

## JCDecaux renews and extends Hong Kong International Airport's advertising concession

### Out of Home Media

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

**Paris, 2 May, 2016 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its wholly-owned Hong Kong subsidiary, JCDecaux Transport, has successfully won the competitive tender to operate the advertising concession at Hong Kong International Airport for a period of 5 years starting from April 9, 2016.

Hong Kong International Airport is one of the busiest international airports in the world with 68.5 million passenger traffic and 406,020 flight movements in 2015. JCDecaux has been managing advertising sales concession of Hong Kong International Airport since its opening in 1998. With this new concession, JCDecaux has 105 digital displays in its portfolio, in particular two iconic 360° Digital Totems that can offer maximum campaign visibility to passengers. It will also include a new format of exterior airbridge with high advertising impact, covering all departure and arriving zones.

**Ms. Cissy Chan, Executive Director, Commercial, of Airport Authority Hong Kong, said:** *"JCDecaux has demonstrated its expertise and innovation in the advertising business of Hong Kong International Airport. We have enjoyed a very fruitful partnership with JCDecaux over the years and are very impressed by their professionalism and knowledge of the market. We believe that our long-term co-operations will continue to bring the best benefits to the airport."*

**Jean-Charles Decaux, Co-CEO of JCDecaux, said:** *"We are delighted to be selected once again by the Airport Authority Hong Kong following our 18-year relationship. This concession contract is a further recognition of JCDecaux's ability and previous endeavours in providing innovative and high quality solutions to advertisers. We would like to thank the Airport Authority Hong Kong in their continuing trust and will strive to propose products and services that can transform an airport's environment and enhance the passenger's experience whilst ensuring optimal visibility for advertisers and their brands."*

### 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 (62,860 advertising panels)
- N°1 in outdoor advertising in Africa (32,840 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,280 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 44307570747