

JCDecaux Airport wins the contract to operate the interior and exterior advertising concession at Cannes-Mandelieu airport

Out of Home Media

Algeria
Argentina
Australia
Austria
Azerbaijan
Belgium
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
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 21, 2013 – 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 Cannes-Mandelieu airport. The contract was awarded following a competitive tender process and will include the installation and operation of interior and exterior (parking) advertising space at the airport.

As part of this contract, JCDecaux Airport focused its offering on upgrading the existing installations, sponsored services and ambient media solutions to provide high added value for the airport, passengers and brands. This will include a 70-inch digital display in the business passenger area that will be operational from May 2013. These new displays have been designed to enhance the airport environment.

Complementing the services provided by Nice Côte d'Azur airport, Cannes-Mandelieu airport, a business and leisure hub has now become the second largest airport in France for business passengers thanks to its focus on outstanding quality and its constant drive to offer new services to its upmarket audiences.

Isabelle Schlumberger, Executive Vice-President of JCDecaux Airport and Executive Vice-President, Commerce & Development of JCDecaux, said: *"We are delighted that Cannes-Mandelieu 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

- 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

Contacts **Corporate Communications Department:** Agathe Albertini
33-1 30 79 3499 - agathe.albertini@jcdecaux.fr
Investor Relations: Nicolas Buron
33-1 30 79 79 93 - nicolas.buron@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

A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,386,792.80 euros - # RCS: 307 570 747 Nanterre - FR 44307570747