

## JCDecaux wins the advertising contract for Bangalore International Airport

### Out of Home Media

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Luxembourg  
Malaysia  
Montenegro  
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Poland  
Portugal  
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Serbia  
Singapore  
Slovakia  
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Ukraine  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, October 16, 2007** - JCDecaux SA (Euronext Paris: DEC), the No.1 outdoor advertising company in Europe and in the Asia-Pacific region, and No.2 worldwide in this industry, today announced that it had won the advertising concession for Bangalore International Airport that will open its doors to passengers on March 30, 2008. This exclusive contract, with a duration of seven years, was secured following a competitive tender process. JCDecaux will be BIAL's exclusive partner for all advertising inside and outside the airport; this includes the approach road to the airport.

Bangalore, with its population of more than 7 million, is the third largest city in India. It is the technological capital of the country enjoying rapid economic growth which is considerably above the national average. The current airport, which handled a total of 8.3 million passengers in 2006 (representing growth of 44% over 2005), will be closed in March 2008. The new airport, which is owned by a majority of private shareholders including Siemens and Zurich Airport, estimates more than 10 million passengers in 2008.

**Albert Brunner, CEO of Bangalore International Airport Limited**, said: *"BIAL has chosen JCDecaux after an extensive and transparent tender process. JCDecaux has a proven track record of innovative and high-quality outdoor and airport advertising. We are convinced that together we can bring airport advertising to a new quality level in India and at the new Bangalore International airport. We look forward to a long term partnership with JCDecaux."*

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"Bangalore is our first airport win in India and will become the showcase of our airport expertise. India is enjoying extraordinary economic growth which we believe looks set to continue. This success, which follows our New Delhi advertising bus shelters contract, underlines our determination to allow airports, municipalities and advertisers in India to benefit from our high quality products and our international advertising network."*

**JCDecaux Group, key figures:**

- 2006 revenues: €1,946.4m; 2007 H1 revenues: €1,019.0m
- 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 (334,000 advertising panels)
- No.1 worldwide in airport advertising with 141 airports and more than 300 transport contracts in metros, buses, trains and tramways (213,000 advertising panels)
- No.1 in Europe for billboards (216,000 advertising panels)
- No.1 in outdoor advertising in China (83,000 advertising panels in 21 cities)
- No.1 worldwide for self-service bicycle hire
- 763,000 advertising panels in 48 different countries
- Present in 3,500 cities with more than 10,000 inhabitants
- 8,100 employees

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