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Dublin City Council

Comhairle Cathrach Bhaile Átha Cliath
Planning & Economic Development Department,
Block 4, Floor 3, Civic Offices, Wood Quay, Dublin 8.

Roinn Pleanála agus Forbartha Eachnamaíochta
Oifigí na Cathrach, An Ché Adhmaid, Baile Átha Cliath 8.
T. 01 222 3800 F. 01 222 2278 E. planning@dublincity.ie

2nd August 2007


Niamh Cleary,
Managing Director,
JC Decaux Ltd.,
6 Sandyford Road,
Leopardstown,
Dublin 12.

Dear Niamh,

I refer to your correspondence of 12th June, 28th June and 18th July of this year in relation to the agreement of 23rd November 2006 between Dublin City Council and JC Decaux in the provision of outdoor advertising and public amenity services.

I wish to confirm that your proposal to Dublin City Council dated 11th June, based on 72 units, is acceptable to Dublin City Council subject to the clarifications outlined in your letter of 26th July 2007 in relation to a wayfinding system.

Yours sincerely,



Jim Keogan,
A/Executive Manager.

Jim Keoghan
Assistant Executive Manager
Planning & Economic Development Department
Dublin City Council
Civic Offices
Wood Quay
Dublin 8

Out of Home
Media

26th July 2007

Dear Jim

Re: Wayfinding System

Following our meeting today, I am pleased to respond to the points raised by you as follows;

- JCDecaux can confirm that they will commission and fund all reasonable and normal costs associated with the preparation of a detailed design scheme for a Wayfinding system for the inner city area outlined in the tender submission. The scheme will be prepared by a company with proven expertise in this area and shall be developed in conjunction with Dublin City Council. The completed scheme will be handed over to Dublin City Council on completion of this project.
- Based on the number of panels that have received planning permission to date, the full value of the Wayfinding scheme offer over the course of the contract is €4,106,000. This has been represented as the provision and maintenance of 100 Fingerposts in our latest offer of 11th June 2007.
- JCDecaux confirm that they will deliver and maintain a Wayfinding scheme which includes the preparation of a detailed design scheme for the Wayfinding system, Wayfinding structures and their maintenance over the course of the 15 year contract to the value of €4,106,000. Dublin City Council may choose not to select 100 Fingerpost structures and instead choose an alternative mix of the offered Wayfinding structures to the same value. The scheme will be gifted to Dublin City at the end of the 15 year contract term.
- The estimated manufactured cost of each of the three structural elements is as follows:

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

[REDACTED]

[REDACTED]

[REDACTED]

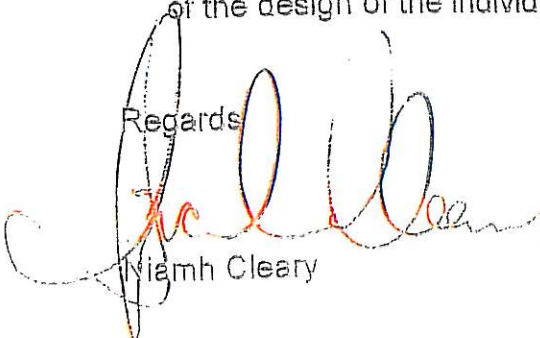
These are estimated ex factory prices only and do not include other costs that make up the total cost of the scheme such as:

- Product design costs
- Design of Wayfinding Scheme costs
- Prototype Costs
- Delivery Costs
- Installation and making good costs
- Maintenance Costs over the duration of the contract

- JCDecaux confirm that for the duration of the 15 year contract they own the Wayfinding scheme, including copyright over the design of the proposed Wayfinding system and structures. However, if over the course of the contract DCC wish to issue a tender/tenders for the manufacture and installation of additional Wayfinding structures to be installed in Dublin, JCDecaux are amenable to granting use of the design to DCC appointed manufacturers, if requested in writing to do so and if such granting does not commercially disadvantage JCDecaux, for example, that the manufacturing of such Wayfinding structures is not linked to the granting of advertising rights to other parties for new advertising panels on Dublin City owned properties.

- JCDecaux confirm that at the end of the 15 year contract they will gift the full Wayfinding scheme, including ownership of the design of the individual structures, to Dublin City.

