

Media Release

Basel, 18 July 2017

Dufry supports UN's Sustainable Development Goals awareness campaign

Dufry to promote the #YouNeedToKnow awareness campaign through more than 80 airports in five continents.

Following successful trials at Geneva, Zurich and Heathrow airports late last year, Dufry has reached agreement with the United Nations in Geneva to continue to raise awareness of the 17 Sustainable Development Goals ([SDGs](#)), as part of a campaign called #YouNeedToKnow. This project aims to inform 2 billion people by the end of the year about the importance of these 17 goals and how each of us can contribute towards a more sustainable and fairer world, by just making small changes in our day to day lives.

Dufry, present in 63 countries and supported in many locations by its airport partners, is using its global network of stores to give prominent space and visibility to the campaign. Starting this month (July), Dufry will roll out the campaign across 80 airports, a list that continues to grow.

Using a variety of mechanisms from print to digital, Dufry has designed creative advertising campaigns and engagement activities to bring home to passengers the importance of the 17 SDGs.

Julián Díaz, CEO Dufry, commented: "With over 29,000 colleagues and a footprint in 63 countries, we have a responsibility to ensure that we contribute to a better and more sustainable world for future generations. With over 2.5 billion passengers using the airports at which we operate each year, we have a unique opportunity to work with our airport partners to convey this message to a wide audience of all ages, cultures and nationalities. Through this partnership, we want to play our part in raising awareness of the development goals set by the UN and ultimately to motivate people to take responsibility and immediate action".

"People around the world need to know about the global goals and how each and every one of us can do something to be part of the solution in creating a safer, friendlier and healthier planet for all its inhabitants. It is up to us to spread the word around the world. This is our only home," says Michael Møller, Director-General of UN Geneva.

More information about the campaign can be found at www.youneedtoknow.ch

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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 around 2,200 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas. Dufry employs over 29,000 people. The Company, headquartered in Basel, Switzerland, operates in 63 countries in all five continents.

World Duty Free's core business is tax and duty free shopping and its proposition covers the complete spectrum of airport shopping including Beauty, Wines & Spirits, Food & Confectionery, Tobacco, Sunglasses, Watches & Jewellery and souvenirs.



**SOS CHILDREN'S
VILLAGES**

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.

For more information, please visit www.dufry.com