

Latin America: JCDecaux buys out minority interests in Corameq

Paris, July 31, 2018 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide announces that it has acquired 100% of Corameq, a holding company of Eumex, after acquiring the stakes of the two founders and non-controlling shareholders: Antonio Torres and Carlos de Meer.

In March 2014, JCDecaux announced the acquisition of 85% of Eumex, a Latin American street furniture group active in Mexico, Guatemala, El Salvador, Costa Rica, Panama, Colombia and Chile.

This first major buyout gave JCDecaux a foothold in six new Latin American countries and launched a phase of rapid expansion in the region. This was followed by a string of mergers and acquisitions, including the acquisition of the Latin American business of OUTFRONT Media in April 2016, an alliance with Caracol Televisión in Colombia in June 2016, a merger with Top Media Central America in December 2016 and a merger with América Móvil in Mexico in October 2017.

Now active in 15 Latin American countries, JCDecaux is the number one outdoor advertising company on the continent with over 94,000 advertising panels on Street Furniture, Billboards, Transports, Airports and Shopping Centres. In the last five years, JCDecaux has successfully consolidated, modernised and rejuvenated what was a highly fragmented local advertising market. Its ambition is to continue developing and accelerating the digital transformation of its products and services across the different zones of the region.

Antonio Torres and Carlos de Meer, founders of Eumex, said: *“Years ago, when we decided to invest in the Outdoor Advertising industry, we had in mind the model laid down by Jean-Claude Decaux, an extraordinary entrepreneur and an exemplary human being. Jean-Claude Decaux left behind not just a world-leading company in its sector, but also a second generation that followed in his footsteps, not only as entrepreneurs but also as exemplary people. Our admiration for Jean-Claude Decaux and Jean-Charles Decaux, along with the friendship that binds us, was key to our decision to entrust them with the company we had built up over many years with our own hands. The results are there for all to see. We are embarked on a new entrepreneurial venture in Spain, with the satisfaction of having contributed to a transition that was successful in every way, while always maintaining our friendship with the great Decaux family.”*

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *“In 2013, we decided with Antonio Torres and Carlos de Meer, the Eumex founders, to join forces in Latin America and together become the number one outdoor advertising company on the continent. I am happy with the excellent growth we have seen since, through partnerships and acquisitions struck over these 5 years of collaboration. The in-depth knowledge of the region and its markets that Antonio and Carlos brought to the table was fundamental to the success of an expansion programme that has delivered a 136% growth in five years in the region since we joined forces. We’re grateful for their commitment and their entrepreneurial spirit and wish them every success in their new life after outdoor advertising.”*

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

Registered capital of 3,243,470.83 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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Key Figures for JCDecaux

- 2017 revenue: €3,493m*, H1 2018 revenue: €1,643m
- 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 215 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)
- 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