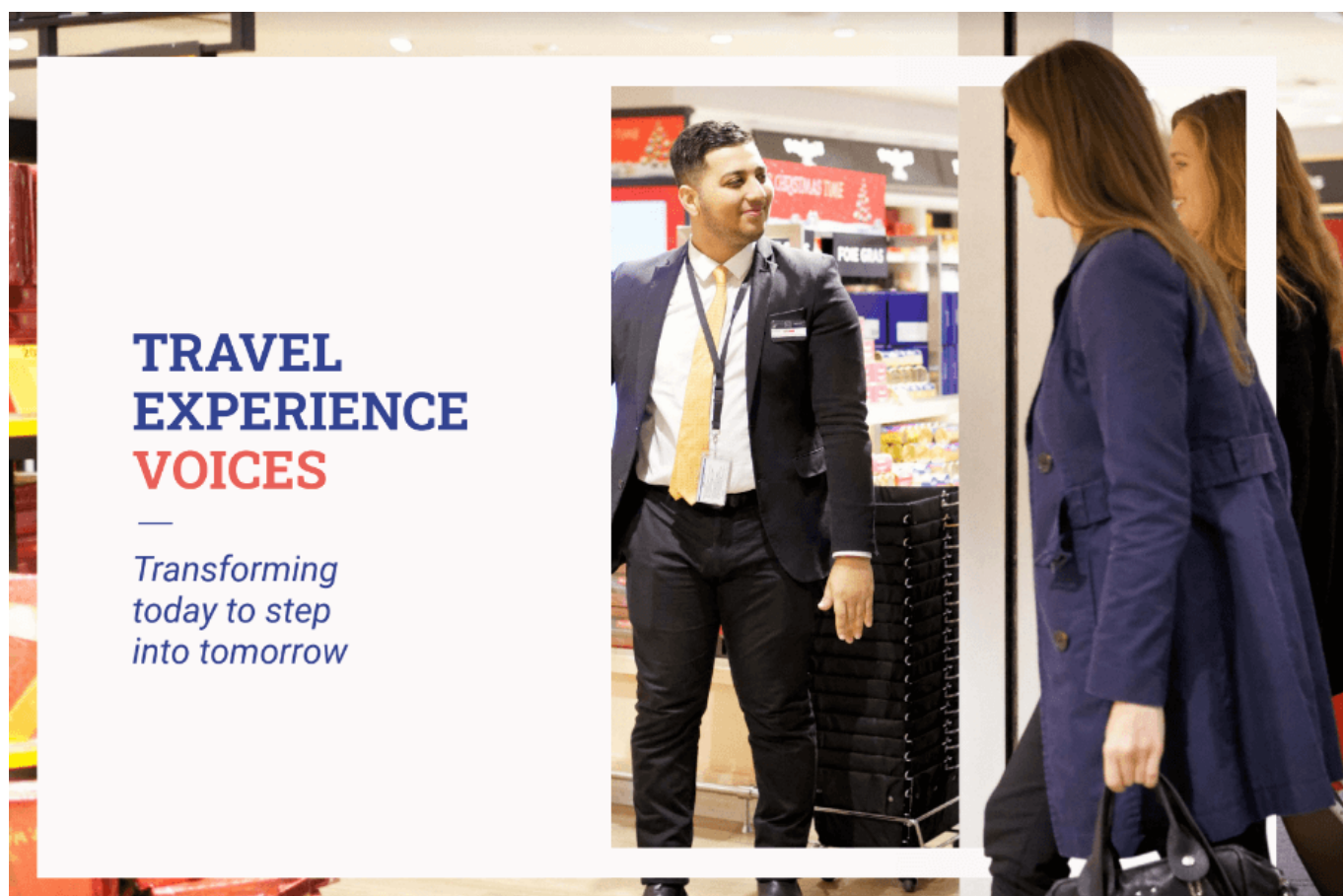


Lagardère Travel Retail publishes annual industry-wide global report



Lagardère Travel Retail reveals its latest report on industry trends

Lagardère Travel Retail has published its third trend report in the 'Travel Experience Voices' series, titled 'Transforming today to step into tomorrow'.

This report presents cutting-edge industry insights collected from face-to-face interviews with airport and brand executives, exploring the main hot topics shaping the future of the travel retail and dining industry.

The Travel Experience Voices report spotlights three key themes front of mind in the industry today:

- The growing trend of hybrid concepts
- The imperative to invest in sustainable practices
- The opportunity to join forces by implementing data sharing models throughout the entire ecosystem.

