

JCDecaux Macau renews and extends its exclusive advertising contract with Macau International Airport

Out of Home Media

Angola
Australia
Austria
Azerbaijan
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
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
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, July 22nd, 2024 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux Macau, a joint-venture between JCDecaux (80% equity) and HN Group (20% equity), has renewed its exclusive advertising contract with Macau International Airport for a 10-year period, following a competitive tender process.

Running from July 1, 2024, this new contract strengthens JCDecaux's presence in Macau and follows the award of the 15-year street furniture contract. Together with our Chinese airports concessions, this ensures a strong presence in the Guangdong-Hong Kong-Macao Greater Bay Area – one of the world's most dynamic regions, home to over 86 million people.

JCDecaux Macau has managed the advertising sales concession at Macau International Airport since 2003. Under the new contract, JCDecaux will introduce a programme of digitisation, deploying innovative technology, creative solutions and airport products to enhance airport services and experiences while generating advertising revenue. Looking ahead, the growth of Macau airport advertising will be driven by digitisation and a strong emphasis on environmental, social, and governance (ESG) principles while delivering results for advertisers.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are delighted to have been chosen once again by the Macau International Airport Company Limited following our longstanding 21-year partnership. This contract is a further recognition of JCDecaux's expertise and ability to provide innovative and high-quality solutions for advertisers. Our commitment to excellence and to providing best-in-class service is at the heart of our enduring relationship, and we are proud that this has been recognised by CAM. We would like to thank CAM for their continued trust as we work to provide next-generation airport advertising products and services that can transform the airport environment and enhance the passenger experience. This will create a powerful platform for brand advertisers, promoting growth and innovation over the next decade and beyond."*

Key Figures for JCDecaux

- 2023 revenue: €3,570.0m^(a)
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,056,833 advertising panels worldwide
- Present in 3,918 cities with more than 10,000 inhabitants
- 11,650 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.8/5), CDP (A), MSCI (AAA), Sustainalytics (13.7), and has achieved Gold Medal status from EcoVadis
- 1st 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 (630,196 advertising panels)
- N°1 worldwide in transport advertising with 153 airports and 258 contracts in metros, buses, trains and tramways (319,081 advertising panels)
- N°1 in Europe for billboards (85,743 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (708,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (165,292 advertising panels)
- N°1 in outdoor advertising in Latin America (91,682 advertising panels)
- N°1 in outdoor advertising in Africa (25,337 advertising panels)
- N°1 in outdoor advertising in the Middle East (21,300 advertising panels)

(a) Adjusted revenue

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A European Company with an Executive Board and Supervisory Board

Registered capital of 3,249,630.93 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

For more information about JCDecaux, please visit jcdecaux.com.
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