

WORLD DUTY FREE GROUP IS ACCREDITED AS ‘HABANOS SPECIALIST’ IN SPAIN

- **World Duty Free Group’s stores in Spain are the first duty free shops in the world to carry the ‘Habanos Specialist’ accreditation**
- **A total of 19 World Duty Free Group stores have been awarded the ‘Habanos Specialist’ accreditation by Habanos distributors worldwide under the supervision of Habanos S.A.**

Madrid, 12 January 2015. – World Duty Free Group (WDFG), a leading company in the duty free and travel retail industry, has been granted the “Habanos Specialist” accreditation by Habanos distributors worldwide, under the supervision of Habanos S.A. The Group is the first company worldwide within the travel retail industry to receive this accreditation.

After winning the tender to operate AENA’s duty free concessions across all Spanish airports, WDFG carried out extensive refurbishment of its stores. As part of this, the company remodelled its humidors and installed new ones all incorporating the latest technology, to ensure that perfect conditions were created in which to store the products. It has also allowed the company to offer an even more extensive and original range of products to its customers. The ‘Habanos Specialist’ accreditation recognises these new features in the stores, as well as the world-class service, extensive product knowledge and specialist advice that customers receive from WDFG’s expert staff. As a result, a total of 19 WDFG stores have received the accreditation, across Madrid, Barcelona, Málaga, Valencia, Alicante, Bilbao, Palma de Mallorca, Ibiza, Sevilla and Jerez.

David de Miguel, Global Head of Liquor & Tobacco at WDFG comments, “The ‘*Habanos Specialist*’ programme recognises the enormous effort that our business has made to ensure we store these unique products in the optimum conditions and provide the perfect cigar to our customers. It also recognises the expertise of our staff, who are extremely knowledgeable in this area and offer first class advice to all our customers, from the more inexperienced, to the most discerning”.

The commercial areas in question will now carry a distinctive emblem that gives customers confidence when they visit WDFG’s tax and duty free airport stores to purchase cigars. In Spain, up to November last year, only 56 retailers carried this accreditation. That number now rises to 75, with the addition of 19 WDFG airport stores.

The Habanos shopper profile is primarily business executives, but also tourists of various nationalities including Spanish, British, German, French Italian, Scandinavian, Americans (North and South) and Russians.

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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 **19 countries** through **102 locations** with over **490 stores**, from its heartland in Western Europe, to the Americas, the Middle East and Asia. In 2013, the company posted a **turnover** of more than **2,078 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 was named Airport Retailer of the Year in the 2013 Frontier Awards. For more information, please visit www.worlddutyfreegroup.com