Welcome to The Club

Avolta Introduces Club Avolta: A Disruptive Global Loyalty Program Revolutionizing Retail and F&B for Travelers Worldwide.

(II) Club Avolta



Club Avolta supports our ambition to maximize value for our customers, while driving sustainable growth for our business. As the largest travel experience player, our diversification across travel retail, F&B, and convenience gives us a competitive edge through our ability to generate insights from proprietary data.

For members, Club Avolta starts as a simple transaction but quickly becomes a habit, and eventually a lifestyle. The program allows us to understand our clients and their purchasing behavior even better, enabling data-driven business decisions that align with our Destination 2027 strategic objectives.

Xavier Rossinyol, CEO

Meet: ((I)) ClubAvolta

Club Avolta is rolling out across all Avolta locations globally. Alongside a strong digital campaign launch online and growing social presence, Club Avolta is well-represented in-store with marked member-only discount sections. QR codes throughout the store and at the point of sale encourage sign up by providing an instant discount for shoppers, and team members are trained to actively talk about the benefits. Members of the company's legacy loyalty program have their membership automatically transferred to Club Avolta, with the current app prompting an automatic update for a full member experience.

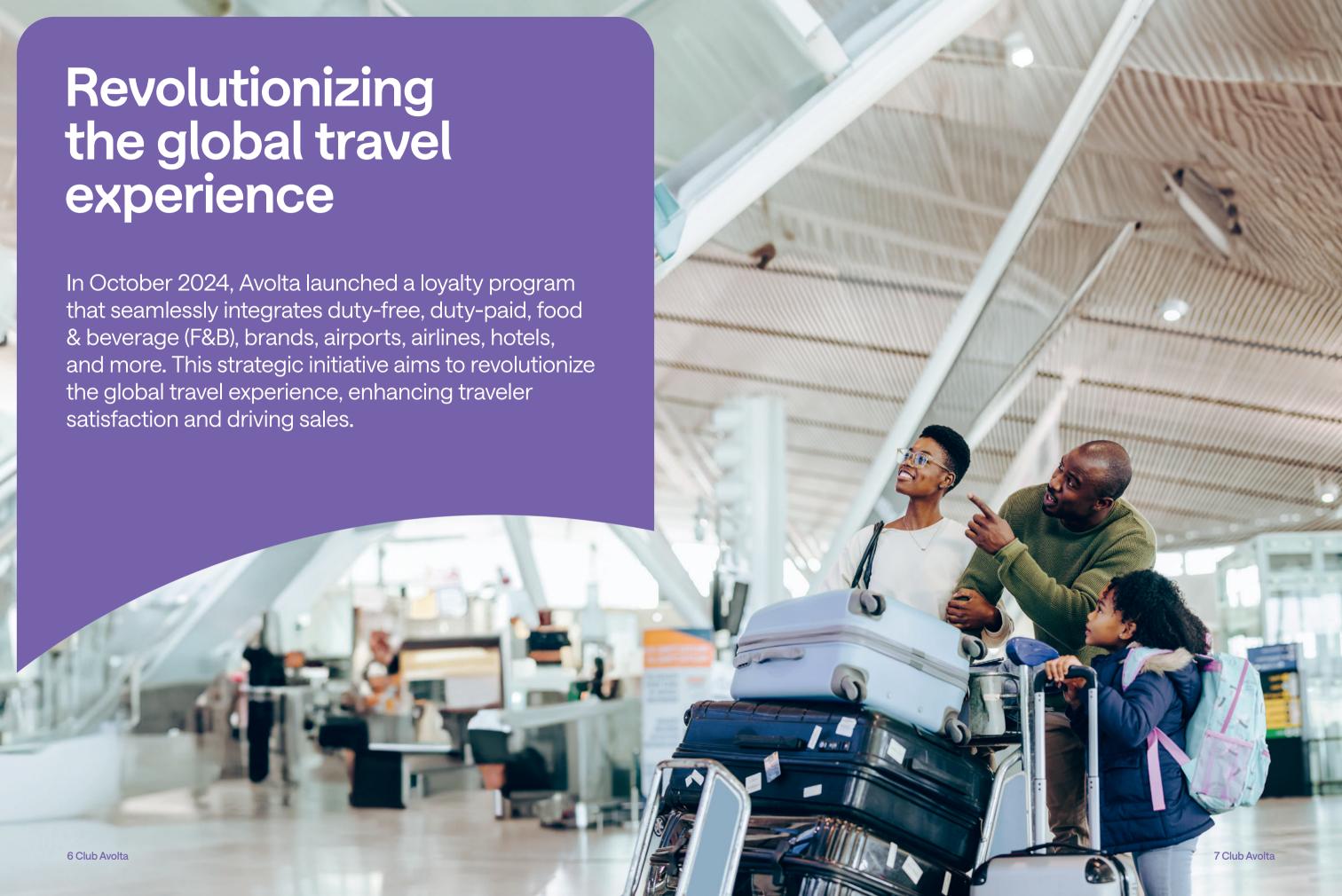
