

## Total picks Abu Dhabi Airports to launch its first-ever Jet Access advertising campaign

### Out of Home Media

Algeria  
Argentina  
Australia  
Austria  
Azerbaijan  
Belgium  
Brazil  
Bulgaria  
Cameroon  
Canada  
Chile  
China  
Croatia  
Czech Republic  
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Iceland  
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Italy  
Japan  
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Lithuania  
Luxembourg  
Malaysia  
Norway  
Oman  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Sweden  
Switzerland  
Thailand  
The Netherlands  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan

**Paris, February 24 , 2014** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that Total S.A., the leading multinational integrated oil and gas company, in partnership with Abu Dhabi Airports, JCDecaux Abu Dhabi and PSI, has signed a 5-year advertising contract at Abu Dhabi airports.

Abu Dhabi Airports, the largest airports company in the UAE and one of the fastest growing airport platforms in the Middle-East, has maintained consistent double digit annual growth in passenger traffic in the past five years within all of its airports collectively. It serves a premium audience of decision-makers and opinion leaders, and has the highest proportion of business travelers in the GCC, making Abu Dhabi airports an essential media platform for business-to-business communication. Abu Dhabi International Airport, the capital city's gateway, registered this year a 12.4% increase on 2012 with over 16.4 million passengers in 2013, and a further 10% expected growth in 2014.

Under this new agreement that covers all 3 airports in Abu Dhabi (Abu Dhabi International, Al Bateen Executive and Al Ain International airports), Total will benefit from prime visibility on every access area between the planes and the terminal buildings with over 200 advertising faces spread throughout the airports, both in departures and arrivals zones, including 26 jet bridges and the widely-used airport trolleys, reaching every inbound, outbound or transit passenger in the Emirate.

**Jacques-Emmanuel Saulnier, Total's Senior Vice President for Corporate Communications, said:** *"Total has been committed to the UAE, and more specifically to the Emirate of Abu Dhabi, for 75 years. Today, we are pleased to announce yet another chapter in our long-term partnership, with the choice of Abu Dhabi Airports for our first-ever Jet Access advertising campaign worldwide."*

**Liz Jones, Managing Director of PSI commented:** *"Abu Dhabi Airports is the ideal communication platform for Total: it is the perfect match in terms of audience, positioning, market dynamics and growth. We are confident that this campaign will play a key part in successfully meeting Total's objectives."*

**Mohammed Al Bulooki, Chief Commercial Officer of Abu Dhabi Airports, said:** *"Abu Dhabi Airports is continuing to expand with ambitious infrastructure developments in line with the exceptional growth in passenger traffic, further enhancing its reputation as a premium hub, voted best airport in the Middle-East by Skytrax in 2013. We are glad to welcome Total, a truly international brand, to this valued media opportunity that will enable them to deliver a strong message to the local and global audience."*

**Jean-Charles Decaux, co-Chief Executive Officer of JCDecaux, said:** *"While JCDecaux is setting up its operations in Abu Dhabi airports, we are delighted to begin 2014 by bringing Total on board, a company that is a long-term partner of JCDecaux and a leader in its field. We strongly believe that as Abu Dhabi concentrates most of the energy resources of the UAE and hosts prestigious industry events such as the*

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Registered capital of 3,407,037.60 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

*World Future Energy Summit and ADIPEC, Abu Dhabi Airports will be a flagship asset and a strategic choice for Total to reach its target audience. As the number one worldwide in airport advertising, JCDecaux's expertise in enhancing the passenger experience at the world's leading airports will ensure the success of this partnership."*

## **Key Figures for the Group**

- 2013 revenues: €2,676m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 index
- No.1 worldwide in street furniture (434,700 advertising panels)
- No.1 worldwide in transport advertising with more than 150 airports and more than 280 contracts in metros, buses, trains and tramways (358,100 advertising panels)
- No.1 in Europe for billboards (199,600 advertising panels)
- No.1 in outdoor advertising in the Asia-Pacific region (205,000 advertising panels)
- No.1 worldwide for self-service bicycle hire
- 1,002,800 advertising panels in more than 55 countries
- Present in 3,700 cities with more than 10,000 inhabitants
- 10,484 employees

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