

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."*

JCDecaux SA

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

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

Corporate Communications: Agathe Albertini

+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com

Investor Relations: Arnaud Courtial

+33 (0) 1 30 79 79 93 – arnaud.courtial@jcdecaux.com