

Extime JCDecaux Airport and Airport International Group sign partnership to transform advertising experience at Queen Alia International Airport in Amman, Jordan

Out of Home Media

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

Paris, May 26th, 2025 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that Extime JCDecaux Airport has been granted on May 20th by Airport International Group (AIG) the contract to operate advertising activities from August 1st, 2025 onwards at Queen Alia International Airport in Amman, Jordan, which welcomes over nine million travellers annually.

Leveraging the global expertise of JCDecaux, along with its established presence in the Middle East especially in other major airport hubs of the region, Extime JCDecaux Airport will develop a new advertising offer, enhancing both brand engagement and passenger journey at Queen Alia International Airport. Extime JCDecaux Airport will build on the innovative technologies developed by JCDecaux and its sustainable development strategy, around three main pillars:

Advanced Network Integration and use of cutting-edge technologies

The deployment of a new broadcasting system, ISO 27001 certified, based on highly secure infrastructures will connect all digital assets across the airport and ensure real-time synchronisation, seamless content delivery, and operational efficiency. In a very practical sense, it will be possible to schedule and synchronise advertising content according to flight schedules. Continuous 24/7 monitoring will optimise reliability and system performance, demonstrating Extime JCDecaux Airport's dedication to upholding high standards of quality and safety.

Sustainable Transformation of Static Assets

In alignment with Queen Alia International Airport's CSR and Climate strategy, Extime JCDecaux Airport will implement eco-friendly changes to static media platforms. Energy-efficient LED panels will replace traditional lighting in static lightboxes, significantly reducing energy consumption and operational costs.

Robust and Sustainable Exterior Assets

Extime JCDecaux Airport is committed to expanding its media footprint beyond terminal interiors with the phased introduction of Skytouch portrait static assets in exterior areas. These installations are designed with safety and sustainability in mind. The integration of LED lighting systems will enhance visibility while supporting energy efficiency goals, positioning Extime JCDecaux Airport as a pioneer in responsible outdoor advertising infrastructure.

Nicolas Deviller, Airport International Group CEO, said: *"For us, every element of the airport journey - visual, operational and emotional - reflects our brand promise 'Feels Like Home'. As the first point of contact for millions arriving in Jordan, QAIA plays a vital role in shaping perceptions from the moment passengers arrive. Through our collaboration with Extime JCDecaux Airport, we are introducing a world-class visual environment that seamlessly combines innovation, sustainability and impactful brand storytelling. These enhancements are not only designed to create value for advertisers, but more importantly, to enrich the passenger experience at every touchpoint - making it more welcoming, engaging and aligned with the top-tier standards of Jordan's prime gateway to the world."*

Isabelle Fourmentin, Extime JCDecaux Airport Managing Director, said: *"We are delighted to start this new chapter in Extime JCDecaux Airport advertising activities at Queen Alia International Airport and I would like to warmly thank our partner AIG for their trust and support. Our plan is to develop an eco-friendly advertising platform based on*

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A European Company with an Executive Board and Supervisory Board

Registered capital of 3,264,372,84 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

innovative, high-performance media solutions for advertisers, enhancing both brand advertising experiences and passenger journey.”

Jean-Charles Decaux, Co-CEO of JCDecaux, said: “We are delighted with the extension of Extime JCDecaux Airport's advertising activities to Queen Alia International Airport in Amman, with the support of AIG that we kindly thank. This new contract is a recognition of the expertise of the Extime JCDecaux Airport teams and their ability to deploy cutting-edge solutions for advertisers, contributing to the operational excellence of this airport. Drawing on the know-how of JCDecaux's teams, which operate 157 advertising airport contracts around the world, including renowned hubs in the Middle East, Extime JCDecaux Airport will contribute, in collaboration with AIG, to the transformation of Queen Alia International's airport environment, respecting high quality and sustainable development standards.”

Key Figures for JCDecaux

- 2024 revenue: €3,935.3m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,091,811 advertising panels worldwide
- Present in 3,894 cities with more than 10,000 inhabitants
- 12,026 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes
- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A), MSCI (AAA), Sustainalytics (13.1), and has achieved Gold Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (629,737 advertising panels)
- N°1 worldwide in transport advertising with 157 airports and 257 contracts in metros, buses, trains and tramways (340,848 advertising panels)
- N°1 in Europe for billboards (83,472 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (736,310 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (178,010 advertising panels)
- N°1 in outdoor advertising in Latin America (89,526 advertising panels)
- N°1 in outdoor advertising in Africa (22,490 advertising panels)
- N°1 in outdoor advertising in the Middle East (20,689 advertising panels)

About Extime JCDecaux Airport

Extime JCDecaux Airport, an expert in airport advertising, provides high-performance, tailored media solutions to create unforgettable brand experiences at Paris-Charles de Gaulle, Paris-Orly, Paris-Le Bourget, and now Amman's Queen Alia International Airport. Extime JCDecaux Airport is dedicated to enriching the advertising landscape in airports for the benefit of both travellers and brands.

The brand is a joint venture between JCDecaux, N°1 Out-of-Home Media company worldwide, and Groupe ADP, world leader in airport operations.

For more information about JCDecaux, please visit jcdecaux.com.

Join us on [X](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

Communications Department: Albert Asséraf

+33 (0) 1 30 79 79 10 – albert.asseraf@jcdecaux.com

Investor Relations: Rémi Grisard

+33 (0) 1 30 79 79 93 – remi.grisard@jcdecaux.com