

JCDecaux gains exclusive media company access to CiR Global Airport Intelligence

Paris, May 28 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has signed an exclusive contract with CiR (Counter Intelligence Retail - an NPD Group company) to be the only media company to have access to the CiR's Global Traveller Statistics service. The contract will run over several years, giving the JCDecaux Global airport division exclusive access to one of the most comprehensive sources of global air travel intelligence and data.

The agreement with CiR gives every JCDecaux airport direct access to the global passenger and traffic information of 550 airports. In the context of a significant evolution of the air traffic, these data will be enriched and be given greater applicability through the integration of a traveller segmentation and detailed shopper profiles. JCDecaux will also have access to a powerful 'Time of Day / Day of Week' module. This module provides a detailed forward-looking view of precise passenger numbers by terminal, by nationality, by day of week and time of day. With this intelligence, JCDecaux can offer its clients campaigns that precisely target both departing and arriving passengers based on their nationality, traveller profile and shopping preferences. Obviously, Global Travellers' data comply strictly with personal data protection rules to safeguard citizens and users, which in Europe, for instance, will be strengthened by the introduction of the General Data Protection Regulation.

The JCDecaux airport business encompasses the globe with concessions in 218 airports, including 12 of the top 20 airports worldwide, representing more than 40,000 advertising panels across 38 countries.

Garry Stasiulevicus, President of CiR, said: *"We're delighted to be working with JCDecaux and we're confident our global air-traveller intelligence will benefit their clients in the same way we've seen our global traveller statistics tools have a positive impact for our airport retail and brand clients. Our online platform is intuitive and easy to use and because of this, the comprehensive intelligence we make available has proven invaluable in aiding our clients to plan and execute their in-airport activity with greater confidence and precision. We are particularly excited that JCDecaux will be utilising the integration of our global traveller segmentation study data into the 550 airports data. The power of this integrated data to drive JCDecaux's innovative digital media capability is big step forward for the industry."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"As the number one worldwide in airport advertising, we are very proud to have signed up to CiR's global traveller statistics platform. We will have significant planning data information relating to passenger numbers and passenger movements literally at our fingertips, ensuring we deliver the best airport campaigns for our clients. By utilising the intelligence within the system's forecasting module, our airport division can execute campaigns of contextually relevant messaging in environments of high dwell time, enhancing the passenger experience whilst providing optimal visibility for advertisers and their brands."*

Key Figures for JCDecaux

- 2017 revenue: €3,493m*
- 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 indexes
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 218 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)

JCDecaux SA

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

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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JCDecaux

- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees

** Restated from the retrospective application of IFRS 15, applicable from January 1st, 2018*

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