

Rolls Royce, premier luxury car dealer, unveils its first-ever car podium in a Middle-East airport at Abu Dhabi International

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Paris, February 20, 2014 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today its partnership with Rolls Royce, the luxury car brand, for the execution of an exclusive public display of their latest model, "The Wraith", in the United Arab Emirates, in collaboration with Abu Dhabi Airports.

This campaign, a media first for the brand in a JCDecaux Airport concession, has been strategically placed in the new arrival hall of Abu Dhabi International Airport. It allows a premium audience to experience first-hand the design and key attributes of the car, and to immerse themselves in the luxurious Rolls Royce brand.

Abu Dhabi airports, the gateway to the UAE's capital and one of the fastest growing airport platforms in the Middle-East, has maintained consistent double digit annual growth in passenger traffic in the past five years with over 16.5 million passengers in 2013. Abu Dhabi International Airport serves a high-end audience made of decision makers and opinion leaders with world class services and state-of-the-art facilities.

David Bourg, CEO JCDecaux Middle-East, said: *"We are delighted that JCDecaux Abu Dhabi has been selected by Rolls Royce to unveil the latest Wraith model in the country. As one of the world's most prominent airports, Abu Dhabi International Airport is part of the premium network of major international airports where JCDecaux operates advertising concessions. The exceptional advertising opportunities offered by Abu Dhabi International Airport are a strategic choice for Rolls Royce to reach their luxury target audience and to demonstrate their brand's values with an innovative, aesthetically pleasing, and engaging campaign for passengers, an example that will certainly be closely watched and emulated by airports around the world".*

Key Figures for the Group

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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