

## JCDecaux strengthens leadership in São Paulo Metro with the renewal and extension of contract for Lines 1-Blue, 2-Green, and 3-Red, and the inclusion of Line 15-Silver through 2036

### Out of Home Media

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Costa Rica  
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Denmark  
Ecuador  
El Salvador  
Estonia  
Eswatini  
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France  
Gabon  
Germany  
Guatemala  
Honduras  
Hungary  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Jordan  
Kazakhstan  
Kuwait  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Paraguay  
Peru  
Poland  
Portugal  
Qatar  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
South Korea  
Spain  
Sweden  
Switzerland  
Tanzania  
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Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

**Paris, November 13<sup>th</sup>, 2025** – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that its subsidiary JCDecaux Brazil has renewed and extended its advertising concession contract for the 1-Blue, 2-Green, and 3-Red lines of São Paulo Metro, along with the inclusion of Line 15-Silver, through 2036.

The agreement, initially valid until 2030, has been extended to February 2036, adding six more years of operation and media management in São Paulo's metro system. The contract renewal, as well as the expansion to Line 15-Silver, will take effect in February 2026.

JCDecaux will be present in 63 metro stations currently in operation, potentially reaching 70 stations upon the completion of Line 15-Silver, with an average daily flow of over 5 million people.

The extension of the contract for Lines 1, 2, and 3 is directly linked to a process of digitisation and modernisation of inventories, a project already underway. Presently, the advertising inventory on these lines exceeds 1,050 advertising faces.

Currently, JCDecaux is present in all operational metro lines in São Paulo, including Lines 4-Yellow and 5-Lilac, operated by Motiva. In Brazil for 27 years, where OOH represents 12% of the advertising market share, JCDecaux operates in 14 states and the Federal District, with more than 17,000 advertising faces, across streets, transportation, and supermarkets, in addition to Guarulhos Airport, the largest in South America, and Brasília Airport (BSB), the main domestic connection hub in Brazil. With a focus on asset digitisation and data intelligence, the company solidifies its tech company status by developing increasingly personalised, intelligent, assertive, and measurable OOH projects.

**Jean-Charles Decaux, Co-CEO of JCDecaux,** said: *"The renewal and extension of our contract on the central lines of São Paulo Metro are the result of our strong partnership and the recognition of JCDecaux as a leader in out-of-home media worldwide. Brazil, which is ranked among the world's top ten largest advertising markets and N°1 in Latin America, is leading the way in terms of digital communication. It is one of the markets where JCDecaux's assets are the most digitised, already representing more than 70% of our revenue in the country, and where programmatic DOOH accounts for more than 10% of digital revenue, above the Group average. By adding Line 15-Silver and continuously investing in the digitisation and modernisation of our inventory, we consolidate the high impact of OOH media, capable of reaching millions of passengers daily with innovative solutions and operational excellence, which demonstrates our expertise in communication in transport and large urban centers."*

### Key Figures for JCDecaux

- 2024 revenue: €3,935.3m – H1 2025 revenue: €1,868.3m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,091,811 advertising panels worldwide
- Present in 3,894 cities with more than 10,000 inhabitants
- 12,026 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

A European Company with an Executive Board and Supervisory Board

Registered capital of 3,264,372,84 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A), MSCI (AAA), Sustainalytics (11.9), and has achieved Gold Medal status from EcoVadis
- 1<sup>st</sup> Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (629,737 advertising panels)
- N°1 worldwide in transport advertising with 157 airports and 257 contracts in metros, buses, trains and tramways (340,848 advertising panels)
- N°1 in Europe for billboards (83,472 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (736,310 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (178,010 advertising panels)
- N°1 in outdoor advertising in Latin America (89,526 advertising panels)
- N°1 in outdoor advertising in Africa (22,490 advertising panels)
- N°2 in outdoor advertising in the Middle East (20,689 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).

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**Communications Department:** Clémentine Prat

+33 (0) 1 30 79 79 10 – [clementine.prat@jcdecaux.com](mailto:clementine.prat@jcdecaux.com)

**Investor Relations:** Rémi Grisard

+33 (0) 1 30 79 79 93 – [remi.grisard@jcdecaux.com](mailto:remi.grisard@jcdecaux.com)