

DFS congratulates Shenzhen Duty Free Group on downtown DF license



With the support of its local partner, Shenzhen Duty Free Group, DFS Group plans to return to the province to create an elevated duty free retail experience in Haikou Mission Hills, Hainan

DFS Group, the world's leading travel retailer, sends warm wishes to its business partner, Shenzhen Duty Free Group, on its successful award of a highly-sought license to operate an offshore downtown duty free business in Haikou Mission Hills, Hainan. The two have a long-established partnership, with DFS supplying merchandise and advising on operations across Shenzhen Duty Free Group's network.

Haikou, a port city and the capital of China's island province Hainan, sits on the island's north coast. The city is an important center of cultural heritage and boasts rich natural beauty, as well as a pleasant tropical climate and numerous attractions. As an integrated eco-tourism resort in Haikou, Mission Mills spans approximately 100,000-sqm and offers world-class leisure and recreation facilities.

With Shenzhen Duty Free Group's successful award of a downtown duty free license for Haikou Mission Hills, DFS will partner with Shenzhen Duty Free Group to establish a world-class duty free retail experience for visitors to Hainan totalling close to 30,000-sqm. The project will be completed in phases beginning this month.

DFS will bring its strong relationships with international luxury brands, together with its unparalleled merchandising know-how, digital innovation and world-renowned store design expertise to create a "city within a city" – an exciting and luxurious shopping destination that will set a new retail bar in

Hainan. The project will feature DFS' largest Beauty Hall, as well as a wealth of exciting international products from some of the globe's best-known brands in the worlds of fashion & accessories, watches & jewelry, wines & spirits, premium food and gifts.

In the first phase of the project, due to open in Q1 2021, DFS will present an experiential display of its retail capabilities, taking participants on an immersive and exciting tour of "The World in a Day" that represents the very best of its global store network. Combining elements from world-class DFS gallerias in locations from Paris to Sydney, the store will offer customers in Hainan a curated selection of fashion, beauty, watches and jewelry brands.



In the first phase of the project, due to open in Q1, DFS will present an experiential display of its retail capabilities that represent the best of its global store network

"With our long history of developing new markets in Asia, as well as our expertise in downtown duty free retailing, strong luxury brand relationships and a deep understanding of traveling Chinese customers, we are ready to take retail in Hainan to new heights.

We look forward to supporting our esteemed partner, Shenzhen Duty Free, in their latest successful venture, and to contributing to the development of tourism and retail in Hainan. We are also proud to take our valued brand partners on the next phase of our journey into new and exciting travel retail destinations," says Benjamin Vuchot, DFS Group Chairman and CEO.

DFS also congratulates the Hainan Provincial Government on its success in controlling the COVID-19 outbreak on the island and applauds the authorities' efforts to encourage visitors to return to Hainan. In a show of solidarity with its Chinese audience, the retailer previously issued a message on its WeChat platform: "No winter can't be passed, No spring will not come."

In partnership with Shenzhen Duty Free Group, DFS looks forward to creating a beautiful Springtime 2

for customers in Hainan, with the completion of this latest project.