

## JCDecaux extends its partnership with Dubai Airports by winning the 10-year exclusive advertising contract for Dubai World Central-AI Maktoum International

### Out of Home Media

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Singapore  
Slovakia  
Slovenia  
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**Dubai, 13 December 2010 - JCDecaux SA** (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide, announced that its subsidiary JCDecaux Dicon has entered into a 10-year contract with Dubai Airports for the exclusive advertising concession at Dubai World Central-AI Maktoum International (DWC), the brand new airport facility in Dubai (United Arab Emirates).

Upon completion, DWC will have the capacity to be the world's largest airport in terms of volume and size, offering world-class facilities and services. It will feature five runways, up to four terminal buildings, and have the capacity to handle 160 million passengers a year<sup>1</sup>, almost double the 88 million passengers of the world's busiest airport, in 2009<sup>2</sup>. The first phase of DWC was opened for cargo operations on 27 June 2010.

Dubai Airports owns and manages the operation and development of both of Dubai's airports – Dubai International as well as DWC.

JCDecaux is the world leader in airport advertising with access to all major international hubs: Paris, London, Frankfurt, New York, Los Angeles, Dallas, Hong Kong, Shanghai, Beijing and Singapore. JCDecaux Dicon, a 75/25 joint venture between JCDecaux and its local partner Dicon, has exclusively managed the advertising for Dubai International since 2008.

**Paul Griffiths**, CEO of Dubai Airports said, *"Dubai is a prominent global aviation hub and DWC is a milestone project that will help accommodate the projected traffic growth and drive the continued economic expansion in Dubai and the wider region. We are pleased to extend the partnership with JCDecaux Dicon to DWC and we are confident that with its international expertise and impressive track record in Dubai International, JCDecaux Dicon will be able to offer high quality services to advertisers, an enhanced experience for passengers as well as a better return to the airport."*

**Jean-Charles Decaux**, Chairman of the Executive Board and Co-CEO of JCDecaux, said, *"We are delighted to have been awarded this second contract by Dubai Airports, underlining the success of our existing partnership. DWC is a strategically important project to have secured, strengthening JCDecaux's product range in the UAE and enabling our clients to communicate with a wide range of audiences, from business to leisure travellers. This latest addition to JCDecaux's portfolio follows the award of airport advertising contracts across Saudi Arabia and in Singapore, also signed over the last two months. This is a remarkable achievement that consolidates JCDecaux's leading position in Airport advertising worldwide."*

<sup>1</sup> Source: Dubai Airports

<sup>2</sup>Source: Airports Council International

**Key Figures for the Group:**

- 2009 revenues: €1,918.8 m, 9 first month 2010 revenues: €1,658.7m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- No.1 worldwide in street furniture (428,000 advertising panels)
- No.1 worldwide in transport advertising with 163 airports and more than 300 transport contracts in metros, buses, trains and tramways (380,200 advertising panels)
- No.1 in Europe for billboards (230,500 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (239,600 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,040,600 advertising panels in 55 countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 9,940 employees

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