

Press Release

Date of Publication: 13 June 2016

JCDecaux and Caracol Televisión become partners in Colombia

JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, and Caracol Televisión the number one in TV audience in Colombia, announced they have formed a strategic alliance on 10 June 2016. Caracol Televisión is acquiring a 25% stake of the Capital of the Colombian subsidiary, Eucol, valued at 28 billion Colombian pesos (€8.4 million).

Created in 1969, Caracol Televisión S.A. is part of Colombia's largest media group, with production and/or sales operations in media such as television, radio, newspapers, magazines, online and cinema. Since 1987, Caracol Televisión has been controlled by Valórem Group, which is owned by the Santo Domingo family.

JCDecaux established an Out-of-Home presence in Colombia in 2014 when it acquired an 85% stake in Eumex and its Colombian subsidiary Eucol. Today JCDecaux operates its advertising street furniture business in eight Colombian cities: Bogotá, Cali, Cartagena, Bucaramanga, Pereira, Manizales, Armenia and San Andrés, with a portfolio of 5,757 advertising panels. With a population of 48.6 million inhabitants, Colombia is the 3rd largest country and the 4th advertising market Latin America. Its GDP is expected to grow by 2.7% in 2016.

This alliance between the Colombian media leader and the number one company in advertising street furniture in Colombia will provide advertisers with access to a wider range of communication solutions at a time when digital media and outdoor advertising are increasingly converging. Another objective is to expand JCDecaux's network in Colombia to offer even greater national coverage in an outdoor advertising market that remains highly fragmented.

Gonzalo Córdoba Mallarino, Chairman of Caracol Televisión, said: *"We are very pleased to announce this alliance with JCDecaux, Leader in Colombia and worldwide in outdoor advertising, which is a step further to the shaping of a wider and more innovative offer for our advertisers, who are always looking for more multimedia solutions allowing to benefit from convergence to surprise and captivate their consumers."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are very pleased with this alliance with Caracol Televisión, which will enable us to strengthen our outdoor advertising offer on the Colombian market and provide our advertisers with ever-more effective and innovative solutions. This partnership with Colombia's leading media group is a key step in our development in the country and a fantastic platform for our innovative capacity, particularly in digital technology, for the greater benefit of citizens, advertisers and their brands."*

Key figures for Caracol Televisión

- 2015 revenue : \$716.198 millions (US\$ 261.2m)
- Caracol Televisión S.A is listed on the Colombia Stock Exchange since 1998
- N.1 TV audience in Colombia for the fourth consecutive year
- No. 1 in news and sports audience
- Radial Channel with the major audience increase since its launch in September 2012
- The International Satellite TV is watched in 23 countries in America and Europe, (more than 18 million of subscribers)
- Third provider of Spanish contents in the world reaching more than 100 countries

Key figures for JCDecaux

- 2015 revenue: €3,208m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is part of the FTSE4Good index
- N°1 worldwide in street furniture (524,580 advertising panels)
- N°1 worldwide in transport advertising with more than 230 airports and 280 contracts in metros, buses, trains and tramways (395,770 advertising panels)
- N°1 in Europe for billboards (177,760 advertising panels)
- N°1 in outdoor advertising in Europe (731,390 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (236,760 advertising panels)
- N°1 in outdoor advertising in Latin America (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 advertising panels)
- N°1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,129,410 advertising panels in more than 75 countries
- Present in 4,435 cities with more than 10,000 inhabitants
- Daily audience: more than 390 million people
- 12,850 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

Corporate Communications: Santiago Durán

(57) 1 6 430 430 – sduranot@caracoltv.com.co