

## JCDecaux wins the 10 year exclusive advertising concession for the São Paulo Guarulhos International Airport

### Out of Home Media

Algeria  
Angola  
Argentina  
Australia  
Austria  
Azerbaijan  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Germany  
Guatemala  
Hungary  
Honduras  
Iceland  
India  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Namibia  
Nicaragua  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Turkey  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, 10 July 2017** – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces today that it has won, following a competitive tender, the 10 year exclusive advertising concession for the São Paulo Guarulhos International Airport.

As of 11 July, JCDecaux will be responsible for advertising operations in three terminals as well as the approach roads to the airport in the economic capital city of Brazil, with a population of 20 million. In addition to the immediate commercialisation of current installations, JCDecaux will transform the media offer to meet leading international standards by investing in new premium and innovative displays to modernise the airport's image. The Group will also continue the airport's digitisation and introduce a scientific approach to selling advertising space through the development of audience clusters, to better meet the new expectations of advertisers and their agencies.

With 36.6 million passengers in 2016 and more than 40 airlines in service, the São Paulo Guarulhos International Airport is the first airport and a genuine hub for South America. The airport was privatised in 2012 and is 51%-owned by Grupar (Invepar/Airport Company South Africa consortium) and 49%-owned by Infraero. A complete refurbishment was recently done to welcome visitors to the 2014 Football World Cup and a major share of transit for the Rio de Janeiro 2016 Olympic Games.

With a presence in more than 220 airports of which 10 are in the top 15 worldwide, JCDecaux, the number one airport advertising company worldwide, covers almost one out of three passengers of an air traffic worldwide which grew 4.5% in 2016. This new contract will be JCDecaux's fifth airport from the Latin American top 10 to its portfolio, and the fourth in Brazil after Rio de Janeiro, Brasilia and Natal, just a few weeks after winning the advertising concession for the Tocumen International Airport in Panama City. JCDecaux, which has also recently announced that it has won the tender for the São Paulo metro, further strengthens its position in this city where it already operates 1,000 advertising smart clocks since 2012.

**Gustavo Figueiredo, President of GRU Airport,** said: *"We constantly work with the aim to offer our clients the best of the sector and the greater modernity. This partnership with JCDecaux, the international reference in airport advertising, strengthens the quality of our services."*

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux,** said: *"We are extremely proud to have been chosen as the exclusive advertising operator for the São Paulo Guarulhos International Airport and thus complete the top trio of international airports in Brazil. This contract is a key stage for our Brazilian subsidiary, the first Latin American market, and demonstrates once again the experience and outstanding work from our local and international teams to secure the support of the world's largest airports. It also strengthens our aviation hub, covering all of the world's major regions: Europe, North America, Asia-Pacific, the Middle East, Africa and Latin America. JCDecaux will rise to this challenge to transform São Paulo Guarulhos' media space both aesthetically and commercially with an innovative, premium and highly digital offer that will benefit passengers as much as advertisers and their brands. By winning this contract, we have once again shown our ability to join forces with the world's most ambitious airports, seize opportunities for organic growth and consolidate the outdoor advertising sector in Latin America."*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,240,365.87 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **Key Figures for the Group**

- 2016 revenue : €3,393 billion
- 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 indices
- No. 1 worldwide in street furniture (559,070 advertising panels)
- No. 1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- No. 1 in Europe for billboards (169,860 advertising panels)
- No. 1 in outdoor advertising in Europe (721,130 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (219,310 advertising panels)
- No. 1 in outdoor advertising in Latin America (70,680 advertising panels)
- No. 1 in outdoor advertising in Africa (29,820 advertising panels)
- No. 1 in outdoor advertising in the Middle East (16,230 advertising panels)
- No. 1 worldwide for self-service bicycle hire: 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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