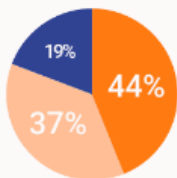
Travel Experience Voices survey

Key findings

This online survey, conducted by Lagardère Travel Retail between January and March 2024, gathered responses from 58 airports and 150 brands in 27 countries.

Embracing hybrid concepts

Almost half of airports consult experts to elaborate their master planning strategy



■ YES ■ NO ■ UNSURE

Q: Do you consult with experts to formulate your master planning strategy?

Airports rank **4.1/5**

the importance of hybrid stores in the Travel Retail landscape and 76% consider it as a long-term trend

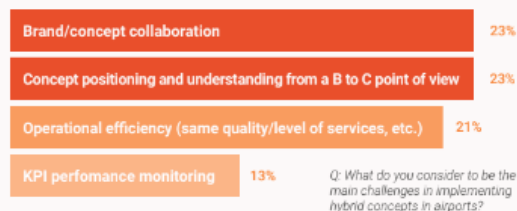
Q: How important do you think hybrids are today? Do you think it's a long-term trend?

Main reasons according to airports and brands for the increasing popularity of hybrid concepts in airports



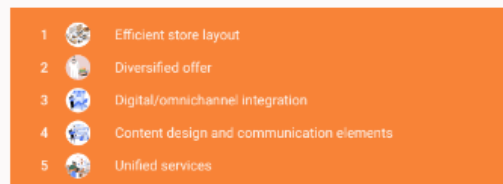
Q: Why do you think there is an increasing popularity of hybrid concepts in airports?

Main challenges faced by airports and brands to implement hybrid concepts in airports



Q: What do you consider to be the main challenges in implementing hybrid concepts in airports?

Airports and brands rate Efficient store layout as the most important feature to a hybrid concept



Q: How do you rate the importance of the following features in a hybrid concept?

Airports consider **Space optimization** as the main challenge when building a retail masterplan including multi-activities



Q: What are the main challenges you faced when building a retail masterplan including multi-activities?

Lagardère Travel Retail underlines the importance of embracing hybrid concepts

According to Lagardère Travel Retail, through testimonies and case studies, the report showcases how industry stakeholders and airports are “proactively preparing for the future while championing sustainability”.

“We aim to serve both as a reflection of the industry’s journey thus far as well as a roadmap towards the future we aspire to create,” the company stated.

Lagardère Travel Retail has leveraged its strong relationships with airport landlords and brands globally, across the three business lines, to create this new report. “Transforming today to step into tomorrow’ brings together insights from face-to-face interviews with airports and brand senior executives, supplemented with key findings from a quantitative online survey taken by 58 airports and 150 brands across 27 countries as well as contributions from subject-matter experts.

Conducted between January and March 2024, these interviews and the online survey provide a comprehensive snapshot of the industry's current landscape and future trajectory.

“Through collaboration, innovation, and a shared commitment to sustainability, we move forward with optimism, shaping a Travel Retail industry that is more connected, vibrant, and sustainable than ever before,” Lagardère Travel Retail said.

Catering to conscious consumers

Airports and brands state **Environmental impact** as the best criteria to define a responsible offer

TOP CRITERIA FOR AIRPORTS

- 1  Its environmental impact
- 2  Its social responsibility
- 3  Its health and safety aspect
- 4  Its durability/sustainability
- 5  Its concern about animal welfare

TOP CRITERIA FOR BRANDS

- 1  Its environmental impact
- 2  Its health and safety aspect
- 3  Its durability/sustainability
- 4  Its social responsibility
- 5  Its concern about animal welfare

Q: Which of the following criteria best defines a responsible offer?

Airports rank

4.4/5 the importance they place on **actively collaborating with brands and operators to progress along the decarbonization journey**

Q: How important is it for airports to actively collaborate with brands and operators to progress along the decarbonization journey?

Airports and brands rank

3.2/5

the current level of **demand for responsible consumption** among travelers

Q: On a scale of 1 to 5, how would you rate the current level of demand for responsible consumption among travelers?

Top 3 challenges faced by airports and brands in communicating their CSR engagement



Q: Select the top three challenges your company faces in communicating its CSR engagement

Defining a responsible offer in travel retail

In his opening remarks, Dag Rasmussen, Chairman & CEO, said, “Lagardère Travel Retail In the vibrant tapestry of the Travel Retail sector, this year marks a pivotal chapter where innovation, sustainability, and digital transformation converge to redefine the boundaries of our industry.

“As we unveil this report, our journey through the evolving landscape of travel retail is marked by three cornerstone themes: embracing hybrid concepts, deepening our commitment to corporate social responsibility (CSR) and leveraging data. These themes are not just trends; they are the beacons guiding our strategic direction in an increasingly interconnected and conscious world.”