

JCDecaux renews and expands its advertising concession with Singapore Changi Airport until 2022

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, 11 April, 2016 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today the renewal of its advertising concession with Singapore Changi Airport for 5 years, from 2018 until 2022. The current concession ends in December 2017.

With the renewal, JCDecaux will expand its footprint in Changi Airport with an enhanced advertising inventory, offering more of its signature innovative Digital Media and Large Format displays. JCDecaux will also extend its coverage to the new Terminal 4, which is scheduled to open in the second half of 2017. With the addition of Terminal 4, Changi Airport's passenger capacity will increase to 82 million per year, further strengthening its position as a world leading airhub. Continuing its strategy of "Broadcast, Target & Impact", JCDecaux will introduce new landmark media at more strategic locations across all four Terminals, whilst enhancing key media in the existing Terminals 1, 2 and 3.

JCDecaux will further strengthen its Digital Media offer at Changi Airport with the introduction of digital engagement solutions leveraging the latest technologies. This will provide advertisers the opportunity to engage passengers through various digital platforms, including on their mobile devices. Advertisers will be able to deliver their marketing communications more effectively through the new JCDecaux multi-channel media platform.

Ms Lim Peck Hoon, Executive Vice President, Commercial of Changi Airport Group, said: "We are pleased with JCDecaux's performance at Changi Airport, where they have changed the face of advertising with the introduction of unique new media. We are delighted to continue our partnership with JCDecaux and look forward to them delivering highly innovative advertising experiences at Changi Airport."

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: "It is JCDecaux's privilege to continue to partner Changi Airport Group at one of the World's best Airports. Since the inception of this contract in 2011, we aimed to build a World Class Media Offer at Changi Airport through a targeted product strategy, launching several "market-first" innovative digital media formats, with the support of Changi Airport Group. Today, Changi Airport's status as an iconic airport and advertising destination in Asia is firmly established in the minds of advertisers globally and JCDecaux will strive to continue to innovate at one of the World's best Airports for many years to come."

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 the Asia-Pacific region (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

Communications Department: 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

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

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