Regards


Niamh Cleary

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18th July 2007

Niamh Cleary,
Managing Director,
JCDeaux Limited
6 Sandyford Park
Burton Hill Road
Leopardstown
Dublin 18

Re: Way finding System for Dublin City Council

Dear Niamh,

I refer to your letter dated 28th June 2007 to Mary Conway and to your subsequent telephone conversation concerning the Way finding element of your proposal. Although your letter helped to clarify some outstanding issues, Dublin City Council still requires further clarification on the following issues prior to finalisation of proposal:

- JC Decaux are requested to confirm that they will commission and fund the preparation of a detailed design scheme for a way finding system for the inner city and other adjoining areas /outlying areas as indicated by Dublin City Council (to include finalisation of design for all structures and their locations). The scheme will be prepared by a company with proven expertise in this area and shall be developed in conjunction with Dublin City Council. The completed scheme will be handed over to Dublin City Council on completion.
- JC Decaux will confirm that they will deliver and maintain way finding structures to the value of €4,106,000 including finger posts panels, monolith map panels and combination map panels. Dublin City Council will determine the number of each of the three elements.
- In order to assess the full value of the proposal, JC Decaux are requested to submit the per unit cost of each of the three structural elements, or to indicate when this information may be made available to Dublin City Council

- JC Decaux are requested to confirm that Dublin City Council will have copyright over the design of the proposed way finding system/structures. If the copyright is to remain with JC Decaux, can they advise on how Dublin City Council could proceed with procurement of these elements outside of the agreed contract and negotiate a maintenance programme.

Since some of the above may require a more detailed discussion, I am very happy to organise a follow up meeting with Mary Conway and myself.

Yours sincerely,

Jim Keogan
A / Executive Manager

JCDecaux

Mary Conway
Senior Planner
Floor 3
Dublin City Council
Civic Offices
Wood Quay
Dublin 8

Out of Home
Media

28th June 2007

Ref: Wayfinding System for Dublin

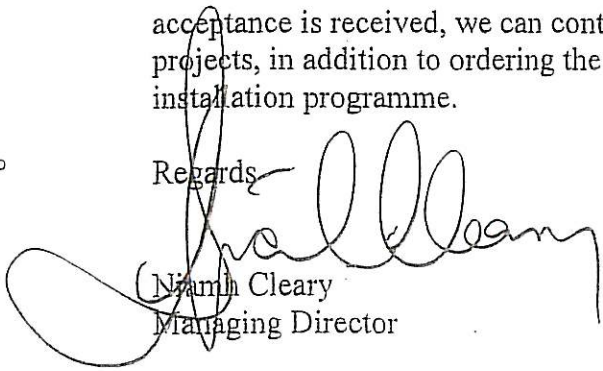
Dear Mary,

Following our very productive meeting today regarding the above, I would like to clarify the Wayfinding element of our most recent proposal to Dublin City, dated the 11th June 2007.

In our latest proposal, a copy of which is attached, we have updated the previous offer to include a Wayfinding system valued at €4,106,000 over the course of the contract and represented as 100 Fingerposts manufactured from galvanised steel.

On the basis of our extensive discussions today, it appears all parties are in agreement that it is in the best interests of the project to move forward with the Wayfinding strategy development aspect of this project and **not** decide on the best mix / make up of Wayfinding structures until that study is complete. I would therefore request that Dublin City Council would formally approve our updated offer of the 11th June, based on the 72 products that have received full planning permission, on the understanding that you will choose Wayfinding structures to the above value at a later date. Once your formal acceptance is received, we can continue to develop the public amenity projects, in addition to ordering the structures and scheduling their installation programme.

Regards


(Niamh Cleary)
Managing Director

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Information**

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

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12th June 2007


Dear Ciaran

As per our recent conversations, I attach the revised proposal from JCDecaux to DCC. Please note;

- The revised offer to DCC is based on the 72 final planning permissions outlined in the Appendix 1 summary page attached
- The offer includes an expansion of the previously offered bike scheme to double the bike stations to 50 individual locations.
- Altering the specification of the units from stainless steel to steel with a stainless steel finish will allow us to re-introduce 100 way finding finger posts to this updated offer
- Although the number of panels to be built has reduced by 42%, the value of the offer to the City has only reduced by 34.96%
- JCDecaux are offering to remove 50 x 48 sheet panels
- The value of the offer now represents 85.8% of the projected net revenues, an increase on the 76.5% of net revenues offered in November 2006

Please call me if you have any further queries.

Regards



Niamh Cleary
Managing Director

Appendix 1

Dublin City Council Proposal 11th June 2007 based on 72 Units

(15 Year Duration - Bike Scheme, extra 25 stations, 100 wayfinding finger posts & removal of 50 48 sheets)

