

## JCDecaux wins landmark Dubai International Airports' exclusive advertising contract for 10 years

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
China  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Greece  
Hungary  
Iceland  
India  
Ireland  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Montenegro  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Romania  
Russia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, October 20, 2008** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and Asia Pacific and the second worldwide announced today that its subsidiary JCDecaux Dicon has entered into a 10-year contract for the exclusive advertising concession at Dubai International .

Dubai International Airports will have an annual capacity of 75 million passengers following the completion of its ongoing expansion project that will include the construction of a new Terminal and two new Concourses. The airport will become the world's first aviation facility of its size specifically designed for the Airbus A380 and the new hub of Emirates, the carrier recognized internationally as the world's fastest growing airline. Dubai International Airports are expected to welcome more than 40 million passengers in 2008.

Airports worldwide accounted for 4.6 billion passengers in 2007, representing a 5.6 % growth versus 2006 while passenger traffic in the Middle East rose by more than 15%. This performance puts the airport industry clearly on track for the predicted doubling of global air traffic by 2020.

In 2007 Dubai International Airports registered 19 % growth in passenger throughput which totalled 34.3 million. This figure is expected to reach 60 million by 2010. In April 2008 Dubai International Airports ranked number 20 amongst city airports worldwide and number 10 amongst JCDecaux city airport concessions. JCDecaux runs 145 airports worldwide including 7 of the top 10: London, New-York, Paris, Los Angeles, Dallas, Frankfurt and Beijing, as well as fast-growing airports such as Shanghai and Bangalore.

**Paul Griffiths, CEO of Dubai Airports Company**, said: *"As the world's emerging aviation and logistics hub, Dubai Airports Company is keen to provide the best possible services and facilities to its customers. I am sure JCDecaux Dicon\*, as part of a world renowned airport advertising company, will help us achieve our objective by raising the bar on the quality and technology in advertising. We foresee a long and mutually beneficial association with JCDecaux Dicon\*."*

**Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"We are delighted to be awarded Dubai International Airports. This is a key contract in the development strategy run by JCDecaux in recent years in the Middle East as it positions JCDecaux in the largest and most visible airport in the region. This will be the showcase to become the leading outdoor advertising company in the Middle East. We will install innovative products with a strong digital and interactive component that will make Dubai International Airports a benchmark for the industry. This new contract underlines JCDecaux's important growth potential to develop its activities in new markets and to strengthen its number one position worldwide in airport advertising."*

\* JCDecaux owns 75 % of JCDecaux Dicon, while its Emarati partner Dicon holds the remaining 25 % stake.

JCDecaux SA

United Kingdom: 991 Great West Road, Brentford - Middlesex TW8 9DN - Tel.: +44 (0) 208 326 7777

Head Office: 17, rue Soyier - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

[www.jcdecaux.com](http://www.jcdecaux.com)

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,378,284.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## JCDecaux Group, key figures:

- 2007 revenues: €2,106.6m; H1 revenues 2008: €1,067.6m
- 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 (351,000 advertising panels)
- No.1 worldwide in airport advertising with 145 airports and more than 300 transport contracts in metros, buses, trains and tramways (386,000 advertising panels)
- No.1 in Europe for billboards (215,000 advertising panels)
- No.1 in outdoor advertising in China (219,000 advertising panels in 23 cities)
- No.1 worldwide for self-service bicycle hire
- 952,000 advertising panels in 54 different countries
- Present in 3,400 cities with more than 10,000 inhabitants
- 8,900 employees

### Communications Department

Press Relations  
Agathe Albertini  
Tel: +33 (0)1 30 79 34 99  
Fax: +33 (0)1 30 79 75 39  
[agathe.albertini@jcdecaux.fr](mailto:agathe.albertini@jcdecaux.fr)

### Corporate Finance Department

Investor Relations  
Martin Sabbagh  
Tel: +33 (0)1 30 79 79 93  
Fax: +33 (0)1 30 79 77 91  
[martin.sabbagh@jcdecaux.fr](mailto:martin.sabbagh@jcdecaux.fr)

## About Dubai Airports

*Dubai Airports Company oversees the management of Dubai International Airports and the upcoming Al Maktoum International Airport at Dubai World Central.*

### *Dubai International Airports*

*Connected to over 205 destinations across six continents through more than 120 airlines, Dubai International Airports' operational capacity is constantly in the expansion mode. Accounting for over 27 per cent of all passenger and aircraft movement in the Middle East and Africa region, Dubai International Airports have grown at an unparalleled average of over 15 per cent annually since 2002.*

### *Al Maktoum International Airport at Dubai World Central*

*Even as Dubai International Airports' expansion nears completion, work is already in progress on a project to build the world's largest airport barely 40 kilometres away. Upon completion the Al Maktoum International Airport at Dubai World Central will have capacity to cater to 120 million passengers annually and handle 12 million tonnes of cargo at its 16 air cargo terminals.*