

Media Release

Basel, October 17th, 2017

Dufry and DFASS debut in Colombia by opening ten stores at El Dorado International Airport

Dufry and DFASS reveal almost 3,200 m² of retail space with a grand opening at El Dorado International Airport, which includes duty-free and duty-paid shops across the international and domestic terminals. Dufry/DFASS bring their expertise to Colombia, offering a full range of high-end luxury goods and several commercial concepts including brand boutiques, specialized shops and the Hudson convenience stores.

Following the ten year agreement signed earlier this year to operate the retail space at El Dorado International Airport, Dufry/DFASS opened ten shops, including seven duty-free, one duty-paid and two Hudson convenience stores totaling close to 3,200 m². The Dufry/DFASS stores are located in Terminal 1, including nine shops in the international area of which four stores in the Main Pier and another five in the new expanded space – the North Mall, as well as a walk-through shop in the domestic area.

Opening seven brand new duty-free shops with best in class assortment across 2,000 m²

Dufry/DFASS operate two duty-free general travel retail stores across both areas: 695 m² in the Main Pier and 510 m² in the North Mall. The shops offer the traditional core duty-free mix, which includes the best assortment selections from a wide range of product categories such as wine and spirits, perfumes and cosmetics as well as confectionery, tobacco, fashion and accessories. The stores also feature a special area dedicated to Colombian products, called Thinking Colombia, offering typical Colombian products such as Coffee, Confectionery and regional Liquors.

Additionally, Dufry/DFASS present four specialized shops: a Bijoux Terner store in the Main Pier with 14 m² featuring fashion accessories; a Collection store with 73 m² offering sunglasses, watches and accessories in the North Mall as well as two Multibrand shops covering a total of 682 m² (546 m² in the Main Pier and 136 m² in the North Mall), presenting among others, luxury brands such as Chanel, Victoria's Secret, Michael Kors, Lacoste and Tommy Hilfiger, which complete the catching shopping experience.

Finally, Dufry/DFASS introduce to the Colombian market a "Tech on the Go" shop with 46 m², located in the North Mall. This retail concept, specially tailored for tech-oriented customers, offers several electronic products and accessories.

Successful duty-paid concept across three shops with close to 1,200 m²

In the duty-paid segment, Dufry/DFASS showcase winning retail formats to capture the potential of the domestic passengers at El Dorado International Airport.

In line with Dufry's strategy to roll out Hudson internationally, the successful convenience format is introduced to another market in Latin America, with a Hudson shop of 31 m² in the Main Pier and another one of 116 m² in the North Mall. The two shops of the largest travel retailer in North America offer travel essentials and a convenience assortment, which provides travelers with a best-in-class shopping experience.

Last-but-not-least, the Domestic Concourse will be equipped with a walk-through general travel retail shop covering a retail space of 979 m². Specially designed to serve domestic passengers, the store offers a similar shopping environment and products as Dufry/DFASS's main duty-free shops and

presents customers a sense of place experience in the 'Thinking Colombia' area, showcasing typical local products. The walk-through shop also features a Hudson store and the World's largest Tech on the Go shop-in-shop, thus completing the comprehensive duty-paid offer in this airport.

The El Dorado International Airport, located in Colombia's capital Bogota, is the largest in the country and the main international and domestic air gateway. The airport ranks third in Latin America and, is one of the best 50 airports in the world according to World Airport Awards. In 2016, the airport welcomed close to 16 million passengers, 3.5% over 2015.

Dufry's CEO of Division 4, René Riedi comments: "We are proud to announce the opening of these stores, thus introducing Dufry's world class shopping experience in Colombia for the first time. This is a great success that would not have been possible without our partner DFASS Group as well as the considerable efforts of our team that worked hard to achieve this result. I would also like to thank Opain and El Dorado International Airport for this opportunity, which consolidates even further our presence and allows us to seize new opportunities in Latin America. Dufry is pleased to be part of this development and being able to contribute to further develop the local economy by generating more than 300 new jobs".

Roberto Graziani, Executive Vice Chairman of the DFASS Group comments: "I am extremely proud to announce the launch of our new concession in El Dorado International Airport. This is a significant undertaking for us and represents the culmination of the joint efforts of our partnership with the Dufry Group. We anticipate a unique retail experience for international and domestic passengers in Bogota for many years to come. I would like to thank our entire team and that of Dufry, whose partnership and commitment were instrumental in the realization of this operation. Additionally, I would like to thank Opain and El Dorado International Airport for the tremendous opportunity they offered us."

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Dufry Group – A leading global travel retailer

Dufry AG (SIX: DUFN; BM&FBOVESPA: DAGB33) is a leading global travel retailer operating over 2,200 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas.

Dufry employs over 31,000 people. The Company, headquartered in Basel, Switzerland, operates in 63 countries in all five continents.



Social Responsibility

Dufry cares for children and supports social projects from SOS Kinderdorf in Brazil, Cambodia, Mexico, Morocco and Ivory Coast. SOS Children's Villages is an independent, non-political and non-demonstrational organization established for orphaned and destitute children all over the world.