

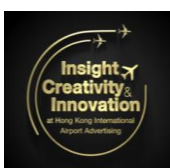
PRESS RELEASE

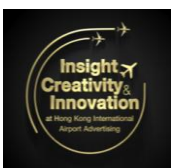
JCDecaux Transport inspires its clients further on Creative & Innovative media solutions at Hong Kong International Airport

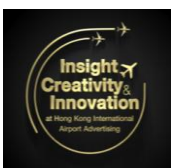
(Hong Kong, March 9, 2015) – JCDecaux Transport was pleased to have taken the opportunity to invite its esteemed airport clients and advertising agencies to a business event on March 5, 2015, at the Four Seasons Hotel Hong Kong with the view to sharing the most updated information on HKIA advertising and to inspiring them further in their media planning.

With the presence of executive representatives from the advertising industry, the event unveiled key results from the latest study on the effectiveness of HKIA advertising, undertaken by the Research Agency Cimigo Hong Kong. It was then followed by a presentation on the Passenger Journey in HKIA, including strategic information on Midfield Concourse Developments that will shape the year of 2015 to welcome up to 10 million more passengers each year upon its completion. Finally, JCDecaux Transport exclusively revealed an overview on state-of-the-art media developments to be launched in HKIA in 2015, as well as special executions, thus raising the deep interest of its clients in the use of Creativity & Innovation in airport advertising.

JCDecaux Transport, number one Outdoor Company in Hong Kong, was ranked number one Out-of-Home Media by Marketing Magazine for the 5th consecutive year in 2014, and was honored to have won 4 prizes at The Spark Awards 2014 for Media Excellence, among which an award granted to the stunning Swarovski Crystal Tree campaign displayed at Hong Kong International Airport.







Key information about JCDecaux Group

- 2014 revenues: €2,813M
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (491,710 advertising panels)
- No.1 worldwide in transport advertising with more than 135 airports and more than 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 (52,340 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,078,220 advertising panels in more than 60 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 11,900 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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