

## JCDecaux's ultimate digital icon 'The Wave' debuts at DXB

### Out of Home Media

Algeria  
Angola  
Australia  
Austria  
Azerbaijan  
Bahrain  
Belgium  
Botswana  
Brazil  
Bulgaria  
Cameroon  
Canada  
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Colombia  
Costa Rica  
Croatia  
Czech Republic  
Denmark  
Ecuador  
El Salvador  
Estonia  
Finland  
France  
Gabon  
Germany  
Guatemala  
Hungary  
Honduras  
India  
Ireland  
Israel  
Italy  
Ivory Coast  
Japan  
Kazakhstan  
Korea  
Latvia  
Lesotho  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Mauritius  
Mexico  
Mongolia  
Mozambique  
Myanmar  
Namibia  
New Zealand  
Nicaragua  
Nigeria  
Norway  
Oman  
Panama  
Peru  
Poland  
Portugal  
Qatar  
Russia  
Saudi Arabia  
Singapore  
Slovakia  
Slovenia  
South Africa  
Spain  
Swaziland  
Sweden  
Switzerland  
Tanzania  
Thailand  
The Dominican Republic  
The Netherlands  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Zambia  
Zimbabwe

Dubai, UAE, November 10th 2020-

Following the extension of the exclusive partnership with Dubai Airports until 2028, JCDecaux, the number one outdoor advertising company worldwide and number one in airports, has implemented an ambitious media roll-out in 2019 and early 2020 aiming at transforming the airport experience for passengers while offering iconic communication platforms to brands.

JCDecaux is now introducing 'The Wave', the ultimate digital innovation at Dubai International's (DXB) Terminal 3 Arrivals. Unmissable and intriguing, this gigantic 87sqm curved screen is set to grab the attention of 100% of the arriving passengers on their way to exit baggage reclaim. Strategically located in a high dwell time area, 'The Wave' is the last touchpoint for passengers, making it the iconic gateway to the city of Dubai.

The first-of-its-kind in an airport environment, this transformational media now offers an outstanding opportunity for advertisers to associate their brand with the global economic recovery and re-connect with their audiences delivering an immersive brand experience as passengers exit the airport.

Creating surprise and emotion through innovation, 'The Wave' aims to further transform the passenger experience at DXB.

The launch of this innovative concept is timely as Dubai Airports works to accommodate the steady ramping up of flight operations at DXB in recent weeks following the resumption of scheduled services earlier in June-July.

"We welcome this latest iconic feature to DXB's vibrant advertising category. The Wave offers brands a dynamic platform to impress visitors to Dubai and delivers a unique visual experience for every arriving traveler. It is also tangible evidence of our keenness to introduce new concepts through our partnership with JCDecaux, who share our enthusiasm for innovation, creativity and excellence in customer service," said Eugene Barry, Executive Vice President of Commercial at Dubai Airports.

Martin Sabbagh, JCDecaux CEO Middle-East & Africa, said: 'JCDecaux is delighted to continue our long-term partnership with Dubai Airports reinforcing the position of Dubai International as a unique innovative media platform to reach travelers. This iconic state-of-the-art digital advertising platform is offering an unprecedented value proposition for brands while enhancing the overall passenger experience at DXB'.

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**Key Figures for JCDecaux**

- 2019 revenue: €3,890m, H1 2020 revenue: €1,075m
- Present in 3,890 cities with more than 10,000 inhabitants
- A daily audience of more than 890 million people in more than 80 countries
- 13,210 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1<sup>st</sup> Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,630 advertising panels worldwide
- N°1 worldwide in street furniture (517,800 advertising panels)
- N°1 worldwide in transport advertising with more than 160 airports and 270 contracts in metros, buses, trains and tramways (379,970 advertising panels)
- N°1 in Europe for billboards (136,750 advertising panels)
- N°1 in outdoor advertising in Europe (636,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (260,700 advertising panels)
- N°1 in outdoor advertising in Latin America (69,490 advertising panels)
- N°1 in outdoor advertising in Africa (22,760 advertising panels)
- N°1 in outdoor advertising in the Middle East (15,510 advertising panels)

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