

JCDecaux wins the exclusive contract to operate the advertising concession at Luxembourg Airport for 10 years

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Paris, 15 September 2014 - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its subsidiary JCDecaux Luxembourg has won the competitive tender for a 10-year contract to exclusively operate the advertising concession at Luxembourg Airport.

From 1 November 2014, JCDecaux will be lux-Airport's exclusive advertising partner for all advertising in the terminal building, the underground car park and any future terminal extensions. The advertising supports' strategic locations were revised completely following an in-depth study which drew upon JCDecaux's expertise. Replacing the existing furniture, JCDecaux will roll out an entirely digital network and a wide-ranging large-scale offer. An extensive portfolio of creative solutions will also be provided: podiums, bespoke productions, promotional initiatives and events, as well as sponsored services for passengers. All of these solutions will combine to enhance the impact and visibility of brands, while also improving the passenger experience.

The number of passengers travelling through Luxembourg Airport has increased significantly in recent years. lux-Airport welcomed 2.2 million passengers in 2013, a large majority of business passengers (60%), and offered 65 direct flight destinations (Europe and northern Africa). In addition, the percentage of "leisure" passengers is on the rise with the arrival of new airlines.

Johan Vanneste, Managing Director of lux-Airport, said: *"We are thrilled with this new collaboration with a world-class company that will offer the airport the benefit of all its experience. We are certain this partnership will boost the appeal of lux-Airport and will help change the face of the airport. Advertising is integral to our strategy for excellence, as reflected in the continuous improvements being made to the comfort and services offered to passengers and businesses."*

Jean-Sébastien Decaux, CEO Southern Europe, Belgium and Luxembourg of JCDecaux, said: *"We are very pleased to include Luxembourg Airport among our partners. lux-Airport is a major hub for business passengers, with an audience that is receptive to high-quality, targeted advertising. Our goal is to establish a premium offer that meets the high international standards of JCDecaux. This new contract further consolidates JCDecaux's position as the number one outdoor advertising company in Luxembourg."*

Key Figures for the Group

- 2013 revenues: €2,676m; H1 2014 revenues: €1,305m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and over 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in the Latin America region (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.fr

Investor Relations: Nicolas Buron
+33 (0) 1 30 79 79 93 – nicolas.buron@jcdecaux.fr



JCDecaux SA
Siège Social : 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tél. : +33 (0)1 30 79 79 79
Royaume-Uni : 991 Great West Road, Brentford - Middlesex TW8 9DN - Tél. : +44 (0) 208 326 7777
www.jcdecaux.com

Société Anonyme à Directoire et Conseil de Surveillance au capital de 3 407 037,60 euros - 307 570 747 RCS Nanterre - FR 44307570747