

JCDecaux wins an exclusive 10-year advertising contract for the new Midfield Terminal of Abu Dhabi International Airport

Out of Home Media

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Uzbekistan
Zambia
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Paris, May 6th, 2019 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its subsidiary JCDecaux Abu Dhabi has been awarded a 10-year exclusive advertising concession for the new Midfield Terminal of Abu Dhabi International Airport.

As a driving force behind the development of innovative interactive and connected projects, JCDecaux will roll out a unique media platform at the Midfield Terminal, including exclusive VIP networks and availing the latest generation of digital media, with 85" digital networks delivering reach and frequency and 4 iconic media walls of 20sqm offering an immersive experience to passengers among others. This shift to digital out-of-home (DOOH), supported by an ambitious data strategy, will offer brands the ability to identify and target specific audiences and facilitate engaging, rich-media campaigns that reach sophisticated and discerning travellers. It will also contribute to an enhanced passenger experience by offering relevant and contextualised content to audiences on the move.

Abu Dhabi International Airport welcomed more than 21 million passengers in 2018 and has been one of the fastest expanding airports in the world (+29% over the past five years), mainly driven by the growing recognition of Abu Dhabi as an inspirational global destination offering world-class culture, leisure and entertainment, that is served by the UAE's national carrier Etihad Airways.

The Midfield Terminal will become the iconic gateway to the capital city of the UAE, increasing the overall capacity of the airport to 45 million passengers.

This new contract builds upon a successful partnership between Abu Dhabi Airports and JCDecaux, and further consolidates JCDecaux's leading position in the Middle East, with a unique airport media platform comprising 32 airports in the United Arab Emirates, the Kingdom of Saudi Arabia, the Kingdom of Bahrain and the Sultanate of Oman, allowing brands to reach over 227 million high-profile passengers every year.

Bryan Thompson, Chief Executive Officer of Abu Dhabi Airports, said: *"We are pleased to welcome JCDecaux onboard as the exclusive advertising concessionaire for the Midfield Terminal. Our partnership with JCDecaux demonstrates our strong commitment to offer a world-class travel experience to all passengers who will be using the MTB, leveraging JCDecaux' global expertise and innovative data approach to create a unique and engaging media platform."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: *"We are delighted that Abu Dhabi Airports has chosen JCDecaux once again to partner them in this truly exciting and iconic project that will turn Abu Dhabi International Airport into a major global travel hub. This demonstrates our capacity to propose innovative advertising solutions and services (including world-class digital products) that enhance the passenger experience while providing optimal visibility for advertisers and their brands. As the number one worldwide in airport advertising, JCDecaux will use its expertise in media and audience data to ensure the success of this partnership and build an unprecedented media platform that will set new standards in the industry."*

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A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,244,275.27 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for JCDecaux

- 2018 revenue: €3,619m
- 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 index
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 277 contracts in metros, buses, trains and tramways (366,000 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (648,570 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees

For more information about JCDecaux, please visit jcdecaux.com.
Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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