

## JCDecaux wins the 10 year tender for the Sao Paulo Metro advertising concession

### Out of Home Media

Algeria  
Angola  
Argentina  
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Austria  
Azerbaijan  
Belgium  
Botswana  
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Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Germany  
Guatemala  
Hungary  
Honduras  
Iceland  
India  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Namibia  
Nicaragua  
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, 28 June 2017** – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that it has been declared successful bidder following the tender for the exclusive 10 year advertising concession for the three main lines of the Sao Paulo metro.

The blue (line 1), green (line 2) and red (line 3) lines of the Sao Paulo metro, which carries around 4.4 million passengers per day across six lines, cover 52 of the network's 61 stations.

After 15 years of working with multiple concession holders, the Sao Paulo metro decided to award the traditional and digital advertising operation to a single provider, which will be responsible for installing, operating, maintaining and managing a media offer that meets the leading international standards in the metro's stations, tunnels and carriages.

The signing of the contract remains subject to the usual terms of the Brazilian public sector tender process. It is planned to be completed in Q3 2017.

### Key Figures for the Group

- 2016 revenue : €3,393 billion
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indices
- No. 1 worldwide in street furniture (559,070 advertising panels)
- No. 1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- No. 1 in Europe for billboards (169,860 advertising panels)
- No. 1 in outdoor advertising in Europe (721,130 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (219,310 advertising panels)
- No. 1 in outdoor advertising in Latin America (70,680 advertising panels)
- No. 1 in outdoor advertising in Africa (29,820 advertising panels)
- No. 1 in outdoor advertising in the Middle East (16,230 advertising panels)
- No. 1 worldwide for self-service bicycle hire: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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A public limited corporation with an Executive Board and Supervisory Board

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