

## JCDecaux wins the exclusive advertising concession of Shenzhen Bao'an International Airport in China

### Out of Home media

Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Eswatini  
Finland  
France  
Gabon  
Germany  
Guatemala  
Honduras  
Hungary  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Paraguay  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
South Korea  
Spain  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, January 30<sup>th</sup>, 2024 – JCDecaux SE** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux China has won the exclusive advertising contract with Shenzhen Bao'an International Airport, following a tender.

This new contract, effective on February 1<sup>st</sup>, 2024, extends JCDecaux's footprint in Chinese airports ensuring a strong presence in the Guangdong-Hong Kong-Macao Greater Bay Area, one of the most dynamic regions in the world, which counts more than 86 million inhabitants.

With around 400 existing media assets, this new partnership aims to deliver the highest international standards of airport advertising as JCDecaux will invest in new iconic giant digital screens, data and software, accompanying the digital transformation of the airport. This digital media turnaround will enable to attract new advertisers at the airport, in search of qualitative and efficient media assets.

JCDecaux aims to offer passengers an enhanced audience experience displaying the right advertisement message in the right place, at the right time. In line with both companies' ESG pillars, sustainability and safety will be strong focuses of the concession, with clear objectives for green energy, recyclable materials and waste management.

Shenzhen is the country's first special economic zone created in 1979. It is a young & dynamic city, with the average age of residents around 32.5 years in 2020, below the national average of around 39 years. Shenzhen is now the city of high tech, a vibrant city with more than 17.5 million inhabitants; a major financial and industrial center; home to numerous well-known Chinese international companies, including Tencent Holdings and BYD.

Shenzhen Bao'an International Airport is a beautiful large modern airport, designed by the Italian architect Massimiliano Fuksas. Opened to traffic in October 1991, it became an international airport in May 1993, and developed into China's fourth largest airport since 1996 with nearly 53 million passengers in 2023, including 51 million domestic passengers.

JCDecaux operates Hong-Kong airport in China since its opening in 1998 and entered Mainland in 2005, with the Shanghai Airport advertising concession, both Hongqiao & Pudong, and since then operates in Beijing Capital, Beijing Daxing, Chengdu Shuangliu, Chengdu Tianfu, Chongqing Jiangbei and Macau airports. The strength of our advertising network in China's airports allows us to offer Chinese and International brands the best communication solutions.

**Shenzhen Bao'an International Airport** stated: *"We are very pleased to reach a long-term strategic cooperation with JCDecaux. JCDecaux has rich experience in the operation and management of airport advertising resources in China and around the world. The cooperation between the two parties will contribute to promote Shenzhen Airport's media environment as international, modern, and intelligent. At the same time, it will also help Shenzhen Airport to create a high-quality media art space, to elevate customer experience and brands' influence."*

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux**, said: *"As the global airport passenger traffic recovers, close to its 2019 levels, with a strong domestic growth in China (+272% in November 2023 compared to November 2022\*) and above its pre-Covid level (+112,6% in Q3 2023 vs Q3 2019\*\*), we are delighted to have been chosen for*

JCDecaux SE

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](http://www.jcdecaux.com)

*the first time by Shenzhen Bao'an International Airport. We deeply thank our future partner for his confidence and look forward to rolling out premium digital displays, to enhance the passenger experience and maximize visibility for advertisers and their brands. We are very proud to be part of the continuous evolution of this iconic airport, and to contribute to its environmental transition through our ESG initiatives. To ensure the success of this new collaboration, we will leverage our international expertise and local approach combined with our commitment to quality, design, and efficiency, that made us a leading partner for the biggest airports in the world and in China."*

\*Source: IATA

\*\* Source: Forward Keys

## Key Figures for JCDecaux

- 2023 revenue: €3,570.0m<sup>(a)</sup>
  - N°1 Out-of-Home Media company worldwide
  - A daily audience of more than 850 million people in more than 80 countries
  - 1,040,132 advertising panels worldwide
  - Present in 3,573 cities with more than 10,000 inhabitants
  - 11,200 employees
  - JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
  - JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.4/5), CDP (A-), MSCI (AA), Sustainalytics (13.5), and has achieved Gold Medal status from EcoVadis
  - 1st Out-of-Home Media company to join the RE100
  - Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
  - N°1 worldwide in street furniture (604,536 advertising panels)
  - N°1 worldwide in transport advertising with 153 airports and 205 contracts in metros, buses, trains and tramways (333,620 advertising panels)
  - N°1 in Europe for billboards (101,976 advertising panels worldwide)
  - N°1 in outdoor advertising in Europe (654,957 advertising panels)
  - N°1 in outdoor advertising in Asia-Pacific (170,973 advertising panels)
  - N°1 in outdoor advertising in Latin America (129,305 advertising panels)
  - N°1 in outdoor advertising in Africa (24,198 advertising panels)
  - N°1 in outdoor advertising in the Middle East (19,371 advertising panels)
- (a) Adjusted revenue

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).

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**Communications Department:** Albert Asséraf

+33 (0) 1 30 79 79 10 – [albert.asseraf@jcdecaux.com](mailto:albert.asseraf@jcdecaux.com)

**Investor Relations:** Rémi Grisard

+33 (0) 1 30 79 79 93 – [remi.grisard@jcdecaux.com](mailto:remi.grisard@jcdecaux.com)