

Dubai Duty Free

MEADFA 2019 - Updates

Ramesh Cidambi COO, Dubai Duty Free



Dubai Duty Free – CC GOLD





Dubai Duty Free – CC Gifts from Dubai





Dubai Duty Free – CC Fashion





Dubai Duty Free – CC Finest Surprise and Currency Exchange





ESTEE LAUDER

Alla

3

+ 38%

العطور - مستحضرات التجميل 📀 PERFUME - COSMETICS

Dubai Duty Free – CB Perfumes West

Dior

العطور - مستحضرات التجميل



SK-I

10

ALL IN



Dubai Duty Free – CB Gucci





Dubai Duty Free – CB Ferragamo



8





Dubai Duty Free – CB Chanel



9





Dubai Duty Free – CB Christian Dior





Dubai Duty Free – CB Lifestyle AYS East





Dubai Duty Free – CB Lifestyle AYS West



Dut 4 Oct 22 2019

Dubai Duty Free – CB Finest Surprise - SkyTrain





Dubai Duty Free – CA Gold





Dubai Duty Free – CA Electronics



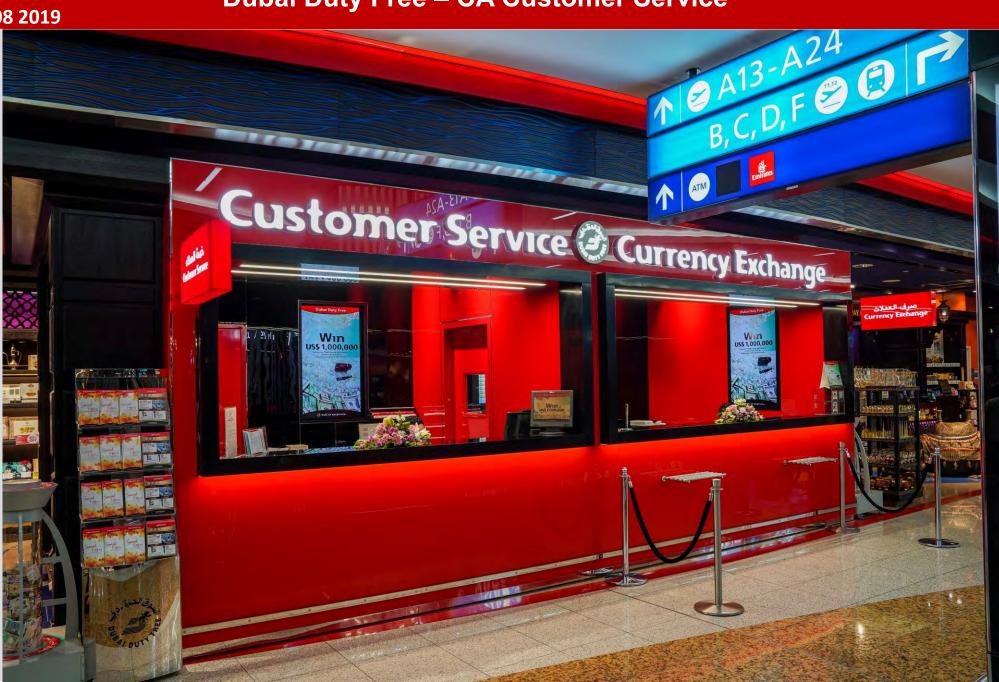


Dubai Duty Free – CA Gifts from Dubai





Dubai Duty Free – CA Customer Service

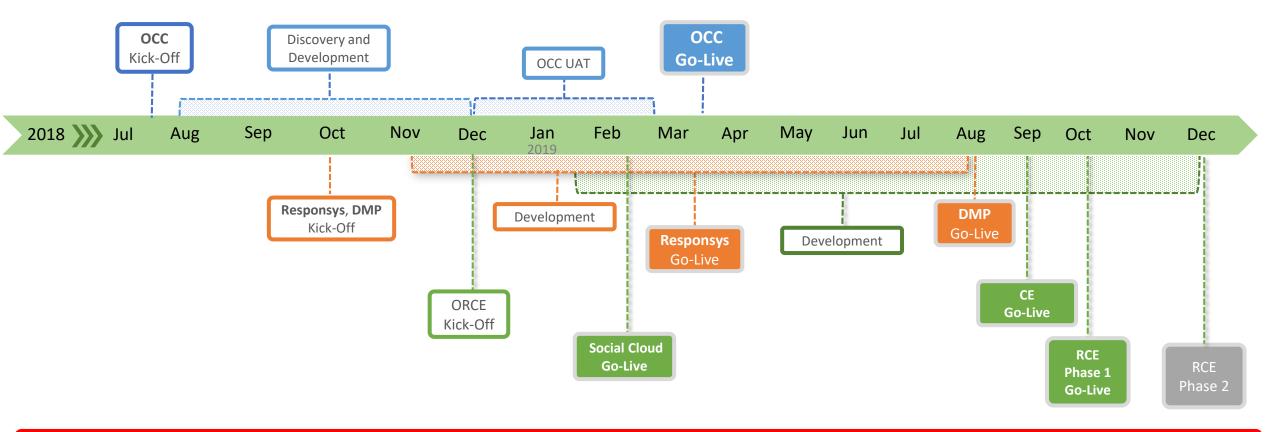


TIMELINE – Ecommerce and Digital Customer Engagement



- Commerce Cloud OCC
- Responsys
- Data Management Platform (DMP)

