

## JCDecaux renews and expands its advertising concession with Singapore Changi Airport until 2022

### 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, 11 April, 2016** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today the renewal of its advertising concession with Singapore Changi Airport for 5 years, from 2018 until 2022. The current concession ends in December 2017.

With the renewal, JCDecaux will expand its footprint in Changi Airport with an enhanced advertising inventory, offering more of its signature innovative Digital Media and Large Format displays. JCDecaux will also extend its coverage to the new Terminal 4, which is scheduled to open in the second half of 2017. With the addition of Terminal 4, Changi Airport's passenger capacity will increase to 82 million per year, further strengthening its position as a world leading airhub. Continuing its strategy of "Broadcast, Target & Impact", JCDecaux will introduce new landmark media at more strategic locations across all four Terminals, whilst enhancing key media in the existing Terminals 1, 2 and 3.

JCDecaux will further strengthen its Digital Media offer at Changi Airport with the introduction of digital engagement solutions leveraging the latest technologies. This will provide advertisers the opportunity to engage passengers through various digital platforms, including on their mobile devices. Advertisers will be able to deliver their marketing communications more effectively through the new JCDecaux multi-channel media platform.

**Ms Lim Peck Hoon, Executive Vice President, Commercial of Changi Airport Group**, said: "We are pleased with JCDecaux's performance at Changi Airport, where they have changed the face of advertising with the introduction of unique new media. We are delighted to continue our partnership with JCDecaux and look forward to them delivering highly innovative advertising experiences at Changi Airport."

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux**, said: "It is JCDecaux's privilege to continue to partner Changi Airport Group at one of the World's best Airports. Since the inception of this contract in 2011, we aimed to build a World Class Media Offer at Changi Airport through a targeted product strategy, launching several "market-first" innovative digital media formats, with the support of Changi Airport Group. Today, Changi Airport's status as an iconic airport and advertising destination in Asia is firmly established in the minds of advertisers globally and JCDecaux will strive to continue to innovate at one of the World's best Airports for many years to come."

### 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