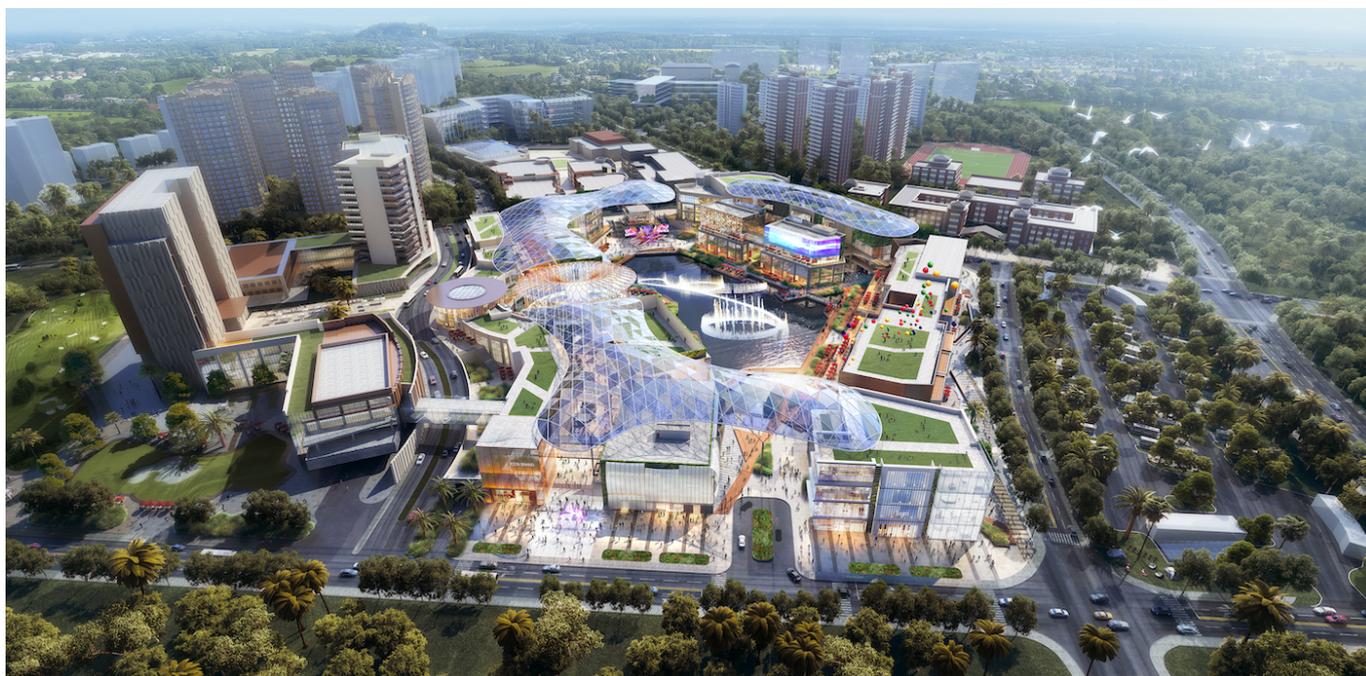


DFS and L'Oréal Travel Retail team up to lead innovative beauty



Haikou Mission Hills Duty Free Complex 1



Haikou Mission Hills Duty Free Complex 2

DFS Group, the world's leading travel retailer, and L'Oréal Travel Retail are pleased to announce exciting plans to co-create the future of Hainan and Macau SAR in travel retail. Joining the newly opened destination at Times DF x DFS Haikou Mission Hills Duty Free Complex, L'Oréal Travel Retail will debut at this location with its powerful portfolio of diverse brands later this year through unique retail expressions and a digitalized business model. Continuing the momentum to entice returning

travelers are pop-ups, “retailtainment” experiences and exclusive gifts, which will be revealed within DFS’ network of stores in Macau in the coming months. This collaboration will act as a key milestone to take travel retail to new heights and further accelerate growth in the strategic destinations of Hainan and Macau SAR.

Following last month’s successful collaboration of the Helena Rubinstein ultra-premium event, YSL Beauty also kicked off its “Claim Your Love” campaign with make-up shows in T Galleria by DFS, Macau, Shoppes at Four Seasons earlier this month. Exclusive retail expressions curated by iconic beauty brands such as Lancôme, Armani and Kiehl’s are in the pipeline to further captivate travelers. Creating a sense of place is the “Kiehl’s Loves Macau” campaign to welcome travelers back to the region, with limited edition packaging, retailtainment, and travel-relevant products unique to Macau. This exceptional campaign will be highlighted by an exclusive “Kiehl’s Loves Macau” pop up at DFS’ Four Seasons store that is sure to enchant.

L’Oréal Travel Retail will also debut iconic brands including Lancôme, Kiehl’s, YSL, Shu Uemura, Biotherm and L’Oréal Paris, in the new Times DF x DFS Haikou Mission Hills Duty Free Complex later this year. This collaboration will see exceptional brand retail expressions together with a team of professional beauty advisors, as well as re-invent a traveler’s beauty journey with new tech-and data-driven solutions: an integrated network of devices embedded with digital features will enable valuable conversations with travelers and generate insights to better serve Chinese consumers.

“Our ambition at L’Oréal is to provide “Beauty For All Travelers” therefore we continue to capture growth in the Chinese traveler beauty market. To offer personalized services, products and experiences to the most sophisticated travelers like those visiting Hainan and Macau SAR, better management of data and acceleration on beauty innovation through tech are crucially important. For sure, we feel proud to have partners like DFS who share the same passion and ambition as we do,” says Vincent Boinay, President of L’Oréal Travel Retail Worldwide.

“At DFS, it is always our aim to provide our valued customers with exceptional shopping experiences. Through our partnerships with world-leading brands such as L’Oréal Travel Retail, we are able to combine the very best products with exciting and innovative new technologies to surprise and delight our customers in Hainan and Macau at all stages of their journey,” adds Benjamin Vuchot, Chairman & Chief Executive Officer, DFS Group.