



News Release

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PARTNERSHIP DRIVES SUCCESS FOR LS TRAVEL RETAIL AND SERVAIR WITH CONTRACT WIN AT LA REUNION

*As 2011, one of its most successful years of growth, came to an end, **LS Travel Retail** closed the year with another contract signed – the Duty Free concession at Roland Garros Airport, La Réunion, in the Indian Ocean.*

The latest win for LS Travel Retail goes to its European division, Europe, Middle East & Africa (EMEA) after it closed its strategic JV partnership with Servair, the world's third-largest operator in Inflight catering and F&B.

LS Travel Retail and Servair jointly answered the public tender for the Duty Free store at La Réunion and were awarded the concession contract starting from 1st December 2011. The duty free multi-store of 225 sqm will be selling Spirits, Tobacco, Perfumes & Cosmetics and Confectionery and will also feature a locally-focussed product zone with a selection of local rums and punches.



LS Travel Retail and Servair joined forces, Servair's expertise and local operational support complementing LS Travel Retail's exceptional global competencies in optimising this travel retail opportunity through its specialist duty free division, Aelia, This new multi-store will operate under Aelia Duty Free brand.

Vincent Romet, COO of LS Travel Retail EMEA, welcomes the new contract and the consolidation of the partnership with Servair: "We are proud and delighted to be selected by SA Aeroport de La Réunion Roland Garros to operate the Duty Free store. In addition, the partnership with Servair is ideally suited to optimizing this opportunity at Roland Garros and provides a powerful platform to launch our shared growth ambitions in the Indian Ocean and Africa."

LS Travel Retail and Servair have a long-established relationship, notably through an existing JV in the inflight sector. Claude Thenevin, Servair's Executive Vice President Sales, Marketing and Innovation, is confident that the shared win at La Réunion has given the partnership a new dimension: "We are delighted to work with LS Travel Retail and develop the skills and experience of each company to create a splendid travel retail experience at La Réunion. We are all focused on creating a tailored retail experience that will drive commercial performance. I am convinced that our partnership will help both companies to further develop their presence in the region."

La Réunion, east of Madagascar, is expected to reach traffic in excess of 2 million for 2011 vs. 1.7 million in 2010. The airport has achieved impressive growth rates over the past few years, notably through new routes across Asia Pacific. In the near future, the airport



management has also exciting plans to further develop the infrastructure at La Réunion in order to be able to welcome the A380.

ENDS

Notes For Editors

LS Travel Retail EMEA operates stores in a dozen countries across Europe and offers the full range of Travel Retail concepts: it is the leading News & Convenience travel retailer in the region and the operator of the **Relay** concept; the company also operates multi- and mono-category Duty Free stores (eg. **Aelia Duty Free, BuY PARIS DUTY FREE**), multi and mono-brand fashion stores (eg. for brands such as Hugo Boss, Yves St Laurent, **Hermes, Longchamp**), specialty gift stores, gourmet food stores (eg. **Hediard**), as well as Food & Beverage outlets (eg. **Trib's**).

Aelia, the core Duty Free and Luxury competence and branding centre, operates over 160 stores at 28 airports in Europe, including Paris Charles de Gaulle, Nice Côte d'Azur, London City, London Luton, Glasgow, Prague Ruzyně and Warsaw Frédéric Chopin. The group also operates sales on board airlines through subsidiary Dutyfly Solutions (Air France, Iberia and Alitalia), at port stores in Spain (Barcelona, Valencia and Palma de Mallorca) and at the Eurotunnel and Eurostar terminals on the French mainland.

SERVAIR is the leading French airline catering and cleaning company. In 3rd position worldwide with more than 60 sites, with its partners and subsidiaries, SERVAIR offers airlines a range of services that are vital to the air transport sector and for the comfort of passengers. Its requirements, in terms of quality and know-how, have led to SERVAIR becoming a true



driving force for its 120 customer companies, helping them to improve their commercial offers to passengers, while scrupulously adhering to the constraints of air transport.

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