



PRESS RELEASE

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Lagardère Travel Retail partner exclusively with Airpoints™ in New Zealand

Offering a unique proposition to the local New Zealand travellers, the travel retailer has partnered exclusively with Airpoints™, Air New Zealand's loyalty program.

A key pillar to the success of Aelia Duty Free stores around the globe is understanding the customer base. The partnership with Airpoints enhances every customers experience by enabling Airpoints members to gain benefits with a real point of difference beyond a discount or Gift with Purchase.

Pacific region CEO of Lagardère Travel Retail Przemyslaw Lesniak says the partnership with Airpoints was an opportunity not to miss. *"It made perfect sense to partner with such a highly regarded program. Our focus first and foremost is on our customers, so together with the high esteem the Airpoints program is held with its members, this partnership only further enhances the customer experience in Aelia Duty Free."*

As the preferred Duty Free operator in the Airpoints program in New Zealand, the retailer has seen a positive impact in the level of customer engagement, together with an uplift in spend per passenger from the customers travelling on Air New Zealand flights. Attractive offers and exclusive promotions for members to earn additional Airpoints at key times have been welcomed.

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Launched in December 2017, the partnership is already delivering strong results says Air New Zealand General Manager Loyalty Mark Street. *'The partnership between Lagardère Travel Retail and Airpoints has seen a huge uptake in members earning Airpoints Dollars as they return from their trip, it's just another way to ensure our passengers are already thinking about where Airpoints will take them next.'*

Recognised as one of the best airlines in the world Air New Zealand Airpoints has 2.8 million members, and over 70 global partners.

Lagardère Travel Retail operate Aelia Duty Free stores on-line and in Auckland, Dunedin and Queenstown in New Zealand,

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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.

PRESS CONTACT

Janette Doolan, Communications Manager - Pacific

j.doolan@lagardere-traspac.com

www.lagardere-traspac.com

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