brands. By winning this bid, JCDecaux has once again shown its ability to join forces with the world's most ambitious airports, seize the opportunities for organic growth and consolidate the outdoor advertising sector in Latin America.”

Key figures for JCDecaux

- 2016 revenue: €3,393m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- N°1 worldwide for self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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