

## Out of Home Media

Algeria  
Angola  
Argentina  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
Iceland  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
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  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

## JCDecaux wins Kansai airports 10 year exclusive digital advertising concession

**Paris, 3<sup>rd</sup> January, 2019 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its Japanese subsidiary MCDcaux (JCDecaux: 85%; Mitsubishi Corporation: 15%) has won the digital advertising concession of Kansai Airports' 10-year contract.

Kansai Airports Group consists of 16 companies, including Kansai Airports, which was established by a consortium with VINCI Airports and ORIX Corporation as its core members. Kansai Airports has operated Kansai International Airport (KIX) and Osaka International Airport (ITAMI) since April, 2016, and Kobe airport since September, 2017.

With this highly premium digital offer, MCDcaux will reach 100% of the 43.8 million passengers (+9% PAX growth in 2017) of both airports KIX & ITAMI.

This first airport contract in Japan covers the design, installation and maintenance of 74 displays, including a network of 85" digital LCD screens, 2 LED screens at 15m<sup>2</sup> each and 4 giant lightboxes at 60m<sup>2</sup> each.

This key contract enables MCDcaux to enter digital airport advertising in Japan. It will complement its existing Street Furniture offer in the 3<sup>rd</sup> largest advertising market in the world with an unrivalled presence of nearly 7,800 2m<sup>2</sup> advertising panels installed across 41 Japanese cities (including the 20 largest) and 160 shopping malls.

JCDecaux is number one worldwide in airport advertising with more than 215 airports. Over the past few months, the Group, who already had 11 airports under concession in the Asia-Pacific region – six of which are ranked among the top 10 airports in Asia – has substantially developed this region with seven additional airports: Sydney, Perth, Auckland, Christchurch and Queenstown Airports, following APN Outdoor acquisition, and now Osaka and Kansai Airports.

**Hideo Ichida, Corporate Executive Vice President and Chief Commercial Officer (non aeronautical) of Kansai Airports**, said: *"We are delighted to have secured a deal with MCDcaux, the Japanese subsidiary of the number one outdoor advertising company worldwide, JCDecaux, and looking forward to seeing state-of-the-art digital ad screens installed throughout two of our airports – Kansai International Airport and Osaka International Airport. Hopefully, this deal will attract world-class clients we have not partnered with before, and the new ads will provide new and exciting experiences to airport guests."*

**Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux**, said: *"We are extremely proud to have been chosen by Kansai Airports as the exclusive digital advertising operator for both Kansai International Airport (KIX) and Osaka International Airport (ITAMI). This first airport contract in Japan, a key milestone for our Japan subsidiary, will complement JCDecaux's airport offer in Asia. It demonstrates once again the experience and outstanding work of our local and international teams to secure the support of the world's largest airports. It also strengthens our aviation hub, covering all the world's major regions: Europe, North America, Asia-Pacific, the Middle East, Africa and Latin America. "Shaping a new journey" is Kansai Airports' mission statement; JCDecaux will contribute to their vision with an innovative offer that will benefit passengers as well as advertisers and their brands."*

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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

## 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 index
- 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 1<sup>st</sup>, 2018

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