

## **Aéroports de Paris and JCDecaux create a joint venture: *Média Aéroports de Paris***

**Paris, July 4, 2011** – Aéroports de Paris, the Paris airport authority, and JCDecaux announce the creation of a new joint venture on a 50/50 basis named ***Média Aéroports de Paris***. This new company, which received the official go-ahead from the European Commission on May 16 earlier this year, will begin operations on July 1, 2011 for a period of nine and a half years selling advertising space in the Parisian airports under the brand:



The new company deploys the latest technology to deliver future-facing advertising solutions for clients including digital displays, interactive and location-enhanced services. This offering is the first of its kind worldwide and marks the company's first steps in the digital era.

François Rubichon, Chief Operating Officer of Aéroports de Paris, has been appointed Chairman of the new company while Isabelle Fourmentin, Executive Vice-President of JCDecaux Airport, will become Chief Executive Officer.

**François Rubichon**, Chairman of the company, said: "The guiding principle of our partnership is to use innovation and new technology to improve the customer experience, shaping the airport advertising of the future. The high-quality range of displays will transform the look of the terminals, benefiting passengers and our advertisers. We are delighted to be working in partnership with the world's N°1 airport advertising company."

**Jean-Charles Decaux**, co-CEO of JCDecaux, said: "**JCDecaux Airport Paris** will have the resources to make Aéroports de Paris one of the world's most flexible and innovative platforms for advertising and promotions. This new company will deploy new technology to create the airport of tomorrow, future-proofing our offer for our clients. It will offer advertisers a range of high-quality, digital and interactive solutions that will enhance the passenger experience within the unique environment of the airport."

### **About Aéroports de Paris**

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. With 83.4 million passengers handled in 2010, Aéroports de Paris is Europe's second-largest airport group in terms of airport passenger traffic and the European leader for freight and mail.

With an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services, and also intends to develop its retail and real estate business. In 2010, the group revenue stood at 2,739 million euros and net income at 300 million euros.

**JCDecaux** is the No.1 outdoor advertising company worldwide. The Group is also the world leader in airport advertising, with a presence at the large international airport platforms: Paris, London, Frankfurt, New York, Los Angeles, Dallas, Hong Kong, Shanghai, Beijing and Singapore.