

# JCDecaux

## JCDecaux wins a 10-year exclusive advertising concession in the Sultanate of Oman for Muscat International Airport and Salalah 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  
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, 19 February 2014 – JCDecaux SA** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its fully-owned branch, JCDecaux Oman, has signed a 10-year exclusive contract to operate outdoor advertising at Muscat International Airport and Salalah Airport, following a tender process.

This concession grants JCDecaux the exclusive rights to operate outdoor advertising within the existing Airports as well as in the new Airports that are currently under construction in both cities. JCDecaux will deploy innovative advertising networks including the latest generation of digital solutions in both Muscat and Salalah airports and will work with OAMC (Oman Airport Management Company) teams to integrate the outdoor advertising portfolio into the new facilities to complement the design and architecture of the buildings.

Muscat International Airport and Salalah Airport are the gateways to the Sultanate of Oman. Ranked among the top 10 Busiest Airports in the Middle East and winner of the Skytrax “Best Airport Staff in the Middle East” award, Muscat International Airport, the home of the World class luxury airline Oman Air, is a growing international hub in the Middle East. The airport recorded double digit growth over the last five years reaching almost 9 million passengers in 2013. OAMC’s ambitious development plan, including the new facility to be opened in the coming months that will accommodate the world’s largest aircraft, the Airbus A380, will ultimately boost the airport capacity to 48 million passengers.

**Dr. Juma Ali Juma Al Juma from OAMC**, commented: *“We are pleased to enter into this partnership, granting JCDecaux the advertising concession for Muscat International Airport and Salalah Airport. As our airports continue to expand in the region and global passengers increase in the Middle East, we look forward to benefiting from the global expertise that JCDecaux will provide to our clients and passengers. This strategic decision will play a key part in the 2020 diversification strategy for Oman and will ensure our airports are prepared for the anticipated growth in traffic.”*

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *“Following the Street Furniture contract signed with Muscat Municipality two years ago, we are delighted to extend our expertise and services in the Sultanate of Oman, to Muscat International Airport and Salalah Airport and I would like to thank OAMC for selecting JCDecaux. After the recent award of the advertising concession for Abu Dhabi Airports, we continue to expand our portfolio and to broaden our regional footprint in the Middle East, in line with our strategy based exclusively on organic growth so far. With 34 airports currently under concession in the region, JCDecaux offers brands and advertising agencies a unique premium network reaching an audience of almost 160 million passengers annually. This new contract demonstrates the trust that our partners have placed in us to transform airport environments by delivering innovative and premium digital outdoor advertising solutions. We believe that our track record of enhancing the passenger experience in the world’s leading airports, as well as our extensive global and regional client base, will ensure the success of this partnership.”*

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## Key Figures for the Group

- 2013 revenues: €2,676m
- 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

## Contacts

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