

JCDecaux Airport wins a 7-year contract to operate advertising media in Nice Côte d'Azur airport

Out of Home Media

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Paris, December 14, 2009 - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, No.2 worldwide in this industry, and No.1 in transport advertising, announces that its subsidiary JCDecaux Airport, the leading company in the airport advertising segment, recently won the advertising concession contract for Nice Côte d'Azur airport. This new contract, awarded after a competitive tender process, covers all advertising space both within and outside the airport buildings for a period of 7 years.

Handling an annual total of 10.4 million passengers in 2008, Nice Côte d'Azur airport is the second largest airport in France on the 36 French airports where JCDecaux operates.

This contract allows JCDecaux Airport to reinforce the scope of its advertising solutions within the airport and to offer a new range of displays specially designed for this facility in the south of France. These new displays, due to replace all the existing units, embody the principles of ecologically sustainable, energy-efficient design and fully comply with Persons with Reduced Mobility (PRM) standards.

Digital displays and interactive projections will further boost the appeal of the advertising solutions available to advertisers.

Didier Monges, Chief Operating Officer of Nice Côte d'Azur airport made the following statement: "We were impressed by the quality of the offer made by JCDecaux Airport. Their solutions correspond to our expectations regarding their integration in our airport environment while offering advertisers high-calibre, innovative advertising solutions whose environmental impact – notably regarding energy consumption – has been the focus of considerable attention."

Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport, said: "We are delighted that Nice Côte d'Azur airport has again reasserted its trust in JCDecaux Airport. Our new, high-quality range of advertising displays will provide this airport with advertising media of a calibre enjoyed by the largest airport facilities worldwide and will allow us to reinforce our ability to serve the needs of the advertising market. Airports are becoming key venues for innovative, digital and interactive advertising solutions for the benefit of advertisers."

JCDecaux Group, key figures:

- 2008 revenues: €2,168.6m; revenues for the first 9 months of 2009: €1,356.1m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (378,000 advertising panels)
- No.1 worldwide in transport advertising with 165 airports and more than 300 transport contracts in metros, buses, trains and tramways (329,500 advertising panels)
- No.1 in Europe for billboards (224,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (201,700 advertising panels in 44 cities)
- No.1 worldwide for self-service bicycle hire
- 936,000 advertising panels in 55 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 9,250 employees

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