



## PRESS RELEASE

July 18<sup>th</sup>, 2023

### **JCDecaux and Groupe ADP are launching "Extime JCDecaux Airport" brand with the ambition of building the benchmark brand in the world of airport media.**

**Following a public consultation, Groupe ADP - world leader in airport operations - has chosen JCDecaux - the world leader in outdoor advertising - as co-shareholder in Extime Media to operate the advertising activities at Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget airports.**

**With the support of its shareholders Groupe ADP and JCDecaux, Extime Media is launching the new "Extime JCDecaux Airport" brand as part of the roll-out of Extime, Groupe ADP's new hospitality brand in reserved areas.**

**Previously JCDecaux Airport Paris, the new Extime JCDecaux Airport brand aims to become the benchmark in the world of airport media by expanding internationally, with the roll-out of its activities in Turkey from 2024 and in Jordan during 2025.**

*Extime JCDecaux Airport offers advertisers privileged partnership relationships within the framework of high-performance media solutions, based around exclusive customised formats: digital street furniture and spaces, activation podiums, immersive event systems, creating engagement between the brands and their audiences.*

*These new media will be activated using an intelligent programming platform tailored to the traveller's journey, enriched with quantified and qualified data, thanks in particular to Audience Airport Measurement (AAM), the first international airport audience measurement system.*

**Augustin de Romanet, Chairman & CEO of Groupe ADP**, stated: *"Hospitality has many facets, and we have to deliver on all of them: smooth passenger journeys, a sense of welcome and service, and the quality and exclusivity of our commercial offer. The visual experience that Extime JCDecaux Airport will bring to our passengers will be ambitious and will have high standards in terms of sustainability and innovation. Extime JCDecaux Airport, which will be exported beyond the borders of Paris airports from 2024, embodies the advertising aspect of the more global ambition of our Extime brand."*

**Jean-Charles Decaux, co-CEO of JCDecaux**, said: *"We are proud to be launching the Extime JCDecaux Airport brand today with Groupe ADP, with the aim of building a new benchmark brand in the world of airport media. With Extime JCDecaux Airport, we want to offer advertisers the most efficient and collaborative media platforms in the world and enhance the visual experience in airports for the benefit of travellers, who are particularly receptive to brand communication in the airport environment and perceive its added value. At a time when airports are undergoing economic, environmental and social transformation, we will be actively contributing to our partner's responsible commitments, drawing on JCDecaux's CSR 2030 roadmap and climate strategy as well as the media and technological expertise of our employees."*

Among the new offers, *Extime JCDecaux Airport* will emphasise the possibility of "multi-touch point" campaigns by also proposing an advertising presence on the screens of Duty Free shops and on the [extime.com](https://www.extime.com) marketplace, to enable customers to reserve products and services available at the airport prior to their journey.

Extime Media is committed to CSR, in line with the sustainable development objectives of JCDecaux and Groupe ADP, both of which signed the charter committing station and airport managers and advertising agencies to energy efficiency on 27 March 2023.

Extime Media and its commercial brand *Extime JCDecaux Airport* have set themselves the target of reducing their electricity consumption by 30% by 2026 compared with 2016 and their carbon emissions by 50% by 2030 compared with 2019.

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## About **Groupe ADP**

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Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2022, the group handled through its brand Paris Aéroport 86.7 million passengers at Paris-Charles de Gaulle and Paris-Orly, and nearly 193.7 million passengers in airports abroad. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2022, group revenue stood at €4,688 million and net income at €516million.

Registered office: 1, rue de France, 93 290 Tremblay-en-France. Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

More information on: [www.groupe-adp.com](http://www.groupe-adp.com) and on twitter [@GroupeADP](https://twitter.com/GroupeADP)

## About **JCDecaux**

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JCDecaux, the world's No.1 outdoor advertising company, is present in more than 80 countries and 3,573 towns and cities with more than 10,000 inhabitants. For almost 60 years, JCDecaux's products have set the benchmark for innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the services offered by the Group, particularly for maintenance, are recognised worldwide by cities, airport and transport authorities, as well as advertisers. Today, JCDecaux is the only global player to operate exclusively in outdoor advertising and to develop all its activities: street furniture, transport advertising and large-format billboards.

In the era of intelligent cities, JCDecaux is positioning itself to be one of the major players and is already participating in the emergence of a connected city that is increasingly human, open and sustainable. In contact with more than 850 million people every day and true to its mission of improving the quality of life for all citizens in the long term, JCDecaux practises and promotes responsible outdoor advertising and, more than ever, places social responsibility and environmental quality at the heart of its solutions and businesses.

Actively committed to carbon neutrality, JCDecaux's extra-financial performance is listed in the CDP (List A-), FTSE4Good (3.6/5), MSCI (AA) and classified Platinum by EcoVadis.