- Social Cloud
- Customer Service Cloud (CE)
- Retail Customer Engagement (RCE)

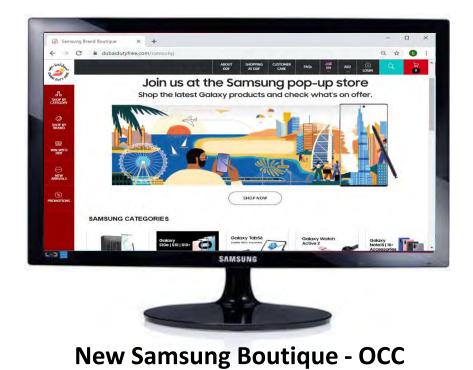




- New Boutique shops were developed in OCC with multiple brands enrolled.
- Upcoming Gucci and La Prairie.



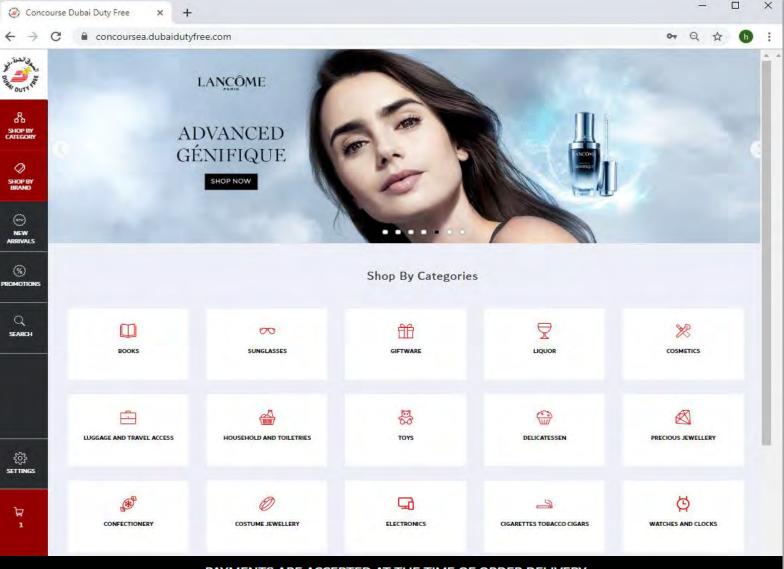
Lancôme iFrame Page - OCC





DDF Concierge Shopping Service – CA EK BCL

- Order products from the comfort of your lounge.
- Your order delivered within 90 minutes.
- Kiosk mode homepage for quick navigation
- Assisted shopping experience featuring almost all categories and products from that concourse
- Location based finder to deliver orders to your seat within the lounge



PAYMENTS ARE ACCEPTED AT THE TIME OF ORDER DELIVERY



DDF Concierge Shopping Service

DDF Mobile POS on Android

All in one Android POS system with Credit Card reader, Scanner and Receipt printer

- POS
- Scanner
- Printer
- Locating Customer
- Card Payments



DDF POS application was redesigned and ported from Windows to the Android platform forming an All-In-One POS that also locates the customer using location based tracking within the Lounge.



DDF Concierge Shopping Service

DDF Mobile POS on Android

Categories for Concierge catalog

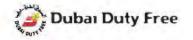
| No | CATEGORY | PRODUCTS DISPLAYED |
|----|---------------------------|--------------------|
| 1 | Books | 506 |
| 2 | Sunglasses | 422 |
| 3 | Giftware | 5 |
| 4 | Liquor | 1,406 |
| 5 | Cosmetics | 5,016 |
| 6 | Luggage & Travel Access | 310 |
| 7 | Household & Toletries | 1,273 |
| 8 | Toys | 524 |
| 9 | Delicatessen | 345 |
| 10 | Precious Jewellery | 38 |
| 11 | Confectionery | 370 |
| 12 | Costume Jewellery | 483 |
| 13 | Electronics | 1,357 |
| 14 | Cigarettes Tobacco Cigars | 926 |
| 15 | Watches & Clocks | 1,306 |
| 16 | Gifts from Dubai | 931 |
| 17 | Pens & Lighters | 104 |
| 18 | Cameras & Accessories | 170 |
| 19 | Perfumes | 2,830 |
| | Total | |







DUBAI DUTY FREE – Responsys



It's Exclusive



MAISON LANCOME LES JARDINS

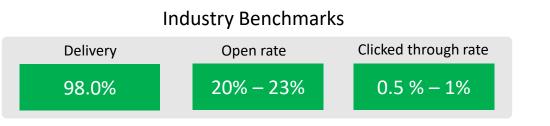
Discover the French art of living with four new fragrances from Maison Lancôme available exclusively at Dubal Duty Free.



1st Email campaign using RESPONSYS



- 21st April 2019 email campaign for LANCOME
- Sent to 135,308 email addresses
- Delivery rate of **98.09**%
- Open Rate of **25.37**%
- Clicked on the content **1.14**%







DUBAI DUTY FREE – