

## JCDecaux wins the contract to operate the advertising concession at Strasbourg Airport

### Communication Extérieure

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**Paris, 9 September 2014** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux Airport, the Group's world-leading subsidiary specializing in airport advertising, has been awarded the contract to operate the advertising concession at Strasbourg Airport. The contract was awarded following a competitive tender process and will include the installation and operation of advertising space both inside the airport (contract renewal) and in external areas (new contract). The concession covers seven years and will be effective as of 1 October 2014.

As part of the renewal of the airport's interior advertising, JCDecaux Airport will offer four new iVision 70" digital screens and will revisit its ambient media solutions and billboards with the installation of several lightbox displays. Twenty-four 8m<sup>2</sup> panels and twelve 2m<sup>2</sup> panels will round out the offering outside the airport.

Strasbourg Airport handled nearly 1.2 million passengers in 2013 (with a constant increase in passenger numbers since 2010), and its international traffic grew by 3% compared with 2012. It is the tenth biggest regional airport in mainland France in terms of passenger numbers.

**Isabelle Schlumberger, Executive Vice-President of JCDecaux Airport and Executive Vice-President, Commerce & Development of JCDecaux**, said: *"We are delighted that Strasbourg Airport has renewed this contract with JCDecaux Airport. Our new range of displays, including our digital screens, will provide high quality solutions to the airport and further strengthens our offer in the advertising market. This success demonstrates once again JCDecaux Airport's ability to offer solutions tailored to the airport environment, the ideal location for innovative and interactive advertising campaigns that enhance the passenger experience and provide high visibility for advertisers and their brands."*

### Key Figures for the Group

- 2013 revenues: €2,676m; H1 2014 revenues: €1,305m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and over 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in the Latin America region (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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