



PRESS RELEASE

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Lagardère Travel Retail partner with NZ Rugby to open the world first Official All Blacks Store

The travel retailer has opened the world's first Official All Blacks Store, located in Auckland Airport.

In a true partnership between Lagardère Travel Retail and NZ Rugby, the 80sqm store makes an exciting and welcome addition to the Auckland Airport retail offer.

Przemyslaw Lesniak, CEO of Lagardère Travel Retail in the Pacific said the opportunity to partner with NZ Rugby was exciting. *"We could see the potential of partnering with NZ Rugby to bring the world's first Official All Blacks Store to Auckland Airport. It is fitting that this is taking place in travel retail, where many well-travelled fans will have first access to an innovative and exciting store environment, as well as a wide range of products. We look forward to what this partnership will bring."*

Showcasing the champions of Rugby and the heart of New Zealand, the store is designed to provide a visual illustration of the power and passion behind the All Blacks.

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Featuring an eye-catching LED archway entrance inviting shoppers into the store, a Wall of Champions, a virtual reality Haka 360 experience and a roof adorned with a super-sized silver fern, the store replicates the excitement and atmosphere experienced by the current world champions.



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NZR Chief Executive Officer Steve Tew says of the store “It’s a unique shopping experience where customers can immerse themselves in the All Blacks Story, while also taking away a memorable piece of their experience”



L-R: Andrew Ng, Chief Marketing & Merchandising Officer – Pacific, Lagardère Travel Retail, Greg Cuber, General Manager NZ, Lagardère Travel Retail, Richard Barker, General Manager Retail & Commercial Auckland Airport, Steve Tew, CEO NZR Chief Executive

For the travelling sports fans, appearances from the All Blacks and NZR players will reinforce the story. So, whether customers are after apparel, jerseys, rugby balls, gifting items, a variety of All Blacks licensed merchandise or interaction with players, the store will cater to all needs to ensure a memorable experience.

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Auckland Airport General Manager Retail & Commercial Richard Barker said he was delighted to have the first Official All Blacks Store at New Zealand's main gateway. "Their values and success are a perfect fit for our retail goal of providing customers with the best of New Zealand and the world".



The store is located on Level 1 of Auckland Airport's International Terminal Building before the new customs and security screening, making it accessible to both travelling passengers and public.

Lagardère Travel Retail operate Aelia Duty Free, RELAY, tech2go, Victoria's Secret Beauty & Accessories, Kiehl's, Hub Convenience and Eye Love in Auckland Airport.

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ABOUT LAGARDERE TRAVEL RETAIL:

One of the four divisions of Lagardère Group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry. Operating 4,300 stores across Travel Essentials, Duty Free and Foodservice in airports, railway stations and other concessions in 33 countries worldwide, Lagardère Travel Retail generates a €4 bn sales (managed 100%).

Lagardere Travel Retail has a unique holistic approach aimed at exceeding traveller's expectations throughout their journey, and optimising landlords' assets and partners' brands.

In Asia Pacific, Lagardère Travel Retail operates over 300 outlets in 16 airports, supported by professional local teams in Australia, New Zealand, New Caledonia, Singapore, Malaysia, Hong Kong, China and India.

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