



AÉROPORTS DE PARIS

Le monde entier est notre invité

JCDecaux

les vitrines du monde

Paris, 28 December 2010

Aéroports de Paris and JCDecaux plan a joint venture to leverage and commercialise advertising space in Parisian airports

Aéroports de Paris has retained JCDecaux with a view to creating a future joint venture primarily to leverage and commercialise advertising space and secondly to operate a televisual medium focusing on passenger/airport relations at the Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget airports.

This new entity, which is to start its activities on 1 July 2011, will be owned in equal parts by Aéroports de Paris and JCDecaux and will operate for a period of nine and a half years. The plans to establish the company will be submitted in advance to the European competition authorities.

Pierre Graff, Chairman and Chief Executive Officer of Aéroports de Paris, said:

“Through this partnership, we want to give a new look to our airports, focused specifically on improving the quality of service and innovation, by means of new, fewer but more modern advertising media and with a richer and more diverse event services offering. This project marks a new era between Aéroports de Paris and JCDecaux, which have been working together for almost ten years, and symbolises a common desire to improve our passengers’ experience, while leveraging as far as possible the potential visibility our airports offer advertisers and optimising the financial benefits generated by advertising within our airports.”

Jean-Charles Decaux, Chairman of the Executive Board and co-Chief Executive Officer of JCDecaux, commented:

“We are very happy and proud of the renewed confidence of Aéroports de Paris. We are delighted to have the opportunity to deepen and enrich our partnership by means of a joint company where we can put into practice our combined know-how and expertise to achieve our goal of completely redefining our advertising space with a forward-looking orientation and a focus on new technologies. We will strive to offer new communication solutions to advertisers and an original airport experience to passengers. Finally, this remarkable success will confirm JCDecaux’s position as the world’s number one in airport advertising”.

Aéroports de Paris builds, develops and manages airport platforms including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. Welcoming 83 million passengers in 2009, Aéroports de Paris is Europe's second-largest airport group in terms of passenger traffic and first for cargo and mail. With an exceptional geographical location and a major catchment area, the Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading its quality of services, and also intends to develop its retail and real estate business. In 2009, the Group’s revenues totalled €2,633 million and net income was €270 million.



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Communiqué de presse

JCDecaux is the number one in external communication in Europe and Asia Pacific and the number two worldwide. The Group is also the global number one 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.

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