

## JCDecaux buys 85% of Eumex to become the largest outdoor advertising company in Latin America

### Out of Home Media

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Ukraine  
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Uruguay  
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**Paris, 7 November, 2013** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has signed a contract for the acquisition of 85% of Eumex, a Group specialised in street furniture for the Latin American continent. The closing of the transaction is subject to all the usual regulatory requirements.

Created in 1995, Eumex, whose founders will work alongside JCDecaux, operates in nine Latin American countries (Mexico, Guatemala, Costa Rica, El Salvador, Panama, The Dominican Republic, Colombia, Chile and Argentina) and is expected to generate 2013 revenues of around \$56 million (€40 million). Eumex is the market leader in Central America, Colombia and Chile.

Thanks to this acquisition JCDecaux, that already operates in Chile, country where it has plans to extract major synergies, Brazil, Uruguay and Argentina, will be put it in a position to better serve its clients in seven new countries. With a presence in major cities including six of the ten agglomerations that generate the highest GDP per person in Latin America (São Paulo, Mexico, Buenos Aires, Santiago, Bogota and Monterrey), JCDecaux Latin America will sell a total of 36,000 advertising panels and will be well placed to roll out the Group's expertise across the Latin American continent, including its high-growth digital activity.

According to ZenithOptimedia, the advertising market in Latin America, which represented just 4.1% of the global advertising market in 2005, should see its contribution increase to 8.2% in 2015. Over the next two years, the growth rate of outdoor communication in Latin America will exceed the global advertising market, benefitting from a potential 588 million consumers and the world's highest urbanisation rate (80%). In addition, ZenithOptimedia forecasts that outdoor advertising in Latin America will represent 4.7% of total adspend in 2015 compared to 2.4% in 2005.

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"The acquisition of Eumex marks a milestone in our development in Latin America. It represents a transformative move that will bring JCDecaux's operations to seven new countries and make it the number one outdoor advertising company in the Latin American continent."*

*This strategic acquisition follows the historic São Paulo contract that was awarded a year ago and brings a new dimension to our activity in this part of the world. I am delighted that we will work in partnership with Eumex's founders and will benefit from their valuable experience. I congratulate them on their achievements to date and look forward to future successes together."*

*On the back of our position in Street Furniture, which will account for 85% of the new group's activity in the region, with significant scope for growth, we also see significant growth potential in airports thanks to investment programmes and growth in passenger traffic, as well as in urban transport via the new subway systems currently under construction and at the planning stage."*

*We are very proud to have this opportunity to bring our expertise and innovative capacity, notably our digital expertise, to serve the local authorities and citizens and to offer advertisers and their brands exceptional visibility in Latin America."*

**Antonio Torres and Carlos de Meer, founders of Eumex**, said: *"We are very proud that Eumex will become part of the number one outdoor advertising company worldwide. As founders of Eumex, we are looking forward to joining forces with JCDecaux in order to accelerate the growth of our activity in Latin America."*

*Since entering the outdoor advertising market over 20 years ago, we have always endeavoured to emulate the professional standards and values of JCDecaux, the company founded by Jean-Claude Decaux in 1964."*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,387,241.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## Key Figures for the Group

- 2012 revenues: €2,623m ; ; H1 2013: €1,264 m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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