

## **PRESS RELEASE**

### **JCDecaux Transport shining brightly with consumer communication at Trinity Forum 2015 in Hong Kong**

**Hong Kong, 18 September 2015** – The Trinity Forum, the world’s leading airport commercial revenues conference hosted by The Moodie Report, Airports Council International (ACI), ACI Asia-Pacific and Airport Authority Hong Kong is held from 16 to 18 September 2015 at InterContinental Hong Kong. JCDecaux Transport, subsidiary of JCDecaux the number one outdoor advertising company worldwide, has the utmost honour to play a vital role in this conference.

Airports have become real places of dialogue between brands and their target audiences. This year’s theme is ‘Putting the Consumer at the Heart of the Trinity’ – the airport, concessionaire and brand communities. Focusing on the consumer and exploring the upside potential of true industry stakeholder collaboration, the forum commenced with the Opening Cocktail on 16 September, with the conference proceedings taking place on 17 and 18 September.

JCDecaux Transport is honoured to be the Opening Cocktail and Gala Dinner partner with Airport Authority Hong Kong. **Jean-Charles Decaux, Executive Board Chairman and Co-CEO of JCDecaux**, spoke on the latest trend in airport advertising with ‘**A global view of changing consumer communication**’: *‘As the number one worldwide in airport advertising, JCDecaux is well-positioned to provide innovative and premium advertising solutions to airport authorities and brands. Our goal is to transform airport environments while enhancing the passenger experience and offering optimal visibility for advertisers.’*

Connectivity is the key to outdoor advertising at the epicenter of luxury airport retailing. The future of advertising is to be anchored in the moment to resonate passengers’ immediate experience. The strength of outdoor advertising media – the creative, emotional and impactful content – has allowed JCDecaux to grow from a

multichannel organization to a proactive and collaborative business between airports, airlines, advertising operators and retailers.

With the numerous and exciting developments of Airport Authority Hong Kong to come, Hong Kong International Airport Advertising will be 'THE' advertising ground to look out for unparalleled public viral. JCDecaux Transport is here to offer professional outdoor advertising expertise to impress global airport commercial professionals and affluent travelling consumers from all around the world.

## Photo Gallery



**Fig. 1** Jean-Charles Decaux, Executive Board Chairman & Co-CEO of JCDecaux (1st from the left) and the honorable hosts of the Trinity Forum 2015, Fred Lam, CEO of Airport Authority Hong Kong (4th from the left), joined together with Trinity Forum's organizers, The Moodie Report ACI World and ACI Asia, and the distinguished guests for toasting at the Opening Cocktail.



**Fig. 2** Jean-Charles Decaux, Executive Board Chairman & Co-CEO of JCDecaux delivered a speech at the Opening Cocktail of the Trinity Forum 2015.



**Fig. 3** Jean-Charles Decaux, Executive Board Chairman & Co-CEO of JCDecaux, gave a conference on the latest trend in airport advertising.





**Fig. 4** Jean-Charles Decaux, Executive Board Chairman & Co-CEO of JCDecaux and Martin Moodie, Founder & Chairman of The Moodie Report, discussed about the future of airport advertising.



**Fig. 5** JCDecaux's team at the Trinity Forum 2015.  
(From left to right) Jérôme Lepage, Marketing & Business Development Director of JCDecaux, Shirley Chan, General Manager Hong Kong & Macau, Amy Chan, Managing Director of JCDecaux Transport, Jean-Charles Decaux, Executive Board Chairman & Co-CEO of JCDecaux, Stephen Wong, CEO of JCDecaux Greater China, Emmanuel Bastide, CEO of JCDecaux Asia, Stephane Chanut, General Manager of JCDecaux China.



**Fig. 6** JCDecaux's team and the distinguished guests enjoyed the fancy Gala Dinner of the Trinity Forum 2015.

### **Key figures for JCDecaux**

- 2014 revenues: €2,813M; H1 2015 revenues: €1,460 million
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (491,950 advertising panels)
- No.1 worldwide in transport advertising with 140 airports and 279 contracts in metros, buses, trains and tramways (379,060 advertising panels)
- No.1 in Europe for billboards (180,590 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (215,350 advertising panels)
- No.1 in outdoor advertising in Latin America (51,150 advertising panels)
- No. 1 in outdoor advertising in Africa (36,000 advertising panels)
- No.1 worldwide for self-service bicycle hire and a pioneer in soft mobility
- 1,078,370 advertising panels in more than 70 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 12,300 employees

### **Key figures for 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 JCDecaux in Hong Kong. JCDP&D is the number one 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.

### **Media Enquiries**

#### **JCDecaux Transport Hong Kong**

Shirley Chan  
General Manager  
Tel: (852) 2862 7226  
Email: [shirley.chan@jcdecaux.com.hk](mailto:shirley.chan@jcdecaux.com.hk)