

PRESS RELEASE

Lagardère Travel Retail opens the House of Hennessy at Hong Kong International Airport

Paris, September 30th, 2018 – Lagardère Travel Retail opens the House of Hennessy – the first Hennessy flagship store in an airport. It is a must-visit destination in the newly-opened Duty Free shop at Hong Kong International Airport (HKIA), providing travelers with an exclusive selection of products and immersive cognac experiences.

Located in Terminal 1, Departure Hall 1, the new Hennessy retail concept at Hong Kong International Airport (HKIA) offers a rare opportunity for passengers to immerse themselves in the untold stories of a spirits giant, as they go behind the scenes to discover what makes Hennessy the brand it is today.

The House of Hennessy takes inspiration from Château de Bagnolet, a historic French castle acquired by Auguste and Irene Hennessy in 1841. For more than a century, the castle has been a testament to the family's destiny, a symbol of French art de vivre and Hennessy heritage. This first-of-a kind boutique is exclusively designed for HKIA by Malherbe, a French design company well-known for its creativity, with the perfect combination of shopping and experiential area. It is a place that enchants guests from around the world, allowing them to enjoy splendid cognac in picturesque surroundings.

The House of Hennessy will offer to travelers a full range of Hennessy's cognac, along with limited editions and exclusive products, such as Hennessy VSOP 200th, Hennessy X.O designed by Marc Newson and Hennessy X.X.O Hors d'Âge. The boutique will also provide a unique offering of Hennessy Rarities: Hennessy X.O Mathusalem 6L and Edition Particulière. The product offer will be updated every two months, making it exciting for frequent travelers to find something new. The professional service staff in-store will guide the guests to touch, feel, and sense the authentic French savoir-faire.

To prolong the experience of tasting, the travellers will be invited in an immersive VIP room for get an initiation of Hennessy Paradis Imperial and discover the secrets behind Hennessy. By passing through the room door, the guests will enter the Château de Bagnolet to discover three chapters: 'Hennessy Saga', 'Hennessy Savoir-Faire' and 'Hennessy Paradis Imperial'. Thanks to interactive technologies, we will bring to life the original House of Hennessy in HKIA. Revealing unexpected emotions, this journey in the House of Hennessy Boutique will initiate new encounters to the very highest level and surprise aficionados.

Laurent Boidevezi, the President of Moët Hennessy Global Travel Retail, commented, *"Due to the strong demand in the Asia market in recent years, as well as consumer desire to further explore cognac culture, we have been developing interactive and educational approaches to engage with global travelers in Hong Kong International Airport which experiences a large volume of traffic, making it the ideal location for this prestigious installation. We are also delighted to be working with Airport Authorities Hong Kong and CDF-Lagardere to bring our first-of-a-kind boutique to life in this way. It will definitely strengthen our trinity partnership."*

Charles Chen, the President of China Duty Free Group said, *"We treasure the collaboration with our precious partner Hennessy. We share the same passion for excellence and creation, the best positioned alliance with the only objective to offer an exceptional duty-free shopping experience to travelers at Hong Kong International Airport."*

Dag Rasmussen, Chairman & CEO, Lagardère Travel Retail, added: *"Our joint venture – CDF-Lagardère – wanted to give travelers at HKIA something that was truly original and exciting. This exceptional House of Hennessy store achieves that. It is more than a boutique: we have created a fully immersive Cognac experience for passengers."*

On 27th September 2018, Hennessy marked the inauguration of its new flagship store with a celebration at HKIA. Airport Authorities Hong Kong, CDF-Lagardere and Moët Hennessy were in attendance, together with regional and international press and VIP guests.

As Hennessy has always been a pioneer, with the ambition to reach the new generation, the Maison called on the iconic street artists: John Andrew Perello, better known as JonOne. He presented an installation artwork that shows his interpretation of the art of blending. *"Blending eaux-de-vie is like blending colors"*. The artist's vibrant splashes of colors echo the complex layers, flavors and aromas that the master blender creates in the cognac elaboration process. It expresses the intersection of two worlds that share the same passion for excellence and creation.

Experience a multi-sensory journey into the world of cognac and discover unexpected flavors and aromas at House of Hennessy, Hong Kong International Airport. The secrets behind Hennessy is waiting for you to reveal. #HKIAHENNESSY

ABOUT HENNESSY

From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the House has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts some of the most iconic, prestigious Cognacs.

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 & Fashion 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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