

## JCDecaux wins the contract to operate the advertising concession at Golfe de Saint-Tropez 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  
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Italy  
Japan  
Kazakhstan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Mexico  
Mongolia  
Norway  
Oman  
Panama  
Peru  
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, 26 January 2015** - 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 interior and exterior advertising concession at Golfe de Saint-Tropez Airport.

Under the contract, which has been effective since 1 January 2015, JCDecaux Airport is providing premium digital and large-format solutions, notably including a billboard visible from the runway.

Golfe de Saint-Tropez Airport is a small-scale airport located close to most of the region's leading business centres, making it an ideal choice for business flights. It records 3,000 aircraft movements and as many helicopter operations each year, with 70% private flights and 30% commercial flights. In the summer season, it provides three regular connections: to Nice by helicopter, and to Geneva and Sion in Switzerland by aeroplane, offering fast access to the internationally renowned coastal resort and to prestigious events such as the Les Voiles de Saint-Tropez yacht race.

The airport recorded particularly strong growth in 2013, with an 11% increase in air traffic. Along with Nice-Côte d'Azur and Cannes-Mandelieu airports, it is the second largest business aviation hub in Europe, after Paris-Le Bourget airport.

**Isabelle Schlumberger, Executive Vice President Commerce and Development at JCDecaux,** said: *"We are very proud to be a partner of Golfe de Saint-Tropez Airport, which is the gateway to a prestigious destination, widely appreciated by business travellers who are receptive to high-quality, targeted communications. Our goal is to provide a premium offer that reflects JCDecaux's international standards to thereby generate an unrivalled passenger experience and optimum visibility for our advertisers and their brands."*

### Key Figures for the Group

- 2013 revenues: €2,676m; Revenues for the first nine months of 2014: €1,974m
- 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 (35,000 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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