

## JCDecaux Airport wins the 8-year contract to manage advertising space at Bordeaux Airport

### Out of Home Media

Algeria  
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Australia  
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Luxembourg  
Malaysia  
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Norway  
Oman  
Poland  
Portugal  
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Romania  
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Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, January 14, 2010** - 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 world leader in transport advertising has been awarded the advertising contract at Bordeaux Airport for an 8 year period. The contract was awarded following a competitive tender.

Handling a total of 3.3 million passengers in 2009, Bordeaux Airport is France's fifth largest regional airport.

This contract will enable JCDecaux Airport to extend the scope of its advertising solutions and to secure their medium-term future. Innovative digital and experiential advertising networks will be installed as well as panels to promote retailers at the airport. The contract will include advertising space in Bordeaux's new terminal that is set to open in the first half of 2010.

This is the first contract secured by JCDecaux Airport that provides a 'carbon neutral' offering: the voluntary offsetting of CO<sub>2</sub> emissions related to the operation of the advertising structures. JCDecaux will also provide a 'green electricity certificate' to prove the use of renewable energy to power the advertising displays.

**Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport** made the following statement: *"We are delighted that Bordeaux Airport has chosen JCDecaux Airport once again. This contract will enable us to introduce digital, experiential and innovative networks that will further enhance advertisers' ability to reach audiences and will make a significant contribution to our commitment to sustainable development."*

### Key Figures for the Group:

- 2008 revenues: €2,168.6 million ; 2009 9 first month revenues: €1,356.1m
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- 9,250 employees

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A public limited corporation with an Executive Board and Supervisory Board

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