

JCDecaux wins Dallas Fort Worth International Airport Advertising and Sponsorship Concession

Out of Home Media

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Paris, 7 March, 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has been awarded a 10-year concession contract to provide advertising and sponsorship services at Dallas Fort Worth International Airport. The new program will count 75% of digital advertising displays, including a network of 70 inch digital screens, high definition spectacular video walls, and interactive directories in the baggage claim areas.

With more than 64 million passengers in 2015, including close to 8 million international passengers, Dallas Fort Worth International is the 4th busiest airport in North America, and the 10th busiest in the world. It is also American Airlines' largest hub and the largest Oneworld hub in the world. It serves the Dallas Fort Worth Metroplex, the nation's fifth largest Demographic Market Area with one of the highest concentrations of corporate headquarters in the United States, including 21 Fortune 500 companies.

Jean-Francois Decaux, Chairman of the Executive Board and co-Chief Executive Officer of JCDecaux, said: *"We are truly excited to add Dallas Fort Worth International Airport to our portfolio of major international airports in the United States, and in the world. The deployment of a mostly digital advertising program will create a high-technology platform worthy of this world-class airport, in line with advertiser's expectations. Following the win of a similar concession for Los Angeles International Airport two years ago, this new contract will allow us to further our development in the fast growing field of sponsorships and naming rights to some of the airport's key assets."*

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 (51,470 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 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

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 4430750747