

## JCDecaux Airport extends its advertising concession contract for Biarritz Anglet Bayonne Airport to include exterior sites for 7 years

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, November 23, 2009** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and in the Asia-Pacific region, number two worldwide in this industry and world leader in the transport advertising segment, announces that JCDecaux Airport – JCDecaux's subsidiary specializing in airport advertising – was recently awarded, following a competitive tender, the contract to operate the advertising space outside Biarritz Anglet Bayonne Airport for a period of 7 years.

The international airport of Biarritz Anglet Bayonne, which handled a total of 1 million passengers in 2008, is the ninth largest airport in France.

This new contract enables JCDecaux Airport, which already operates the advertising space inside the airport, to strengthen its proposition. From now on, JCDecaux Airport will target travelers from the instant they arrive in the airport to the moment they board the aircraft.

**Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport** made the following statement: *"We are delighted that Biarritz Anglet Bayonne airport has again expressed confidence in JCDecaux Airport and that our collaboration is being extended to the entire airport zone. This new, stronger partnership allows us to provide the airport authorities with a full range of solutions and to develop highly innovative products and events to optimize the advertising potential of advertisers."*

### Key Figures for the Group:

- 2008 revenues: €2,168.6 million ; 2009 9 first month revenues: €1,356.1m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- 9,250 employees

### Contacts

**Communications Department:** Agathe Albertini  
+33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)  
**Investors Relations:** Martin Sabbagh  
+33 (0) 1 30 79 79 93 – [martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)

JCDecaux SA  
United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777  
Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79  
[www.jcdecaux.com](http://www.jcdecaux.com)

A public limited corporation with an Executive Board and Supervisory Board  
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