

JCDecaux wins the contract to operate the advertising concession at the Soho shopping mall in Panama

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Paris, 8 December 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has been awarded the contract to run the advertising operations of the future Soho shopping mall in Panama City, owned by Westline Enterprises Inc., for a duration of 10 years.

As part of this contract, JCDecaux will offer full digital coverage inside the Soho shopping mall, including a Screen Wall comprising nine 46" screens, eight 70" digital screens suspended on a column and twelve 80" digital totems. Five of these twelve totems will be *e-Village*, offering visitors informative content, via software developed by JCDecaux teams. Six analogue lightboxes located in the entryways to the car parks will add to the network. Promotions during temporary events will provide additional opportunities to expand the ad offer available to advertisers.

With over eight million visitors per year and strategically positioned on Calle 50, in the heart of the capital, the Soho shopping mall is poised to become the reference in Panama for the major luxury brands.

Abdul Waked, Chairman of Soho Developers, a Westline Enterprises Inc. subsidiary, said: *"We are very pleased to be working in partnership with JCDecaux, the number one outdoor advertising company worldwide with advertising concessions in the biggest airports and public transport systems around the globe. The Soho Mall is delighted to be benefitting from the technical expertise and professionalism of JCDecaux, which by offering its services will participate in the development of this multipurpose complex, Panama's biggest property project."*

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *"We are delighted to add the Soho mall to our list of advertising assets in Latin America and are proud to support Abdul Waked in his impressive undertaking in Panama. This mall will undoubtedly become a reference in the region, as well as a fabulous showcase for innovations developed by JCDecaux, aiming to seamlessly integrate advertising in a demanding indoor environment. We are going to deploy all our operational and commercial expertise in order to provide the best possible service to our partner and brands."*

Key Figures for the Group

- 2013 revenues: €2,676m; Revenues for the first nine months of 2014: €1,974m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (35,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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