



PRESS RELEASE

14 April 2016

A fresh impetus for the attractiveness of Paris Aéroports de Paris creates its new traveller brand, "Paris Aéroport", and becomes "Groupe ADP"

"Paris Aéroport"

A new brand aimed at travellers, rolled out in the Paris airports embodying our commitments in terms of customer care, services and commercial offering. More visible and coherent, the brand will accompany passengers all along their passage through our terminals. It reflects the Group's ambition to create a strong preference for Paris, as well as its commitment to promote the attractiveness of Paris.

"Paris vous aime"

Paris Aéroport announces to the whole world: "Paris vous aime", a true declaration of love and commitment to all our passengers.

"Groupe ADP"

A single banner that unites all core businesses and subsidiaries in France and abroad and that reflects the ambitions of a group that is a world leader.

Uniting to defend the attractiveness of Paris

"Paris is the main gateway to France.

Our airports are a great showcase for the millions of people we welcome each year. That is why the first impression travellers have when they arrive at our airports must be positive and exceptional.

While Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget airports enjoy wide recognition, our former brand, Aéroports de Paris, was insufficiently known to the general public and no longer in line with our desire to **offer world-class customer care and services**.

We wanted to create a single identity that is modern and representative of this promise, in order to write a new page in the history of the company. This explains a strong two-fold choice: the creation of a Group brand, **Groupe ADP**, and a traveller brand, **Paris Aéroport**.

This two-pronged identity will enable us to unite our employees and attract new talented people, but also to make us better known to our clients and partners in France and abroad.

Along with this identity, we are today announcing a programme of twenty commitments for our customers - passengers and airlines alike - as well as our employees and regions.*

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Our brand reflects the ambition of Connect 2020

Our brand, as a reflection of our Connect 2020 strategy, embodies our three strategic priorities for 2020: optimise, by making the most of our resources; attract, by targeting excellence; and expand, by nurturing and sharing sustainable growth. Our Group brand thus demonstrates our ambition to become a leader in the design, building and operating of airports and to assert our presence even more strongly in the 38 countries where we already do business. It also endorses our airport management and operating activities abroad - via **ADP Management** - with greater clarity, bringing into play the synergies between our core businesses (architecture, surveys, engineering) that form the crux of our global development - via **ADP Ingénierie**. This will bring greater coherency and clarity to the whole, particularly in the face of stiff competition.

“Paris vous aime”: a commitment to travellers

Paris Aéroport, a new brand, common to all of the Paris airports, puts Paris back in its rightful place: the first and foremost. **Easier to read for international customers, it proudly assumes its French roots** and attests to the efforts undertaken by our company and the entire airport community: every passage through our terminals, every stay in Paris must be a unique experience, in terminals that are more welcoming, more modern, and now also more uniform.

Paris Aéroport announces to the world: "Paris vous aime", a true declaration of love and commitment to all our passengers.

This commitment is also seen among our employees who are responsible for our daily efficiency, the airlines that we serve in Paris, and the regions that form the dynamic basis of our activities.

As from today, new services worthy of the most beautiful city in the world

To fulfil these promises in a concrete manner, Groupe ADP announces the launching, in the coming weeks, of **Bus Direct**, a new premium bus service between Paris and its airports, in addition to the OrlyBus and RoissyBus services. Customer care, our customer care, will no longer start at our airports, but in the heart of the Capital.

At the same time, before the mass departures this summer, we are inaugurating our **Instant Paris**, a 4,500 sq.m lounge area reserved for long-transit passengers. Located in the heart of the Paris-Charles de Gaulle hub, this area will offer quality airside hotel services (with 80 fully equipped rooms), restaurants, entertainment and leisure activities.

We shall also be launching a loyalty programme in the coming weeks.

A campaign to promote “Paris vous aime” around the world and inside our terminals

Finally, to express this promise and reveal our new identity, Groupe ADP is starting an advertising campaign produced by the agency “BABEL”, with the launching of a film which will be screened as from 16 April in France and in our airport terminals, before being shown to our global audiences. Produced by a young Swedish director, Niclas Larsson, with the voice of Virginie Ledoyen, the film is a declaration of love to all travellers around the world.

The new brand universe will be visible in terminals and will accompany travellers throughout their passage to make their stay a moment of true pleasure. The roll-out of the brand in the terminals commences today and will last a year and a half.

It is now up to Groupe ADP to share this ambition with the airport community, so that together we may persuade passengers from all over the world to prefer Paris.”

Augustin de Romanet, Chairman and CEO of Aéroports de Paris SA - Groupe ADP





PROMOTING OUR GROUP

Groupe ADP's commitments

Paris vous aime is a principle that inspires our relations with stakeholders. It is represented in 20 commitments that we make to the travellers and airlines we welcome at our airports, the regions that are driven by our activities, and our employees who ensure our efficiency day by day.

A COMMITMENT TO TRAVELLERS

Because we owe them airports worthy of the world's most beautiful city

- 1 Helping you manage your time
- 2 Entertaining you
- 3 Getting to know you
- 4 Making you feel secure
- 5 Providing you with amazing experiences

A COMMITMENT TO AIRLINES

Because their competitiveness in part depends on our strength

- 6 Improving flight punctuality
- 7 Streamlining customers' passage
- 8 Optimising transfers
- 9 Offering a personalised welcome
- 10 Supporting their growth

A COMMITMENT TO REGIONS

Because we contribute to their business and dynamic development

- 11 Making life easier for those working at our airports
- 12 Developing the local economy
- 13 Protecting the environment and local residents
- 14 Encouraging training, employment, and social integration
- 15 Promoting local regions to attract international businesses
- 16 Affirming our world leadership in corporate social and environmental responsibility

A COMMITMENT TO OUR EMPLOYEES

Because our attractiveness and efficiency depend on their well-being and competence

- 17 Joining a group that is performing well in a fast-growing industry
- 18 Growing professionally within an international group that offers a wide range of jobs and career opportunities
- 19 Joining a group that is rapidly expanding, puts customers first and makes innovation a priority
- 20 Being part of a group that is committed to strong values, plays a key role in its region, and demonstrates social responsibility



A NEW BRAND UNIVERSE FOR AÉROPORTS DE PARIS



Use the ADP acronym to create a strong brand for the Group and its B2B subsidiaries, in order to highlight the scope and width of its activities, unite the Group and its subsidiaries under a shared banner and embrace expansion in international growth sectors.



Create a high profile brand for passenger traffic-related activities, around which the entire airport community can gather and guarantee world-class standards in the Paris airports.



Paris-Charles de Gaulle

Paris-Orly

Paris-Le Bourget

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Groupe ADP builds, develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2015, Aéroports de Paris handled more than 95 million passengers and 2.2 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 55 million passengers in airports abroad through its subsidiary ADP Management. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2015, Group revenue stood at €2,916 million and net income at €430 million.

Registered office: 291, boulevard Raspail, 75014 PARIS
Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806.
Registered in the Paris Trade and Company Register under no. 552 016 628 RCS Paris. groupeadp.fr

