

JCDecaux renews its contract with Algiers International Airport and wins two competitive tenders to operate the advertising concession at airports in the centre and west of Algeria

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Paris, 18 November 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor and airport advertising company worldwide, announced that it has renewed the advertising concession for Algiers Airport, and won the advertising concessions at airports in the centre and west of Algeria, following the competitive tenders of the three concession companies.

Under the terms of the first contract, JCDecaux is to be the exclusive operator for all indoor and outdoor advertising at the two terminals (domestic and international) of Algiers International Airport for a period of 8 years. In renewing and extending its partnership with SGSIA which first began in 2007, JCDecaux will provide media space at Algiers Airport, a key travel gateway with 5 million passengers each year and a major airport hub for the Maghreb countries.

The Group's innovative range of premium advertising solutions - notably its digital platforms - will be installed throughout the airport, with the exceptional quality of its new range of furniture strengthening its offer across the advertising market.

JCDecaux has also won two 7-year contracts, making it the exclusive operator for all indoor and outdoor advertising at the seven airports in the centre of Algeria, managed EGSA-Alger (Hassi-Messaoud, Béjaïa, Chlef, Ghardaïa, In Aménas, Tamarrasset and Djanet), and the six airports in the west of the country managed by EGSA-Ouest (Oran, Tlemcen, Bechar, Tindouf, Adrar and Timimoun).

Reaching over 2.8 million passengers each year and covering three of the country's largest airports - Hassi Messaoud (the oil capital), Bejaïa (a major city and seaside resort) and Oran (the second largest city in the country) - the contracts strengthen the Group's market presence and JCDecaux Algeria's national network in airports.

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"We are proud to have been selected once again by SGSIA to provide high-quality advertising at Algiers airport, underlining the success of our current partnership. We are delighted that JCDecaux's robust economic model has enabled us to extend our presence to other major airports in Algeria, strengthening our nationwide offer with exclusive access to 85% of the country's airline passengers. This concession award is a further recognition of JCDecaux's expertise in creating tailored solutions for airports, providing a showcase for innovative and interactive communication. We will be putting in place solutions that will enhance the passenger experience and provide optimal visibility for advertisers and their brands."*

Mr Tahar Allache, Chairman of Société de Gestion des Services et Infrastructures Aéroportuaires (SGSIA) in Algiers, said: *"As a "hub" that has its roots in aviation and logistics alike, SGSIA is committed to providing the best services and infrastructures for its customers. We are confident that, as a company that is widely-recognised in Algeria for its airport advertising and a subsidiary of the world leader in transport advertising, JCDecaux Algeria will underpin our development and help us achieve our aims by increasing the quality and technology of our external communications. We are certain that our long-term collaboration with JCDecaux Algeria will prove invaluable for both companies as well as for passengers and advertisers."*

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Registered capital of 3,387,241.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for the Group

- 2012 revenues: €2,623m; Revenues for the first nine months of 2013: €1,895.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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