

## JCDecaux launches its operations in Abu Dhabi through an exclusive 10-year contract with Abu Dhabi Airports Company

### 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, 10 July 2013** –JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its subsidiary, JCDecaux Out Of Home FZ-LLC, has been awarded an exclusive 10-year contract with Abu Dhabi Airports Company (ADAC).

The contract will run from August 1, 2013 and grants JCDecaux the exclusive rights to operate outdoor advertising within 3 airports in Abu Dhabi: Abu Dhabi International Airport, Al Bateen Executive Airport, the only business aviation airport in the Middle East and North Africa (MENA), and Al Ain International Airport.

Abu Dhabi International Airport is one of the fastest growing airports in the region, having consistently recorded double digit annual growth in passenger traffic in the past 5 years with 18.9% growth in 2012, serving 14.7 million passengers, and an estimated 16.5 million passengers in 2013. Winner of the Skytrax's 'Best Airport in the Middle East' award and home of the UAE's national airline Etihad Airways, Abu Dhabi International Airport has served the nation's capital for three decades, providing passengers and customers with world class services and state-of-the-art facilities.

This new concession will strengthen JCDecaux's current position as the leading outdoor advertising company in the Middle East. With contracts with 31 airports in this booming region, JCDecaux will offer brands and advertising agencies a premium network, reaching an audience of over 150 million high-profile passengers annually, nearly two-thirds of the total passenger traffic in the Middle East.

**Mohammed Al Bulooki, Chief Commercial Officer at ADAC, said:** *"Abu Dhabi International Airport is the ideal location for innovative and interactive advertising campaigns that enhance the passenger experience and provide high visibility for advertisers and their brands. Providing new services of an outstanding quality is a key priority at the airport. ADAC is looking for a partner that has the ability to understand passenger needs and to provide tailored solutions for the airport. ADAC believes that with their expertise, their state of the art technology, strategic planning and knowledge of the Middle East market, JCDecaux is the perfect fit to provide a platform for innovative ideas."*

**Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said:** *"We are delighted to expand our portfolio and to broaden our regional footprint with the advertising concession for Abu Dhabi International Airport, Al Bateen Executive Airport, and Al Ain International Airport, in line with our strategy based exclusively on organic growth so far. This new contract demonstrates the trust that our partners have placed in us to transform airport environments by delivering innovative and digital outdoor advertising solutions. We believe that our track record of enhancing the passenger experience in the world's leading airports will ensure the success of this partnership."*

### **About Abu Dhabi Airport Company:**

Established in March 2006 to spearhead the development of the local aviation infrastructure in the UAE, Abu Dhabi Airports Company (ADAC) currently owns and operates five airports, two check-in facilities, and seven subsidiaries offering a full range of services related to aviation. ADAC has created a diversified portfolio of companies and airports that would collectively support the achievement of its vision in becoming a world leading airports group.

JCDecaux SA

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,387,241.70 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## **Key Figures for the Group**

- 2012 revenues: €2,623m; Q1 2013 revenues: €565.7m
- 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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