

JCDecaux renews its advertising concession with Aéroports de la Côte d'Azur until 2027

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Paris, 18 May 2016 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its world leading airport advertising subsidiary, JCDecaux Airport, has renewed a new 10 year advertising concession with Aéroports de la Côte d'Azur and its subsidiaries, following a successful bid process. The new contract, which includes Nice Côte d'Azur Airport (covering its business passenger and helicopter terminals), as well as the Cannes-Mandelieu, Saint-Tropez airports and Sky Valet Terminal at Le Bourget, starts from January 2017 (January 2018 for Saint-Tropez Airport).

With 12 million passengers in 2015, Nice Côte d'Azur Airport is the second busiest in France, after Paris. As a major international hub, Nice Côte d'Azur Airport reaches a particularly affluent audience that advertisers can access via JCDecaux's spectacular indoor and outdoor advertising displays.

JCDecaux will deliver a premium international communication platform with the 100% digitalisation of its indoor advertising panels, the decluttering of the airport halls and the creation of an entirely new range of formats that have been specially designed for the airport, blending harmoniously with the architecture of its recently renovated terminals. Iconic digital products that are completely new to Europe will provide passengers with engaging brand experiences. Passengers will also have access to music and video content, either streamed or downloaded at high speeds, thanks to the Wi-Fi Entertainment System.

Furthermore, customised services will be offered in the business passenger terminal at Nice Airport and at Cannes-Mandelieu, Saint-Tropez airports and Sky Valet Terminal at Le Bourget. Solutions such as the 'total domination' of terminals will be offered to premium brands so that they can showcase their products to an affluent, sought-after client base. These terminals will also have a bespoke digital network specifically for business passengers.

Dominique Thillaud, Chairman of the Executive Board of Aéroports de la Côte d'Azur, said: *"After the refurbishment of our terminals, with Terminal 1 ready to be unveiled, this important decision marks a new stage in the delivery of a commercial offering that reflects the local area, around an aesthetic and contemporary advertising platform that is in step with the process of facilitating the movement of passengers through the airport. With its 77 digital screens, the Nice Côte d'Azur platform is becoming the most-digitised airport in France, helping passengers to move more comfortably through the airport, thanks also to a stripped-down design that fits perfectly with the architecture of our platform. Taken as a whole, the new commercial and advertising solutions elevate us to the highest European standards."*

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We are delighted to have been chosen once again by Aéroports de la Côte d'Azur. This contract underlines JCDecaux Airport's ability to offer solutions tailored to the airport environment, the ideal location for innovative and interactive advertising campaigns that enhance the passenger experience and provide high visibility for advertisers and their brands. As the number one airport advertising company worldwide, JCDecaux will use the expertise it has acquired at the biggest airports in France and across the world to ensure the success of this partnership."*

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Registered capital of 3,236 483.41 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

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 Asia-Pacific (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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