

JCDecaux wins the advertising concession for Algiers international airport

Out of Home Media

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China
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Ireland
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Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
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Norway
Oman
Poland
Portugal
Qatar
Romania
Russia
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Spain
Sweden
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Uruguay
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Paris, July 9, 2008 – JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in self-service bicycle hire, announces that it has won the contract for the advertising concession in Algiers airport. This new contract was awarded following a competitive tender and covers all advertising media within the airport terminals and outside the airport buildings.

Algiers, with a population of more than 4 million inhabitants, is the largest urban area in the Maghreb. Algeria – which has enjoyed a strong growth rate for several years (+6% in 2007, excluding oil) – is the second largest economy in the African continent. JCDecaux Algeria has operated in this country since the end of 2007 in 21 provincial airports.

With a total capacity of 10 million passengers, Algiers airport was entirely renovated in 2006 and 2007 and has a new terminal reserved for international flights. The airport handled almost 4 million passengers in 2007 with a rate of growth in passenger traffic (+ 9% in 2007) that is substantially higher than the world average.

Tahar Allache, Chairman & CEO of SGSIA – Algiers Airport, made the following statement: *“I am particularly happy to welcome JCDecaux whose professional expertise is recognised all over the world. JCDecaux’s presence in Algiers airport illustrates our determination to pursue the modernisation of our amenities and to provide an even higher quality of service to passengers using the airport.”*

Jean-Charles Decaux, Chairman of the Executive Board and co-CEO of JCDecaux, said: *“This advertising concession in Algiers airport will be a showcase for our expertise in advertising and experiential communications at airports. It strengthens JCDecaux’s presence in the Algerian market and underlines our intention to pursue further expansion in this country.”*

JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; revenues for the first quarter of 2008: €482.2m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

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