

JCDecaux strengthens its Transport media portfolio in India with a 10-year Delhi Airport Metro Express Line contract

Out of Home Media

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Germany
Hungary
Iceland
India
Ireland
Israel
Italy
Japan
Kazakhstan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Norway
Oman
Poland
Portugal
Qatar
Russia
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan

Paris, February 18, 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that it has signed an exclusive 10-year contract for the operation of the Delhi Airport Metro Express advertising network. Effective from April 1st, 2013 and covering both indoor and outdoor locations, this contract will strengthen the Transport media portfolio operated by JCDecaux in India.

Delhi Airport Metro Express reduces the travelling time for passengers travelling to the airport, providing a world-class experience on a par with networks such as the Hong Kong Airport Express and Heathrow Express. Covering 23 kilometres, Delhi Airport Metro Express Line runs on a dedicated elevated and underground corridor, delivering the highest levels of comfort for the public.

It caters to the same target audience as Terminal 3 and Terminal 1D at Indira Gandhi International Airport as the most convenient way for passengers to reach the airport. With the elevated corridor, piers, pillars and gantries, this line offers the most impactful outdoor locations on the road leading to the airport. This will also ensure coverage of the traffic moving to and from the airport.

As far as Transport assets in India are concerned, JCDecaux, in addition to this new contract, also has the exclusive advertising rights for Bengaluru International Airport.

Globally, JCDecaux operates advertising concessions at major airport metro lines such as the Heathrow Express (London) and Airport Express (Hong Kong). The new contract underlines the relevance and creative excellence of JCDecaux's portfolio of products in metro networks around the world and further consolidates its leadership. This contract strengthens JCDecaux's leading position in the Delhi OOH market where it currently operates Street Furniture with 800 bus shelters.

The spokesperson of Delhi Airport Metro Express Pvt. Ltd., said: *"We are confident that with its international expertise and track record in operating the leading airports and metro concessions, JCDecaux will offer high-quality services to advertisers and an enhanced experience for airport passengers."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are delighted to have signed the contract for the India's first airport express metro. This new contract further strengthens our transport portfolio in India. The Delhi Airport Metro Express will become a showcase for advertising excellence in the urban community of Delhi, thanks to the quality and diversity of the advertising solutions that we will introduce."*

Key figures for the Group

- 2012 revenue: €2,623m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and 280 contracts in metros, buses, trains and tramways (367,800 advertising panels)
- No.1 in Europe for billboards (208,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (202,200 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,013,500 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,300 employees

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