

PRESS RELEASE

Become an Airport Millionaire: Lagardère Travel Retail launches global promotion

Paris & Sydney, July 18, 2018 – Airport Millionaire (*Million'Air* in Europe) is Lagardère Travel Retail's largest annual promotion and is running simultaneously across 8 countries in Europe and the Pacific in July and August 2018.

In **Europe**, Airport Million'Air is taking place from 3rd July to 28th August 2018 in 70 shops in Italy, France, Luxembourg, the UK, and the Czech Republic. Participants have to spend €5 or more (excluding Tobacco) in Aelia Duty Free stores. Upon buying certain brands (Gold or Platinum), customers receive bonus chances to win (2 or 3 more chances). If purchases are made with VISA, the customer receives 3 further bonus chances. Airport Million'air is also available online with a dedicated mini-website, through Click&Collect and Shop&Collect websites and local social networks (Facebook, Instagram and Twitter).

In the **Pacific** region, Airport Millionaire has been launched for the fourth consecutive year, across Lagardère Travel Retail's network of stores in Australia and New Zealand from 3rd July to 3rd September 2018. Spanning across all brands including Duty Free, Travel Essentials & Foodservice, *'Our Airport Millionaire promotion just gets bigger and better every year'*, says Przemyslaw Lesniak, CEO of Lagardère Travel Retail in the Pacific. *'The collaboration and support we receive from our vendors and Landlords is phenomenal, and the chance for one of our customers to win \$1 million is exciting.'*

The promotion aligns the needs of associated stakeholders and translates these in a novel way into customer sales. This promotion is used as a tool to drive sales and ATV (average transaction value) through upsell: the more a client spends the more entries he/she receives and the more chances he/she has to win. The aim is to create some excitement in-store, drive sales and make one customer a millionaire!

All customers with an eligible purchase have the chance to play for - and potentially win - €1 million via a lottery.

This promotion goes with an exceptional 360° communication to increase footfall, penetration, and instill a memorable consumer experience with extensive POS materials, online visibility and local team effort. The novel aspect of the communication plan is the acquisition campaign using geofencing.



Airport Million'Air Europe



Aelia Duty Free Auckland

ABOUT LAGARDERE TRAVEL RETAIL

One of the four divisions of the Lagardère Group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry. Operating 4,400 stores across Travel Essentials, Duty Free and Foodservice in airports, railway stations and other concessions in 34 countries worldwide, Lagardère Travel Retail generates €4.5 bn sales (managed 100%).

Lagardère Travel Retail has a unique holistic approach aimed at exceeding travelers' expectations throughout their journey, and optimizing landlords' assets and partners' brands.

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