

## JCDecaux unveils the Digital Towers Singapore Changi Airport

### Out of Home Media

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United States  
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**Paris, 20 October 2014** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced that its subsidiary JCDecaux Singapore has unveiled a world first Digital Landmark at Singapore Changi Airport.

In 2010, JCDecaux Singapore won a competitive tender for a 7-year contract to exclusively operate the advertising concession at Singapore Changi Airport, running since January 2011.

Changi Airport is the world's fifth busiest airport for international travelers, with 53.7 million passengers in 2013 and 35.8 million passenger's from January to August 2014. Singapore Changi Airport was named the World's Best Airport at the 2014 Skytrax World Airport Awards, an award that Changi has received five times. Changi Airport is the world's most awarded airport with more than 450 accolades received since it opened in 1981.

The first of its kind in an airport environment, the Digital Towers are state-of-the-art digital media landmarks strategically located at both arrival immigration halls within Terminal 1. These impressive towers are 7 meters in height and offer high quality display through 9 units of High Definition (HD) 80-inch digital screens. The Digital Towers are equipped with a unique characteristic which allows advertisers to programme screen rotation to provide distinctive, made-to-measure, digital advertising on a state-of-the art, highly impactful advertising medium.

Bulgari is the launch advertiser on this brand new iconic platform, creatively showcasing two of their latest watch series: LVCEA, a new woman's watch line and Octo, the men's pillar line. Being the first of its kind in an in-airport terminal environment, the Digital Towers unique programmable rotation feature, together with Bulgari's stunning visuals, help to draw more attention from all passengers coming through Terminal 1.

The Digital Towers offer maximum campaign visibility to passengers with a potential reach of 1.5 million passengers per month.

**Ms Ivy Wong, Senior Vice President, Airside Concessions at Changi Airport Group**, said: *"The Digital Towers add dynamism to the airport environment. This is a trendsetting and innovative platform that provides a new visual experience for our passengers, and offers advertisers a novel advertising concept to captivate audiences like never before."*

**Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"The Digital Towers mark a further milestone in our partnership with Changi Airport Group, delivering a world-first media platform at Singapore Changi Airport. This launch will redefine airport advertising, enabling clients to benefit from the unique precision rotation of the Digital Towers to create stunning and memorable creative executions."*



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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

## 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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