

JCDecaux, Official Digital Partner of TFWA World Exhibition & Conference

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, 19 October 2015 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide and TFWA, the world's biggest Duty Free and Travel Retail association, are pleased to announce that they have signed, for the second year in a row, a partnership for TFWA World Exhibition & Conference, the 31st Duty Free and Travel Retail annual global summit.

For the event's 31st in Cannes, TFWA is offering visitors an innovative way-finding system and JCDecaux touchscreens have been installed at key locations in the Palais des Festivals in Cannes.

JCDecaux is recognised by Airport Authorities as an advertising operator associated with innovative and high quality services. Passenger service has always been at the heart of the airport experience and as travellers spend an increasing amount of time in "airport cities", their expectations in terms of services and entertainment are rising constantly. Leveraging more than 50 years of experience in urban services, JCDecaux has developed a comprehensive portfolio of associated media solutions.

Jean-Charles Decaux, co-CEO of JCDecaux, said: *"We currently cover 9 of the top 10 Duty Free Airports and, for the second year in a row, brands related to Travel Retail (Fashion & Luxury) are dominating our Top 20 brands' market share. TFWA World Exhibition and Conference is, therefore, the perfect opportunity to meet our clients. We have established a strong relationship with TFWA over the years and are pleased to be the official partner of this leading global event again this year; a partnership that underlines JCDecaux's commitment to continue using its creativity and excellence in execution to help improve the passenger experience."*

Alain Maingreud, Managing Director of TFWA, said: *"We are very happy to continue the partnership we initiated in 2014 with JCDecaux. Thanks to the distinguished expertise of this globally recognised player, we can enrich our digital offering and improve services for all conference participants through effective information and directions within the Palais des Festivals. We have several projects under development for future TFWA World Exhibition & Conference events and we want to capitalise on this partnership in the years ahead."*

Key figures for the Group

- 2014 revenues: €2,813 million; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No. 1 worldwide in street furniture (491,950 advertising panels)
- No. 1 worldwide in transport advertising with more than 170 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No. 1 in Europe for billboards (180,590 advertising panels)
- No. 1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No. 1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No. 1 worldwide in self-service bicycles and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

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