

## Dubai Airports appoints JCDecaux Dicon as the exclusive advertising partner for Dubai International Concourse 3

**Dubai, 23 May 2012 - Dubai Airports and JCDecaux SA** (Euronext Paris: DEC) announce today that JCDecaux Dicon has been awarded the exclusive advertising contract for Concourse 3 in Dubai International, extending its partnership with Dubai Airports to 2020.

Scheduled for completion at the end of 2012 and due to open in the first quarter of 2013, Concourse 3 will comprise 11 floors and an annual capacity of 19 million passengers, boosting the airport's total capacity to 75 million passengers each year. Designed for the exclusive use of Emirates airline, it will become the world's first Airbus purpose-built A380 concourse. Taking up a total built-up area of 528,000sqm, Concourse 3 will feature 33 aircraft access points (20 of which will be jetbridge contact gates), two luxury hotels and 11,000 sqm of retail space.

**Eugene Barry**, Senior Vice President commercial of Dubai Airports, said: *"By 2020, our passenger numbers will reach 98.5 million, and Concourse 3 is a fundamental part of our expansion plan to accommodate this tremendous traffic growth. Along with boosting our capacity, it will also elevate our airport's service levels. The advertising environment in Concourse 3 is key part of this major project to ensure a stimulating airport environment. It also plays a vital role in boosting non-aeronautical revenues to fund further airport development. JCDecaux Dicon has fully demonstrated its capability at Dubai International to deliver powerful advertising solutions for the world's leading brands, and we are pleased to extend our commercial partnership to the new concourse."*

**Jean-Charles Decaux**, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"We are delighted to be selected again by Dubai Airports one and a half years after we were awarded the advertising contract for Dubai World Central. This new contract underlines the success of our existing partnership. In the past few years, we have been dedicated in extending the client base in Dubai International and bringing better advertising values for Dubai Airports. We have also been proactively introducing various digital media to meet our clients' needs, and at the same time enhancing the airport environment and passenger experience. We will continue to offer high quality and innovative media solutions and services to the advertising market, hence benefiting the airport and its passengers. As a world-class facility, Concourse 3 in Dubai International will be a unique showcase for our portfolio of high profile advertising clients."*

### About Dubai Airports

With some 3,400 employees, Dubai Airports owns and manages the operation and development of both of Dubai's airports, Dubai International (DXB) and Dubai World Central (DWC). A fast-growing global aviation hub, DXB is the world's fourth busiest airport in terms of international passengers, with traffic forecast to rise 11% to 56.5 million in 2012. The brand new DWC, which opened for cargo operations in June 2010, will eventually become the largest airport in the world with capacity for 160 million passengers per year.

### About JCDecaux

JCDecaux is the No. 1 outdoor advertising company in the world and No. 1 in airport advertising with coverage of major international hubs including London Heathrow, Paris Charles de Gaulle, Frankfurt, New York John F. Kennedy, Los Angeles, Houston, Washington, Hong Kong, Shanghai, Beijing and Singapore. JCDecaux Dicon, a 75/25 joint venture between JCDecaux and its local partner Dicon, is the exclusive advertising concessionaire for DWC and the existing facilities in DXB.

**JCDecaux – Key Figures**

- 2011 revenues: €2,463; Q1 2012 revenues: €569.0m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Dow Jones Sustainability indexes
- No.1 worldwide in street furniture (426,200 advertising panels)
- No.1 worldwide in transport advertising with 175 airports and nearly 280 transport 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

**Corporate Communications:**

Agathe Albertini +33 (0) 1 30 79 34 99 – [agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

**Investors Relations:**

Nicolas Buron +33 (0) 1 30 79 79 93 – [nicolas.buron@jcdecaux.fr](mailto:nicolas.buron@jcdecaux.fr)

**Middle East contacts:**

Wendy Chiu +971 (0) 4 439 84 54 – [wendy.chiu@jcdecaux.ae](mailto:wendy.chiu@jcdecaux.ae)