

JCDecaux enters the Peruvian market by winning the advertising concession for the Jorge Chávez International Airport in Lima

Out of Home Media

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United States
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Paris, 3 December 2014 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a tender process it has won the contract for the implementation and operation of advertising opportunities at the Jorge Chávez International Airport in Lima, for a period of seven years starting on 1st January 2015.

As part of this contract, JCDecaux will oversee the indoor and outdoor communication solutions and will deploy an advertising space comprising a network of 70-inch and 80-inch digital screens, premium, service-oriented and interactive displays, innovative presentation of areas with high audience levels, and passenger jet bridges. While modernising the airport's image and passenger services, the offering will also see advertisers benefit from excellent visibility and real interaction with their audience.

The Jorge Chávez Airport was named the "Best Airport in South America" in 2014 for the sixth year in a row, based on a survey conducted by Skytrax Research*. An airport hub located between America and Europe, it serves 37 international and 21 national destinations through 22 passenger carriers and 12 airfreight carriers.

With more than 14.9 million passengers in 2013, representing an increase of 11.8% in relation to 2012, and strategically located on the west coast of South America, the Jorge Chávez Airport is the first Latino American airport contract secured by JCDecaux, and Peru will be the twelfth Latin American country in which it is established.

Juan José Salmón, CEO of Lima Airport Partners (LAP), said: *"For LAP it is fundamental that we offer our passengers and users modern and innovative advertising solutions that correspond to the commercial development policy set out for the Jorge Chávez International Airport. In this regard, JCDecaux has offered innovative airport-specific solutions that will benefit passengers and enhance their experience as they pass through our airport."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are very pleased that the Jorge Chávez International Airport has placed its trust in the expertise of JCDecaux for the implementation and operation of its advertising spaces. For JCDecaux, this contract with its first Latin American airport client and the opening of its Peruvian subsidiary consolidates its presence on this continent and its position as the number one player in airport advertising worldwide. The Jorge Chávez International Airport will showcase the Group's capacity to transform airport environments with innovative and premium communication solutions centred around new passenger experiences and optimal visibility for announcers and their brands."*

Key Figures for the Group

- 2013 revenues: €2,676m; Revenues for the first nine months of 2014: €1,974m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.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)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (35,000 advertising panels)
- No.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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* Survey conducted on 11.38 million passengers of 100 different nationalities, and users of at least 240 terminals.



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Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747