

**Marketing Release**

## JCDecaux Transport with Estée Lauder dominated in style this summer at Hong Kong International Airport!

**Hong Kong, 24 September 2009** – Estée Lauder took advantage of the advertising network coverage to promote their latest campaign at the Hong Kong International Airport. Estée Lauder has maximized its advertising campaign impact by packaging giant Exterior Billboard, Multimedia Wall, and Lightbox on Wall with Poster Extension throughout the airport. Estée Lauder selected the best locations and media formats to target their existing and potential customers at the airport.

*“The extensive network coverage at Hong Kong International Airport provides Estée Lauder with an effective advertising platform to reach on-the-go target audiences.”*

Ms. Kay Shuyin  
Regional Marketing Manager  
Estée Lauder

Hong Kong International Airport network advertising delivers effective reach to build awareness, bring your message to life, engages with your customers, creates purchase interest and even drives prospects to your points of purchase.

*“JCDecaux Transport dedicated to creating bespoke outdoor solutions tailored to achieving our client’s advertising objectives. Estée Lauder choosing special and innovative media like Multimedia Wall, Exterior Billboard, and Lightbox on Wall with Poster Extension is a brilliant example of impactful airport advertising.”*

Ms. Shirley Chan  
General Manager – Hong Kong & Macau  
JCDecaux Transport



Exterior Billboard



Secondary Icon + Glass Balustrade Lightbox  
(Terminal 1, Departure Level 6, Luxury Brand Boutique Boulevard, East Hall, Restricted Area)

**Out of Home Media**

- Argentina
- Australia
- Austria
- Belgium
- Bosnia
- Brazil
- Bulgaria
- Canada
- Chile
- China**
- Croatia
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Hungary
- Iceland
- India
- Ireland
- Italy
- Japan
- Korea
- Latvia
- Lithuania
- Luxembourg
- Malaysia
- Mexico
- Netherlands
- Norway
- Poland
- Portugal
- Russia
- Serbia & Montenegro
- Singapore
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Ukraine



**Lightbox on Wall with Poster Extension**

(Terminal 1, Departure Level 6, Luxury Brand Boutique Boulevard, East Hall, Restricted Area)



**Multimedia Wall**

(Terminal 2, Departure Level 6, Non Restricted Area)

**Background Information on JCDecaux Transport:**

JCDecaux Transport, the subsidiary of the French-based JCDecaux Group, manages the Hong Kong International Airport Advertising Concession, Macau International Airport Concession, the MTR Advertising Concession, and other outdoor advertising projects.

**Key information about the Group**

- 2005 revenues: € 1,745.2 million; Q1 2006: € 442.2 million
- JCDecaux is listed on the Eurolist of Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N<sup>o</sup> 1 worldwide in street furniture (318,000 advertising panels)

- N°1 worldwide in airport advertising with 153 airports and more than 300 transport contracts in metros, buses, trains and tramways (207,000 advertising panels)
- N°1 in Europe for billboards (190,000 advertising panels)
- 715,000 advertising panels in 46 different countries
- Present in 3,400 cities with over 10,000 inhabitants
- 7,900 employees

### **Key information about JCDecaux in China**

- N°1 outdoor advertising company in China with 79,400 advertising panels in 20 cities
- 10,700 advertising panels in Street Furniture (4 cities)
- 68,700 transport panels (20 cities)
- 29 advertising panels in Large Format (1 city)
- 966 employees

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