



## Na Mídia

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### Demarest acts in auction for street furniture concession in Rio



**Eletromídia, advised by Demarest Advogados, and JC Decaux won the Rio de Janeiro City Hall street furniture tender in an auction held at B3, the São Paulo Stock Exchange.**

The winning companies will be responsible for the design, development, manufacture, supply, installation, maintenance and upkeep of the street furniture. In all, three lots were launched with a total investment of around R\$513 million over 20 years.

**The first lot, which includes bus shelters and advertising panels, was won by Eletromídia, which offered a bid of R\$456.5 million, a premium of 4.58%. Advised by Demarest Advogados, Eletromídia also won the second lot, which includes digital clocks. The bid was R\$430 million, representing a premium of 474.34%.**

JC Decaux took the third lot, focused on advertising screens for the Bike Rio bike-sharing system, with a bid of R\$203 million, a premium of 153.10%.

The service offer includes 1,800 new bus shelters, some of them with security systems including cameras and emergency buttons, as well as the modernization of the clocks, which will have wind and humidity sensors.

**Demarest relied on partners Bruno Aurélio (pictured left) and Renan Sona (pictured right) in the bidding process.**