

FOR IMMEDIATE RELEASE

Bulgari partners with JCDecaux Transport to provide passengers a magnificent alighting via “Airport Galleria” at Hong Kong International Airport

(Hong Kong, November 2nd, 2017) – JCDecaux Transport is honoured to collaborate with Bulgari, launched its new jewellery collection Divas’ Dream at Hong Kong International Airport. For its visionary campaign, the top Italian luxury house was given the opportunity to disseminate its vibrant imagery through an extensive coverage at the busiest arriving area. Combining a series of spectacular lightboxes and massive posters on wall, Bulgari turned the Arrivals Concourse into Airport Galleria - an enchanting tunnel for immersive brand experience and offered all passengers a magnificent alighting.

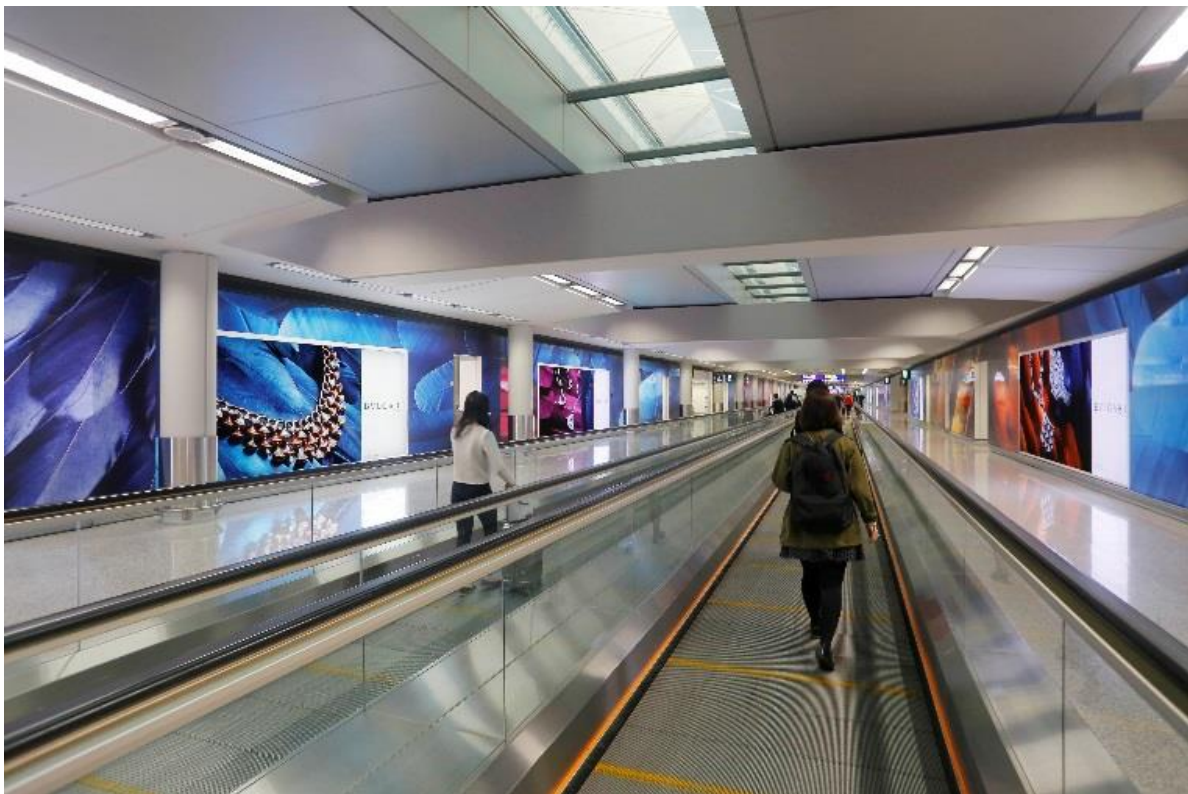
A tremendous visual symphony of glamorous and sophisticated expressions, made possible by the gloss laminated “Airport Galleria”

Driven by an exuberant creativity quest and the appreciation for precision and details, the Italian luxury house dominates the Arrivals Galleria to wow the crowd with the Divas’ Dream imagery. For the first time ever, Bulgari has taken advantage of the gloss lamination to resemble the audacious sparkling alighting of the gemstones. JCDecaux Transport and Bulgari worked hand in hand in creating a one-of-a-kind masterpiece evoking unique emotions among passengers who pass through it.

Bulgari in Asia greatly acknowledges the strategic and powerful site at the Arrivals zone in the airport. It captures 100% eyeball of every passenger when they first landed to Hong Kong offering them a glamorous and seductive moment.

“We strive always for the best possible airport environment for advertisers. Working hand-in-hand with Bulgari, we are able to take the zone domination to a whole new level. “Airport Galleria” maximizes brand impact and offers best of brand experience to passengers while walking through the arrival passage to Hong Kong.” Ms. Shirley Chan, Managing Director of JCDecaux Transport said.

Fig1- Gloss lamination resembles the sparkles of the Divas' Dream Collection - shining, glamorous, and seductive



Key information about JCDecaux Group

- 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

Key information about JCDecaux in China

- N°1 outdoor advertising company in China with 210,500 advertising panels in 35 cities (include Hong Kong and Macao)
- 195,100 transport panels (13 cities)
- 1,093 employees
- 6,400 advertising panels in Campus (32 cities)

About JCDecaux Pearl & Dean

JCDecaux Pearl & Dean Ltd (JCDP&D) is the main subsidiary of the JCDecaux Group in Hong Kong. JCDP&D is the market leader in outdoor advertising sales in Hong Kong, where it has been established since 1976. JCDP&D has been managing the advertising sales concessions for the MTR Corporation for over 30 years and the Hong Kong International Airport since its opening in 1998. The Company currently also operates the advertising concessions for Macau International Airport, Airport Express, Pacific Place Passages and Ngong Ping 360.

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