

JCDecaux Dicon appointed by Dubai Airports as the exclusive advertising partner for Dubai International Concourse D

Out of Home Media

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Paris, 25 July 2013 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide announced today that its subsidiary JCDecaux Dicon, has extended its partnership with Dubai Airports following the award of a contract for the exclusive advertising concession at Concourse D, the brand new world-class airport facility that is set to open at Dubai International.

Upon completion, scheduled for 2015, Concourse D will become the new home to more than 100 international airlines that are currently using Concourse C at Dubai International. With a capacity of 18 million passengers, bringing the total expected capacity of the airport to over 90 million passengers by 2018, the new facility will house all gates and commercial outlets which will be linked to Terminal 1 via an elevated train. Covering an area of 150,000m², Concourse D will be one of the few airport buildings in the world to use solar power, with rooftop panels providing clean energy for the building.

The new contract will enable JCDecaux to broaden its range of advertising and sponsorship solutions offered to local, regional and international brands and agencies, including the latest state-of-the-art digital technology. The opening of Concourse D will play a key part in the completion of Dubai Airports' \$7.8bn SP2020 strategic roadmap, putting in place the infrastructure to meet the growing number of passengers which is expected to propel Dubai International toward becoming the busiest airport in terms of international passengers by 2015.

The award of the advertising concessions for Dubai International in 2008 (including Concourse B and C), Dubai World Central-Al Maktoum International in 2010, and Concourse A in 2012, and the contract for the forthcoming Concourse D underlines JCDecaux's ability to deliver market-leading solutions and services that benefit advertisers and their brand strategies as well as enhancing the passenger experience. The contract strengthens the long-term partnership with Dubai Airports, in line with Dubai's strategic vision for creating a leading global aviation centre of excellence, establishing new benchmarks with key partners and pushing the boundaries of possibility across all parts of the business.

Eugene Barry, Senior Vice-President Commercial at Dubai Airports, said: *"More than 100-million passengers are expected to pass through Dubai International by 2020, connecting to more than 260 destinations across the globe, and the airport therefore provides access to one of the largest, most cosmopolitan audiences anywhere in the world. JCDecaux, in partnership with Dubai Airports, are well placed to capture the full potential of this audience by providing effective advertising solutions for leading brands on a new platform."*

Jean-Charles Decaux, Co-Chief Executive Officer of JCDecaux, said: *"We are delighted to be awarded the exclusive advertising concession for Concourse D at Dubai International, strengthening our existing partnership with Dubai Airports. This new contract shows the success of our partnership and not only emphasizes our international expertise and professional operating ability, but consolidates JCDecaux's leading position in Airport advertising. We will continue to work very closely with Dubai Airports to provide world-class advertising solutions and services that not only exceed our clients' needs, but also transform the passenger experience, offering brands and advertising agencies a strategic, premium network to reach their target audiences at Dubai International."*

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About Dubai Airports

Dubai Airports owns and manages the operation and development of both of Dubai's airports, Dubai International (DXB) and Dubai World Central-AI Maktoum International (DWC). A fast-growing global aviation hub, DXB is the world's second busiest airport in terms of international passengers, with 56.6 million passengers in 2012. DWC, which opened for cargo operations in June 2010, will open for passenger flights in October 27, 2013. In the long term it will serve as a multi-modal logistics hub for 12 million tons of freight and a global gateway for the 160 million passengers per annum that are expected to pass through Dubai by 2030.

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

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