

# JCDecaux

## JCDecaux wins the contract to operate the advertising concession at Montpellier Mediterranean Airport

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Azerbaijan  
Belgium  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
El Salvador  
Estonia  
Finland  
France  
Germany  
Guatemala  
Hungary  
Iceland  
India  
Ireland  
Israel  
Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Mexico  
Mongolia  
Norway  
Oman  
Panama  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Thailand  
The Dominican Republic  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, September 23, 2014** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux Airport, the Group's world-leading subsidiary specialising in airport advertising, has been awarded the contract to operate the indoor advertising concession at Montpellier Mediterranean Airport for 10 years effective January 1, 2015, following a competitive tender process.

Under this contract, JCDecaux Airport will provide 6 new iVision 70" digital screens as well as jet bridge advertising space. The large-format offer will also be redeveloped, including the installation of lightboxes and wall panels. Advertisers will be offered expanded digital coverage through a network that is synchronised with the four city-centre screens.

With over 1,422,000 passengers in 2013 (i.e. a 10% increase on 2012) and a +4.5% rise in passenger traffic in the first half of 2014, Montpellier Mediterranean Airport is the No. 9 regional airport in mainland France.

**Isabelle Schlumberger, Executive Vice-President of JCDecaux Airport and Executive Vice-President, Commerce & Development of JCDecaux**, said: *"We are delighted that Montpellier Mediterranean Airport has chosen to work in partnership with JCDecaux Airport, underlining the expertise of JCDecaux Airport in the outdoor advertising arena. Thanks to our new range of well-designed furniture and flexible digital offering we will be able to support and complement the development policy implemented by the airport. This contract highlights JCDecaux Airport's ability to offer solutions tailored to the airport environment, the ideal location for innovative and interactive advertising campaigns that enhance the passenger experience and provide high visibility for advertisers and their brands."*

### Key Figures for the Group

- 2013 revenues: €2,676m; H1 2014: €1,305m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (480,400 advertising panels)
- No.1 worldwide in transport advertising with more than 145 airports and more than 276 contracts in metros, buses, trains and tramways (379,000 advertising panels)
- No.1 in Europe for billboards (191,000 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (211,400 advertising panels)
- No.1 in outdoor advertising in Latin America (30,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,082,400 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 employees

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A public limited corporation with an Executive Board and Supervisory Board

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