	Proposal 11th June		Offer November		Final Offer December		June 07 V Nov 06		June 07 V Nov 06		Nov 06 V Dec 05		Nov 06 V Dec 06	
	Numbers	2007	Numbers	2006	Numbers	170 Units	Numbers	%	Numbers	%	Numbers	%	Numbers	%
Advertising Displays														
Metropole scrolling advertising units	50		70		70		(20)	-28.57%	(20)	-28.57%	-		-	0.00%
Civic information panels with scrolling advertising units	22		50		70		(28)	-56.00%	(28)	-56.00%	(20)	-28.57%	(20)	-28.57%
Eicon panels incorporating advertising units	-		-		30		-	0.00%	-	0.00%	(30)	-100.00%	(30)	-100.00%
Total advertising Units	72		120		170		(48)	-40.00%	(48)	-40.00%	(50)	-29.41%	(50)	-29.41%
Information & Communication System to DEC														
Faces on single sided Metropoles	20		30		28		(10)	-33.33%	(10)	-33.33%	2	7.14%	2	7.14%
Faces on civic information panels	18		36		70		(18)	-50.00%	(18)	-50.00%	(34)	-48.57%	(34)	-48.57%
Faces on Eicon panels	-		-		30		-	#DIV/0!	-	#DIV/0!	(30)	-100.00%	(30)	-100.00%
Total advertising displays	38		66		128		(28)	-42.42%	(28)	-42.42%	(62)	-48.44%	(62)	-48.44%
Wayfinding system														
Wayfinding finger post panels	100		100		100		-	0.00%	-	0.00%	-		-	0.00%
Wayfinding monolith map panels	-		20		20		(20)	-100.00%	(20)	-100.00%	-		-	0.00%
Wayfinding combination map panels	-		20		20		(20)	-100.00%	(20)	-100.00%	-		-	0.00%
Total Wayfinding	100		140		140		(40)	-28.57%	(40)	-28.57%	-		-	0.00%
Tandem (Public Bike Rental Scheme)														
Bike Stations	50		25		25		25	100.00%	25	100.00%	-		-	0.00%
Bikes	450		450		450		-	0.00%	-	0.00%	-		-	0.00%
Total Tandem	500		475		475		25	5.26%	25	5.26%	-		-	0.00%
Heritage Trail														
Heritage plaques	-		65		65		(65)	-100.00%	(65)	-100.00%	-		-	0.00%
Total Heritage Trail	-		65		65		(65)	-100.00%	(65)	-100.00%	-		-	0.00%
APC (Automatic Public Convenience)														
APC	-		4		4		(4)	-100.00%	(4)	-100.00%	-		-	0.00%
Total APC	-		4		4		(4)	-100.00%	(4)	-100.00%	-		-	0.00%
Removal of 48 sheet advertising panels														
48 sheet removals	50		100		100		(50)	-50.00%	(50)	-50.00%	-		-	0.00%
Total 48 Sheets	50		100		100		(50)	-50.00%	(50)	-50.00%	-		-	0.00%

Appendix 2

Dublin City Council Proposal 11th June 2007 based on 72 Units

(15 Year Duration - Bike Scheme, extra 25 stations, 100 wayfinding finger posts & removal of 50 48 sheets)

	Proposal 11th June 07		Offer Nov 06		Offer Dec 05		Movement		Movement		Movement	
	72 Units		120 Units		170 Units		June 07 V Nov 06		June 07 V Dec 05		Nov 06 V Dec 05	
	Jun-07	Nov-06	Jun-06	Nov-05	Dec-05	Total	€'000	%	€'000	%	€'000	%
Projected Net Advertising Revenue	63,380	109,277	125,176				(45,897)	-42.00%	(15,099)	-12.70%		
Projected Net Revenue or Minimum Guaranteed Amenities to Dublin City Council (Higher of A or B)	0	20,981	27,539				(20,981)	-100.00%	(6,558)	-23.81%		
A: Projected Dublin City Council Revenue Share value of offered public amenities	0%	19.2%	22.0%									
Fixed Dublin City Council % of Projected Net Advertising Revenue	0	17,481	20,024				(17,481)	-100.00%	(2,543)	-12.70%		
Supported By												
B: Amenities												
Public Amenities and Services to be provided to Dublin City Council	21,567	21,567	21,567				0	0.00%	0	0.00%		
Tandem - Total Value	5,224	0	0				5,224	#DIV/0!	0	0.00%		
Tandem - Total Value Extra 25 Bike Stations	0	401	401				-401	-100.00%	0	0.00%		
Heritage Trail - Total value	4,106	5,748	5,748				-1,642	-28.37%	0	0.00%		
Wayfinding system - Total value	0	2,062	2,062				-2,062	-100.00%	0	0.00%		
APC - Total value	30,897	29,778	29,778				1,119	3.76%	-	0.00%		
Value of Amenities & Services As a % of Projected Net Advertising Revenue	48.7%	27.3%	23.8%				(2.4%)	(8.9%)	-	-		
Total Value Revenue Share & Amenities	30,897	50,759	57,337				(19,862)	-39.13%	(6,558)	-11.44%		
As a % of Projected Net Advertising Revenue	48.7%	46.4%	45.8%									
Information and communication System	23,464	32,818	44,369				(9,354)	-28.80%	(11,551)	-26.03%		
As a % of Projected Net Advertising Revenue	37.0%	30.0%	35.4%									
Total Value of Projected Net Revenue share plus Amenities and Services	54,361	83,577	101,686				(29,216)	-34.96%	(18,109)	-12.81%		
% of Projected Net Advertising Revenue	85.8%	76.5%	81.2%									