

## Dubai Duty Free, Dubai Airports and JCDecaux sign a partnership to launch an unprecedented Drive-to-Store, data driven offer at Dubai International

**Paris, 13 December 2017** – Dubai Duty Free, Dubai Airports and JCDecaux announce today a partnership introducing a new Drive-to-Store, data driven advertising offer at Dubai International (DXB) starting from January 1<sup>st</sup> 2018.

This is the first worldwide collaboration between an airport authority, advertising and travel retail operators offering a new advertising value proposition to the market. JCDecaux Dicon, operating advertising assets strategically located along the passenger journey, will join forces with Dubai Duty Free to operate part of their existing digital assets located in point of sales.

This unprecedented collaboration aims at building a new eco-system based on advertising, airport and travel retail data in order to deliver an optimised advertising scheduling system and boost campaign efficiency. Data is currently changing the selling process and becomes a key element in defining the value of the media proposition. Advertising messages are much more efficient when customised and targeted. JCDecaux will offer brands the opportunity to use “Dynamic Content Solutions” on this network which allows them to adapt their artwork to a specific data feed (retail data, language, time of the day, flight destination...) in order to provide relevant content.

This new Drive-to-Store advertising offer will enhance the impact and the efficiency of the existing media proposition at Dubai International. Through a new data eco-system, the right advertising message will be displayed at the right time, in the right location to the right audience.

**Colm McLoughlin, Executive Vice Chairman and CEO of Dubai Duty Free**, said: *“Dubai Duty Free is extremely happy to partner with JCDecaux and Dubai Airports to offer the brands a great way to reach the millions of passengers using Dubai International Airport. JCDecaux is the global leader in transport advertising and is present in more than 220 airports. I have no doubt that their extensive experience will benefit all three partners and will be very good for Dubai Airports and Dubai Duty Free.”*

**Paul Griffiths, CEO of Dubai Airports**, said: *“We are very pleased to have extended our advertising agreement with JCDecaux, to join forces with Dubai Duty Free, and together create a compelling platform for global brands to position themselves at the heart of the world’s busiest crossroads. I look forward to the creativity and impact which this partnership will deliver.”*

**Jean-Charles Decaux, Co-CEO of JCDecaux**, said: *“We are very proud of this strategic partnership with Dubai Airports and Dubai Duty Free. This collaboration will be enhanced with the creation of a strong data driven ecosystem allowing us to offer an unprecedented value proposition to brands in the heart of Dubai Duty Free. Bringing innovation at the very heart of our offers, we work hard to make Dubai International a unique data platform for brands and their audiences, for the greatest benefit of Dubai Airport, Dubai Duty Free, passengers, and our clients.”*

### Key figures for JCDecaux

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)

- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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