

## MEDIA RELEASE

23 January 2019

### APN Outdoor, now part of JCDecaux, launches new digital billboards in high impact, premium New Zealand locations

AUCKLAND: Leading media business APN Outdoor, now part of JCDecaux, has added two billboards to its growing digital portfolio, launching at Auckland International Airport and on the iconic Parnell Bridge, two of New Zealand's most prominent outdoor locations.

Parnell Bridge has launched more campaigns and captured more media attention than any other New Zealand site and is considered the best outdoor advertising site in the country. With the existing billboard's upgrade and transformation to digital, the eye-catching 80sqm of high definition advertising is perfectly positioned to take advantage of the highly-trafficked southern and north-western motorway onramps, and the nearby Parnell shopping district and waterfront entertainment area.

APN Outdoor Head New Zealand, Mike Watkins, said: "As we continue to see an influx of digital assets being launched by all players onto the market, the question of quality becomes imperative. Our strategy is focused on converting those sites that are high profile and delivering a targeted audience with the leading technology and screen solutions on the market."

With APN Outdoor's second new release, visitors to Auckland International Airport (AIA) will now enjoy high impact advertising on the largest LED billboard in New Zealand. The newly-built billboard measures 21 x 8.5m and dominates the Domestic forecourt with its position on the Auckland Domestic Airport multi-storey car park. Designed to capture the attention of visitors as they enter Auckland, the digital billboard will be visible to 9.5 million passengers who pass through the domestic terminal each year.

APN Outdoor Commercial Director, Jamie Cameron, said: "This site is all encompassing with premium location, high dwell time, size, dominance and screen quality – it ticks all the Digital Out of home boxes and clearly demonstrates our ongoing pursuit of excellence in the New Zealand market."

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### About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY17, JCDecaux reported revenue of approximately €3,493 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

### Key figures

- 2017 revenue: €3,493m\*, H1 2018 revenue: €1,643m
- 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 index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees