

# JCDecaux

10<sup>th</sup> February 2010

## Out of Home Media

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

Mr Jim Keogan  
A/Executive Manager Planning  
Dublin City Council  
Planning & Economic Development Department  
Block 4, Floor 3, Civic Offices  
Wood Quay  
DUBLIN 8

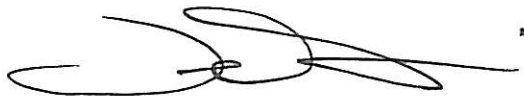
Dear Jim

### **Re: Contract in relation to the provision of Outdoor Advertising and Public Amenity Services to Dublin City Council**

Further to our meetings and discussions over the past number of months please find attached a revised schedule which we have agreed between Dublin City Council and JCDecaux in relation to the expansion of the dublinbikes scheme due to its unprecedented success.

The attached revised contract schedule has been updated with the public amenities to be provided by JCDecaux and the advertising panels which form this contract and which have been agreed and adopted by both JCDecaux and Dublin City Council.

Yours sincerely



Joanne E Grant  
Managing Director  
JCDECAUX IRELAND LTD

JCDecaux  
6 Sandyford Park - Burton Hall Road - Leopardstown - Dublin 18 - Ireland  
Tel: +353 (1) 295 8170 - Fax: +353 (1) 295 8177 - [www.jcdecaux.ie](http://www.jcdecaux.ie)

Proprietor: JCDecaux Ireland Ltd. Registered Office: 6 Sandyford Park, Burton Hall Road, Leopardstown, Dublin 18. Registered in Ireland Company No. 318760  
Directors: N. Cleary, J. Grant (Managing), P. Mannion, J. Muleady, N. Roberts, A. Sherry




Dublin City Council revised contract schedule 10.02.2010 based on 82 Units  
 JCDecaux Ireland Ltd


	Revised 10.02.2010 82 Units	Current Contract 72 Units
<i>In Euro '000 - calculations</i>	€'000	€'000
<b>Public Amenities and Services to be provided to DCC</b>		
dublinbikes	33,451	26,791
Wayfinding system	4,479	4,106
<b>Total Value Amenities</b>	<b>37,930</b>	<b>30,897</b>
<b>Information and communication System</b>	<b>27,756</b>	<b>23,464</b>
<b>Total Value of Amenities/Services</b>	<b>65,686</b>	<b>54,361</b>
<b>Increased value of bike scheme</b>	<b>6,660</b>	
<b>DCC fee to JCDecaux</b>	<b>900</b>	
<b>Contract</b>	<b>29/09/2027</b>	

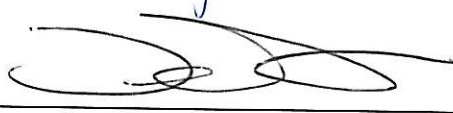
	Revised 10.02.2010 82 Units	Current Contract 72 Units
<i>Units</i>	Numbers	Numbers
<b>Advertising Displays</b>		
Metropole scrolling advertising units	49	49
Civic information panels with scrolling advertising units	33	23
<b>Total advertising Units</b>	<b>82</b>	<b>72</b>
<b>Information &amp; Communication System to DCC</b>		
Faces on single sided Metropoles	21	21
Faces on civic information panels	17	17
<b>Total advertising displays</b>	<b>38</b>	<b>38</b>
<b>Wayfinding system</b>		
Wayfinding finger post panels	100	100
<b>dublinbikes</b>		
Bike Stations	44	40
Bikes	550	450
Bike Stands	1,085	795
<b>Removal of 48 sheet advertising panels</b>		
48 sheet removals	100	50


**Agreement Signed (dated)**

**Witnessed (dated)**

  
 10.02.10  
 Jim Keogan A/Executive Manager Planning Dublin City Council

  
 10/2/10

  
 10/2/10  
 Joanne Grant Managing Director JCDecaux

  
 10/2/10