

WORLD DUTY FREE GROUP MAKES INROADS IN THE NORDIC COUNTRIES BY WINNING HELSINKI AIRPORT TENDER

World Duty Free Group signs long-term agreement with Finavia to operate duty-free and duty-paid shops in Helsinki Airport, Finland

Madrid, 14 November 2013 - With a focus on Europe as a key market, World Duty Free Group has won the tender to operate 11 stores at Helsinki Airport. This new contract represents the first in the Nordic Countries for World Duty Free Group and further expands the travel retailer's geographic presence.

Helsinki Airport is the busiest airport in Finland and a major hub for Asian and Baltic Rim flights. It handled 15 million passengers in 2012 and is under a major redevelopment programme to accommodate up to 20 million passengers in 2020. Around 12% of this traffic comes via routes with origins from or destinations in Asia, making Helsinki the leading transit hub in Northern Europe.

Through this partnership, World Duty Free Group and Finavia will deliver premium quality brands, world-class customer service and the best airport shopping experience for the airport passengers.

As part of the new contract, World Duty Free Group will operate 4 duty-free and duty-paid stores, including 2 walkthroughs, offering the core categories of beauty, liquor, tobacco and confectionery. The Group will operate around 2,500 square metres for the core categories.

It will also operate 7 specialty 'boutique' stores, totalling approximately 600 square metres, focused on specific product categories that will enable the company to expand its luxury category offering.

"Finavia's strategic focal point in securing the competitiveness of Helsinki Airport is a strong focus on customer orientation, from the perspective of airline customers and passengers alike" commented **Kari Savolainen, CEO of Finavia**. *"Leveraging on World Duty Free Group's knowledge of the passenger and innovative approach to travel retail, we will be able to build at Helsinki Airport an attractive offering of an internationally high standard that will result in an enhanced positive experience for passengers travelling to or transiting through Helsinki Airport."*

José María Palencia Saucedo, CEO of World Duty Free Group comments, *"During the next 20 years, half of the growth of the world air traffic will go to or originate from the Asia Pacific region. We are delighted to have won this opportunity to operate at Helsinki Airport. It's unique geographical location – the shortest route between Europe and Asia – makes Helsinki Vantaa Airport the main*

European gateway to Asia with over 1.8 million of passenger on Asian flights in 2012. We know we can create a first world-class airport shopping environment here and we look forward to working closely with our partners at Finavia to take travel retail to the next level for its passengers”.

Short-term company guidance examined by World Duty Free SpA remains unchanged.

-Ends-

ABOUT WORLD DUTY FREE GROUP

World Duty Free S.p.A., is the holding company of **World Duty Free Group**, one of the world's leading travel retailers, operating mainly in airports and with a broad geographical reach. It has operations in **21 countries** and more than **140 locations** with over **550 stores**, from its heartland in Western Europe, to the Americas, the Middle East and Asia. In 2012, the company posted a **turnover** of more than **2,002 million Euros**.

World Duty Free Group's core business is tax and duty free shopping and its proposition covers the complete spectrum of airport shopping including Beauty, Wines & Spirits, Food & Confectionery, Tobacco, Sunglasses, Watches & Jewellery and Souvenirs.

World Duty Free Group operates some of the most exciting and engaging airport shops in the world, with focus on the customer and innovative marketing programmes, including multi channel digital and live in-store interactive promotions.

World Duty Free S.p.A. is listed on the Italian FTSE MIB 40 since 1 October 2013 with the ticker symbol WDF:IM.

World Duty Free Group has been named Airport Retailer of 2013 in this year's Frontier awards.

For more information, please visit www.worlddutyfreegroup.com

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