

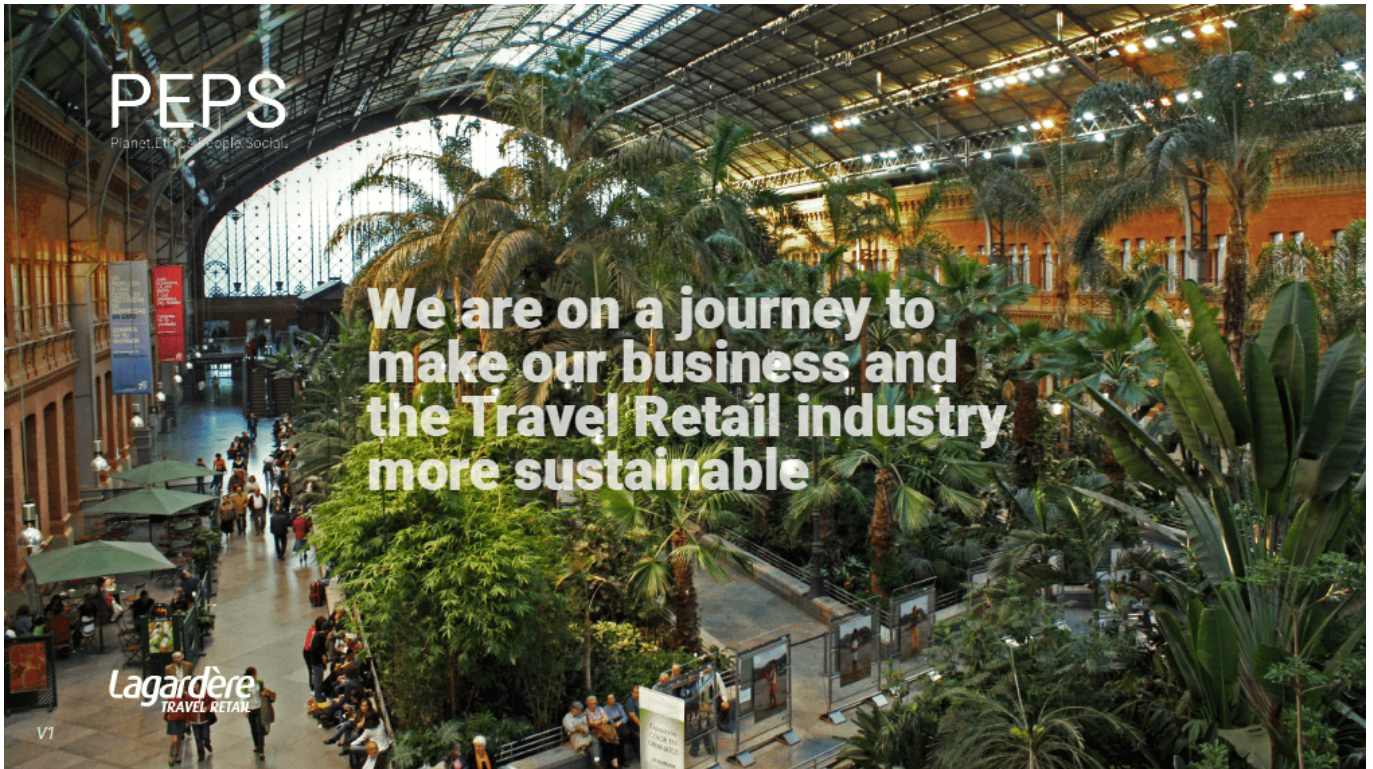
Aelia Duty Free opens eco-responsible store at Geneva airport



Dag Rasmussen, Chairman & CEO; Mélanie Guillardou EVP Foodservice & CSR

Lagardère Travel Retail has just announced the opening of the world's first Aelia Duty Free eco-responsible store, following in line with the company's CSR roadmap. "Lagardère Travel Retail is committed to playing a leading role in creating a more sustainable future, and we are working very closely with our partners to achieve our mutual CSR ambitions. We have turned theory into action in partnership with Geneva International airport by converting the Aelia Duty Free concept to eco-responsibility across all aspects, from the materials we use in store up to the products we sell," stated the company upon the announcement.

This pilot store displays high standards of sustainability, from store materials and furnishings to the product offering.



The store also features a pop-up developed in partnership with the United Nations' Perception Change Project to raise passengers' awareness of the Sustainable Development Goals

Not only has Lagardère Travel Retail designed a plan to reach regulations, it is exceeding them, with a commitment to achieving a 40% reduction in the carbon footprint of furniture and POS materials. To achieve this, the company partnered with specialized manufacturer MEDIA 6, which developed the Eco-logic carbon calculator with a life-cycle assessment based on the 3Rs (Reduce/Re-Use/Recycle). Following this method, the store features designs made of metal and wood.

PEPS
Planet.Ethics.People.Social.

PLANET
We are committed to increasing the sustainability of our operations

ETHICS
We are the partner of choice for a responsible offer

PEOPLE
We place people at the heart of our strategy and we want to be recognized as the most attractive employer in the travel retail industry

SOCIAL
We provide support to the local communities

PEPS
in numbers

+120
PEPS initiatives rolled-out around the world

+30
PEPS Local Heroes

MORE THAN
1,5M
Euros in donations*

2,500
Employees involved in volunteering

4,500
Hours spent by employees in volunteering

Lagardère
TRAVEL RETAIL

*Combined amount for 2019 and 2020

The group's CSR strategy is articulated around four pillars (Planet. Ethics. People. Social. - also known as PEPS) supported by tangible, measurable commitments to track progress. As part of these commitments, Lagardère Travel Retail is developing more consumer-facing initiatives to drive sustainability into the point of sales and further align to consumers' heightened expectations for responsible consumption

The official inauguration of the store was held on Thursday 3rd March, with the attendance of André Schneider, CEO of Geneva Airport, and of Frédéric Chevalier, COO of Lagardère Travel Retail for EMEA.

Commenting on this announcement, Pascal le Droff, CEO Lagardère Travel Retail Switzerland, said: "Lagardère Travel Retail Switzerland is proud to share this ambitious and innovative commercial project, carried out in perfect collaboration with the airport teams and Lagardère Travel Retail's local and central teams. Our eco-responsible store and its environmental and ethical engagement create a lot of enthusiasm, which goes beyond just a new Duty Free store opening. Finally, I would like to thank all people who have contributed to this opening, which symbolizes our commitment to sustainable development."

André Schneider, CEO of Geneva International Airport, stated: "We are happy to have found in Lagardère Travel Retail Switzerland like-minded partners who are equally committed to deliver a sense of responsibility and purpose to passengers at Geneva airport. Our efforts to create the airport's East Wing to become a high energy performance building sets high standards across the aviation industry and we are proud to see these translated into the commercial offer. Through close collaboration and shared values we have been able to develop a pioneering store which is the perfect example of how our industry can play its part in creating a more sustainable future."

The new Aelia eco-responsible concept represents an important step on Lagardère Travel Retail's journey to create a more sustainable future for all.