

Media Release

Inauguration of Dufry main shop at EuroAirport: innovative design, new product concept, improved customer service

As part of a grand opening event, Dufry and EuroAirport Management inaugurated the Dufry main shop at EuroAirport Thursday, 16 June 2016, during an official ribbon-cutting ceremony.

Situated in the heart of the commercial space at EuroAirport, in the centre of the boarding area after security, Dufry's main walkthrough store has extended its retail area by 200m² to 1,032m² and takes the shopping experience for airport passengers to the next level. The refurbishment program, which started in November 2015, took five months to complete and did not involve closing the shop.

Based on specific feedback from EuroAirport passengers, the concept of the Dufry main shop has been tailored to better meet customer expectations, offers unique service and enhances the visit experience.

The brighter, more modern design gives customers clear visibility across the store, making it welcoming and enjoyable to browse. Strong personalizations showcase internationally recognized brands to best effect and many new names have been introduced across all the key categories. New brands include La Prairie, Tom Ford and Nuxe in beauty and Alexander McQueen, Miu Miu and Wenger in luxury, to name but a few.

With the refurbishment of its store, Dufry sought to convey a strong "sense of place". This is reflected in innovative design details that take their inspiration from the traditions and architecture of the city and its locality. Geometric shapes, sweeping walkways and sleek store furniture work together to make this a truly flagship store. The introduction of new technology, including video wall and audio sound system, is a definite improvement in passenger communication.

Matthias Suhr, Director at EuroAirport, emphasizes: *"We are constantly striving to improve passenger comfort and service quality. The new concept and design of the Dufry main shop is an excellent example of how we are achieving this goal. We greatly appreciate our partnership with Dufry. Both Dufry and EuroAirport teams are committed to delivering quality services. We are delighted by the result."*

Julian Diaz, Chief Executive Officer, Dufry Group, comments: "We are very pleased about the opening of our new duty-free shop the Basel-Mulhouse EuroAirport, close to our headquarter in the city of Basel. I would also like to underline the excellent collaboration with the airport management and the teams involved to make this important improvement possible without affecting the service to the travellers at the

airport. The shop features some of our new design elements aiming at conveying a strong sense of place for the passengers and enhance the in-store communication with customers.”

Dufry currently operates seven shops at EuroAirport Basel-Mulhouse-Freiburg covering a total retail space of over 1,900m². Five duty-free and one duty-paid shop are located in the departure area and occupy 1,632 m² of retail space. They include a Hudson shop, as well as a fashion shop featuring famous brands such as Lacoste, Superdry, Tommy Hilfiger, Fossil and Samsonite. One further shop with 168m² of retail space is situated in the Swiss sector of the arrivals area.

The walk-through Dufry main shop first opened its doors at EuroAirport on 31 March 2006. It is perfectly adapted to the passenger flow and was the first shop of its kind at the airport.

Photos of the official opening ceremony and the refurbished Dufry main shop are available on request.

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