

JCDecaux

JCDecaux Airport wins the 10-year contract to operate the advertising concession at Marseille Provence airport

Out of Home Media

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Paris, November 15, 2012 – 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 Marseille Provence airport. The 10-year contract was awarded following a competitive tender process and will include the installation and operation of interior and exterior advertising space at the airport.

As part of its bid to renew this contract, JCDecaux Airport proposed a range of innovative advertising furniture, sponsored services and ambient media solutions designed to provide high added value for the airport, passengers and brands. Digital solutions played a key part, including a network of twenty 70-inch high-definition screens. The new indoor and outdoor advertising displays will enhance the airport and its immediate environment.

Marseille Provence airport is the third largest regional airport in France with passenger numbers increasing by more than 15% between September 2011 and September 2012. In 2013, when Marseille will be the European Capital of Culture, the extensive renovations of the shopping and restaurant areas of the airport will have been completed and the airport will welcome over 8 million passengers.

Isabelle Schlumberger, Executive Vice-President of JCDecaux Airport and Executive Vice-President, Commerce & Development of JCDecaux, said: *"We are delighted that Marseille Provence airport has renewed this contract with JCDecaux Airport. Our new range of displays will provide this airport with high quality services 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:

- 2011 revenue: €2,463.0m; Revenue for the first nine months of 2012: €1,876.2m
- 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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