

JCDecaux renews its advertising concession with Toulouse-Blagnac Airport

Out of Home Media

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Paris, 25 October 2017 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that, following a competitive tender, JCDecaux Airport, its airport advertising subsidiary, has renewed its advertising concession with Toulouse-Blagnac Airport for ten years.

As part of the contract with Toulouse-Blagnac Airport effective 1 April 2018, JCDecaux will contribute to modernising the airport's spaces with a premium communication platform:

- digitisation of all indoor advertising networks with 46 LCD screens,
- decluttering of the airport halls,
- introduction of high-value-added digital solutions in the airport (two 9m² "Digital Inspirations" screens and a digital entryway equipped with two 98-inch Ultra-HD screens),
- installation of six outdoor Ultra-HD displays.

In line with the airport's 2018 redevelopment, JCDecaux proposes a renewed range of displays, some of which is specially designed for the airport to ensure harmonious integration with the architecture of the new passenger areas.

With eight million passengers in 2016, Toulouse-Blagnac Airport is France's fifth-busiest. Its steady growth since 2008 accelerated in 2017 with a 16.8% increase in traffic over the first eight months of the year. Serving both domestic and international destinations (60% and 40% of flights, respectively, in 2016), the airport offers a premium audience that can be reached by advertisers through innovative indoor and outdoor media solutions installed by JCDecaux.

Jean-Michel Vernhes, Chairman of the Executive Board of Toulouse-Blagnac Airport, said: *"The innovation delivered by JCDecaux and the quality of its displays will enable us to reach a new stage in the experience we strive to offer to each passenger. This upgrade is in line with the efforts launched this year to expand and modernise the existing infrastructure."*

Bruno Balerdi, Director for the development of non-aviation revenue at Toulouse-Blagnac Airport, said: *"This partnership with JCDecaux involves an ambitious and pioneering project that will contribute to the airport's digitisation and declutter the existing displays."*

Isabelle Schlumberger, Executive Vice President for Sales, Marketing and Development of JCDecaux, said: *"We are pleased that Toulouse-Blagnac Airport has decided once again to turn to the expertise of JCDecaux Airport, the number one worldwide in airport advertising, for its indoor and outdoor advertising spaces. Thanks to our new range of digital displays and a modern and scalable offer, we will contribute to the transformation policy undertaken by the airport. This contract underlines JCDecaux Airport's ability to propose solutions tailored to the airport environment, an ideal location for innovative and interactive communication that offers a unique passenger experience and optimal visibility for advertisers and their brands."*

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Key Figures for JCDecaux

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- 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 and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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