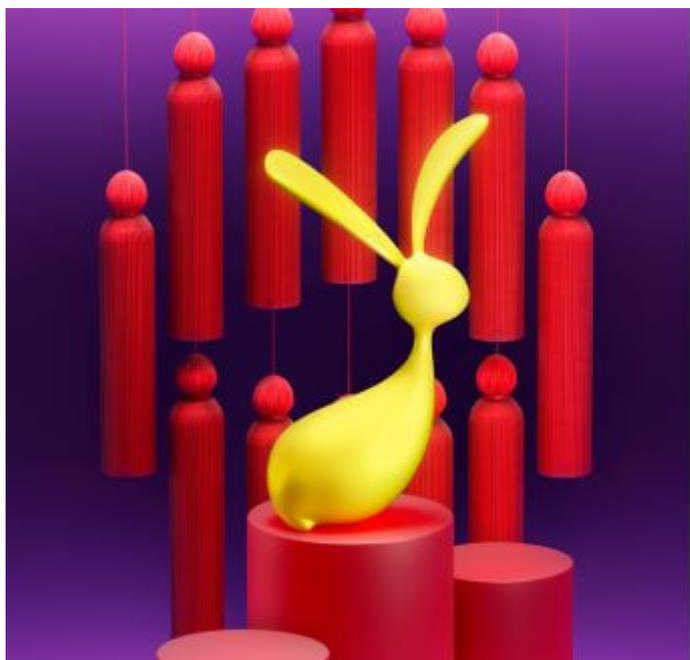


DFS Group kicks off annual Lunar New Year campaign



HOP INTO GOOD FORTUNE

KICK-START THE YEAR OF THE RABBIT WITH PERFECT GIFTS



13 AIRPORTS AND 25 GALLERIAS GLOBALLY
OPENING SOON: BRISBANE (2023)

DFS Group's campaign celebrates Year of the Rabbit and runs until February 28

DFS Group has launched its annual Lunar New Year campaign and invites customers to "hop into good fortune and kick-start the Year of the Rabbit" from now until February 28.

With a wide range of products available across retail categories – and DFS' luxury pillars – and the help of the retailer's specially curated gifting guides, shoppers can find the perfect gift for everyone on their list.

Featuring everything from luxury fashion, beauty, jewelry and watches, to home and wellness indulgences, the "Say Hello To a New You" edit encourages customers to treat themselves to something small – or big.

The "Bountiful Giving" collection of affordable beauty, fashion and accessories, wines and spirits, and kidswear, allows customers to shower loved ones with thoughtful gifts.

Finally, as individuals gather, connect and spread good fortune with friends and family, the "Share Your Luck" ideas include something for everyone, whether its food and gifts, wines and spirits or beauty, fragrances, and home and wellness items.

"This Lunar New Year, we invite our customers to kick-start the Year of the Rabbit with us through perfect gifts and festive celebrations to enjoy with loved ones. We hope to share the joy of this auspicious holiday by providing an abundance of delightful surprises to create new holiday memories," says Long Chiu, Executive Vice President Digital Ventures and Marketing, DFS Group.

Throughout the campaign, guests will be greeted by the "auspicious and playful" Fortune Rabbits which promise to bring good luck and prosperity, delivering good fortune as they hop through DFS' luxury festive playground. At participating stores worldwide, DFS invites customers to join the Fortune Rabbit Scavenger Hunt for the chance to win a complimentary Fortune Rabbit NFT in DFS World.

According to the press release, customers can continue their Lunar New Year celebrations in the metaverse by visiting DFS World, where a number of interactive experiences and offers are available.

In addition, upon reaching a designated spending amount in-store or online, guests can share their blessings in style with the DFS limited-edition red packets featuring Fortune Rabbits.