6 Continents

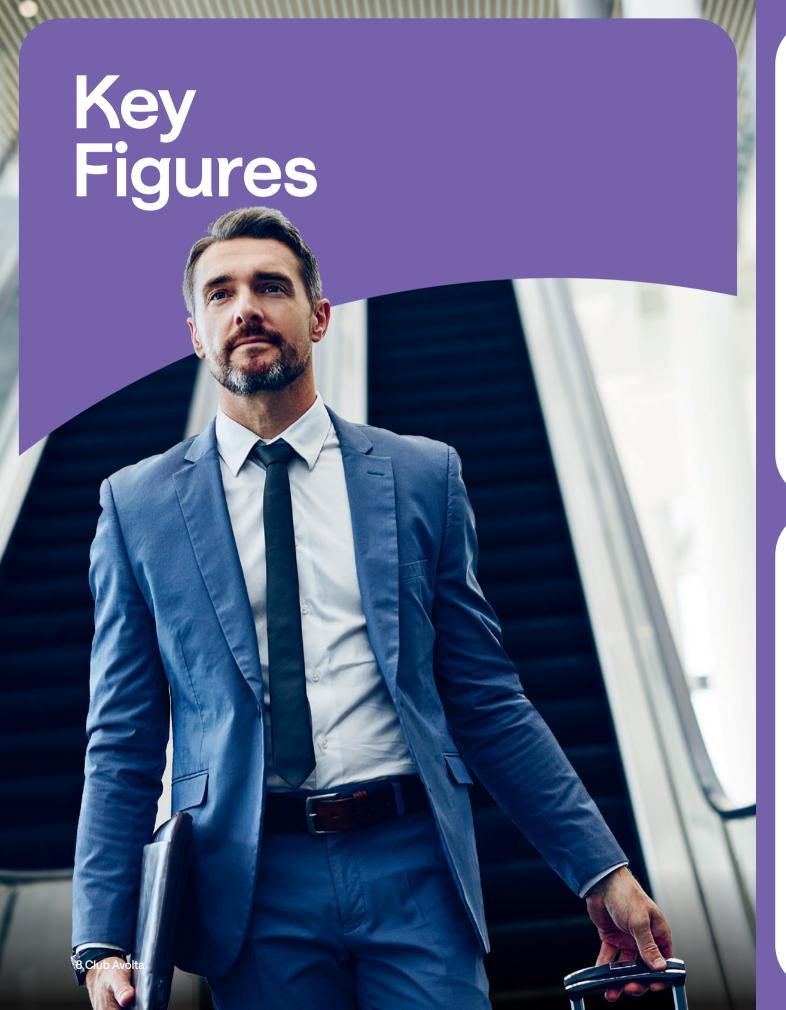
70 Countries

1,000+ Locations

1,000+ Brands

One App





(())

>10 m

Club Avolta members

* As of 31 December 2024

3xATV

Members transaction value 3 x more on average

* Average member spend vs non-member spend

(())

2.5 sec

Loyalty transaction every 2.5 seconds

* Average transaction frequency Q4, 2024

>5%

Club Avolta
> 5% annualized
revenues
in 2024

Club Avolta delivers substantial benefits to key stakeholders across the travel ecosystem by incorporating the company's full offering of travel retail, and F&B outlets, giving travelers exclusive benefits and experiences with the world's favorite brands. Designed to be completely customercentric, it is simple, intuitive, and tailored to each traveler's unique needs.

Exclusive Offers & Products

Dedicated Member Pricing

Experiences & Benefits



Travel Retail

Food & Beverage

Airlines

Lounges

Hotels

Lifestyle

Car Hire

Members save more.

Club Avolta is positioned to reward members for loyalty spending worldwide. While the Silver, Gold and Platinum memberships may start with airport shopping and F&B benefits, this is just the beginning. Working together with a wide range of complementary partners, Club Avolta offers benefits with hotels, airport lounges, lifestyle brands, car rental companies, restaurants and much more. Members get the best deals and discounts for being part of the Club Avolta rewards program.





