

# Schedule 2

## Dublin City Council Offer November 2006

(15 Year Duration - Revenues, Amenities and Communication System)

Includes the removal of 100x48 Sheet Advertising Hoardings, See details in Note 7

In Euro '000	Year 1 € '000	Year 2 € '000	Year 3 € '000	Year 4 € '000	Year 5 € '000	Year 6 € '000	Year 7 € '000	Year 8 € '000	Year 9 € '000	Year 10 € '000	Year 11 € '000	Year 12 € '000	Year 13 € '000	Year 14 € '000	Year 15 € '000	Total € '000
Projected Net Advertising Revenue (Note 1)	4,495	5,038	5,679	6,260	6,511	6,771	7,042	7,323	7,616	7,921	8,238	8,567	8,910	9,267	9,637	109,277
Growth (%)	-	12.1%	12.7%	10.2%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	

Projected Net Revenue or Minimum Guaranteed Amenities to Dublin City Council (higher of A or B)

A: Projected Dublin City Council Revenue Share Value of Offered Public Amenities	863	967	1,090	1,202	1,250	1,300	1,352	1,406	1,462	1,521	1,582	1,645	1,711	1,779	1,850	20,981
Fixed Dublin City Council % of Projected Net Advertising Revenue	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%	19.2%
Supported by																
B: Amenities to a minimum cash value of	873	908	944	982	1,021	1,062	1,105	1,149	1,195	1,242	1,292	1,344	1,398	1,454	1,512	17,481

Public Amenities and Services to be provided to Dublin City Council

Wayfinding System (Note 2) - Total value Information and Communication System (Note 3) - Total value	333	339	345	352	359	366	373	381	389	397	405	414	422	431	441	5,748
Tandem (Note 4) - Total value	1,625	1,695	1,770	1,845	1,919	1,996	2,076	2,159	2,245	2,335	2,428	2,526	2,627	2,732	2,840	32,818
Heritage Trail (Note 5) - Total value	1,307	1,280	1,311	1,345	1,378	1,433	1,470	1,506	1,543	1,583	1,412	1,445	1,482	1,518	1,555	21,567
APC (Note 6) - Total value	25	25	25	26	26	26	26	27	27	27	28	28	28	29	29	401
	117	120	122	125	128	130	133	136	139	143	147	150	154	157	161	2,062
<b>Value of Amenities and Services</b>	<b>3,407</b>	<b>3,459</b>	<b>3,573</b>	<b>3,693</b>	<b>3,810</b>	<b>3,951</b>	<b>4,078</b>	<b>4,209</b>	<b>4,343</b>	<b>4,485</b>	<b>4,420</b>	<b>4,563</b>	<b>4,713</b>	<b>4,867</b>	<b>5,026</b>	<b>62,597</b>
% of Projected Net Advertising Revenue	75.8%	68.6%	62.9%	59.0%	58.5%	58.3%	57.9%	57.5%	57.0%	56.6%	53.6%	53.3%	52.9%	52.5%	52.2%	57.2%
<b>Total Value of Projected Net Revenue share plus Amenities and Services</b>	<b>4,280</b>	<b>4,425</b>	<b>4,664</b>	<b>4,895</b>	<b>5,060</b>	<b>5,251</b>	<b>5,430</b>	<b>5,615</b>	<b>5,806</b>	<b>6,006</b>	<b>6,002</b>	<b>6,208</b>	<b>6,424</b>	<b>6,646</b>	<b>6,876</b>	<b>83,589</b>
% of Projected Net Advertising Revenue	95.2%	87.8%	82.1%	78.2%	77.7%	77.6%	77.1%	76.7%	76.2%	75.8%	72.8%	72.5%	72.1%	71.7%	71.4%	76.5%

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(15 Year Duration - Revenues, Amenities and Communication System)

### Financial Proposal Notes

#### Includes the removal of 100x48 Sheet Advertising Hoardings

#### **Note 1** Projected Net Advertising Revenue

The projected net advertising revenue is based on the installation and maintenance of the following advertising displays:

- 70 Metropole scrolling advertising displays
- 50 civic information panels with scrolling advertising displays

#### **Note 2** Wayfinding System

The Wayfinding System is based on the following:

- The cost of developing a Wayfinding System, design, installation and maintenance of the structures
- 100 Wayfinding finger posts
- 20 Wayfinding monolith map panels
- 20 Wayfinding combination map panels

#### **Note 3** Information and Communication System

The information and communication system is based on the following:

- Each proposal has valued this citywide information and communication network at the advertised market rate for the duration of the contract, in addition to the cost of designing, printing and posting each panel up to once per month if required, across the duration of the contract.
- In each year JCDecaux will make 66 display panels available to Dublin City Council as follows:
  - 30 faces on single sided Metropoles
  - 36 faces on civic information panels
- In addition, Dublin City Council branding will be advertised on the hub panels of the 450 bikes and 25 bike stations in the proposed Tandem (Public Bike Rental Scheme) as detailed in Section Six of the original tender document.

#### **Note 4** Tandem (Public Bike Rental Scheme)

The Tandem (Public Bike Rental Scheme) is based on the following:

- The installation of 25 bike stations in the locations indicated in Section Six of the original tender document.
- The provision of 450 bikes around Dublin at the various stations

- JCDecaux will install, maintain, repair and clean each of these stations and bikes in accordance with our maintenance and repair schedule as detailed in Section Eight of the original tender document.

#### **Note 5** Heritage Trail

The Heritage Trail is based on the following:

- 65 heritage plaques outlined in Section Six of the original tender document.
- JCDecaux will install, maintain, repair and clean each of these heritage plaques in accordance with our maintenance and repair schedule in Section Eight of the original tender document.

#### **Note 6** APC

##### (Automatic Public Convenience)

The provision and maintenance of 4 APC's, in locations identified by Dublin City Council.

#### **Note 7** Removal of 48 sheets

Our 15 year proposal includes the permanent removal of 100 JCDecaux 48 sheet hoardings within the city boundary.

#### **Note 8** Financial Offer

This financial offer is based on the erection of the type and number of advertising units as set out in Schedule 3 of the final contract. If the number or type of advertising units erected differs from that set out in Schedule 3 of the final contract, the financial offer will be adjusted pro rata accordingly.

It will be possible to select alternative locations to those proposed if a particular location is unavailable or refused planning, provided the alternative location is of similar quality, advertising revenue is of the same value and the change is agreeable to JCDecaux.

It is possible to offer some inter-changeability between the listed public amenity services and/or product numbers, provided the overall cost to JCDecaux does not exceed those in each proposal.