

## MEDIA RELEASE

12 December 2018

### APN Outdoor, now part of JCDecaux, to operate all advertising managed by Perth Airport, as investment steps up in the Perth market

PERTH: Leading media business APN Outdoor, now part of JCDecaux, today announced it has signed an important new agreement with Perth Airport, rounding out its existing contract covering internal advertising in all four terminals, as well as external billboards approaching and within the Perth Airport precinct.

APN Outdoor currently holds the rights to all external advertising at the Airport, along with internal advertising in T1 International, T1 Domestic, T2 and T3 terminals. The expansion of APN Outdoor's agreement with Perth Airport follows the landmark five-and-a-half year agreement with Sydney Airport which extended its advertising assets across all domestic and international terminals, plus external billboards.

APN Outdoor will take on the rights to advertise in T4, where Qantas Group operates its domestic services, on 31 January 2019, marking the first time Perth Airport has worked with one advertising provider across all its terminals. As part of the new agreement, existing advertising assets will be refreshed throughout the terminal.

JCDecaux Chief Operating Officer, Andrew Hines, said: "We are very excited to extend our partnership with Australia's Western hub, providing a fantastic opportunity for marketers and agencies to connect with the growing number of passengers travelling through the airport each year. It is the fastest growing airport, with passenger numbers tripling in the past 10 years and is part of our commitment to further invest in the Perth market."

Perth Airport Chief Corporate Services Officer, Debra Blaskett, said: "Currently we see 13.6 million people travel through our airport each year, which is predicted to grow to 20 million by 2026. We have recently completed an extensive \$1 billion redevelopment program that has transformed the customer experience at Perth Airport. We look forward to working with JCDecaux on developing the customer journey even further."

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### About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

### Key figures

- 2017 revenue: €3,493m\*, H1 2018 revenue: €1,643m
- 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 (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees