

JCDecaux wins €730 million BAA Airport contract

Out of Home Media

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Luxembourg
Malaysia
Mexico
Netherlands
Norway
Poland
Portugal
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Turkey
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Paris, 23 May , 2006 - JCDecaux SA (Euronext Paris: DEC), the number two outdoor advertising company worldwide and the number one worldwide in airport advertising, today announced that it has been awarded the advertising contract with BAA, the world's leading airport operator, for a period of 10 years (7 + 3 year option) through to March 2017.

The new contract, which is forecast to generate advertising revenues of approximately €730 million, will include all seven of BAA's UK airports, Heathrow, Gatwick, Stansted, Glasgow, Edinburgh, Aberdeen and Southampton as well as the Heathrow Express.

This latest win further strengthens JCDecaux's position in airport advertising. It follows last year's successful tender in the US where it was appointed for a 10 year term by the New York Port Authority to manage John F. Kennedy International, La Guardia and Newark Liberty International Airports and the 15 year joint venture signed with Airports of Shanghai in January 2005. Earlier this year the Group announced the 10 year renewal of the Hong Kong International Airport contract. JCDecaux currently operates advertising concessions in 153 airports worldwide providing advertisers with a potential audience of approximately 1.1 billion passengers a year, a figure according to industry forecasts that will grow by 5% per annum.

Commenting on this award, **Jean-François Decaux, co-Chief Executive Officer**, said: *"We are delighted that we will be able to build on our successful relationship with BAA. BAA is the largest airport operator in the world with 145 million passengers passing through its airports each year. This is a long-term partnership that has been extended at a very exciting time with the opening of T5 only two years away and the subsequent development of Heathrow East. This unique opportunity will enable us to bring to market many new innovative channels and sponsored services to create a new digital showcase across BAA's seven airports. Combined with our other airport contracts, JCDecaux now has an estimated 35%+ share of global airport advertising revenue"*.

Key figures for the Group :

- 2005 revenues: €1,745.2m; Q1 2006 revenues: €442.2 million
- JCDecaux is listed on the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (318,000 advertising panels)
- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, tramways and trains (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- N°1 in outdoor advertising in China (79,000 advertising panels in 20 different cities)
- 715,000 advertising panels in 46 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

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