

JCDecaux selected as Guangzhou Metro's long-term Media Partner

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
El Salvador
Estonia
Finland
France
Germany
Guatemala
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lesotho
Lithuania
Luxembourg
Madagascar
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Namibia
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, 15 December 2015 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its wholly-owned subsidiary JCDecaux Advertising (Shanghai) Co., Ltd. has been appointed as a long-term media partner of Guangzhou Metro Corporation. JCDecaux has won the 15 year tender to operate all the lightboxes, stickers, wraps, train-doors & in-trains media resources within lines covering half the Guangzhou Metro network. The contract will be operated via a joint-venture, 51% for Guangzhou Metro Corporation and 49% for JCDecaux, to be co-managed by both companies.

With a total of 153 stations, covering 260 kilometers, Guangzhou has 8 metro lines under operation, making it the third-largest urban rail transit system in China Mainland. As the primary means of daily public transport for Guangzhou 13 million inhabitants, the Metro carries over 6 million passengers on average per day, accounting for approximately 40% of public transport passengers in Guangzhou.

In March 2015, JCDecaux and Guangzhou Metro signed a contract to operate metro media during a 9-month transition period from April 1, 2015. With its solid experience and operational capability and thanks to the professionalism and the involvement of its Chinese teams, JCDecaux was able to implement its rigorous safety procedures and be fully operational within 1 week of the contract being signed. During this transitional period, thanks to a close working relationship with Guangzhou Metro, JCDecaux was able to improve the media offer, and the results have been well received by advertisers, effectively regaining the advertising market share of the Metro in Guangzhou. The result of this tender is a strong confirmation of the quality of this work and of the genuine desire to work together, building upon a solid foundation.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"We are very pleased that Guangzhou Metro Corporation has appointed JCDecaux as its media partner for the upcoming 15 years. The signing of the agreement is a strong endorsement of our management, our operational abilities and our mutual collaboration over the past nine months. As the number one in metro advertising in China, we will continue to roll out the latest innovative technologies and new creative concepts in addition to comprehensive media solutions, as part of our plan to build a high-quality media platform for Guangzhou Metro whilst considering the importance of social factors and economic benefits. Our aim is to enhance the passenger's experience and ensure optimal visibility for advertisers and their brands. This strategic partnership will allow JCDecaux's coverage of metro media to reach over 30 million passengers per day in China across eight cities, including the four megacities of Beijing, Shanghai, Hong Kong and Guangzhou."*

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyer - 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 3,234,513.36 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2014 revenues: €2,813 million; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- JCDecaux is listed on the FTSE4Good index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in Europe (708,000 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 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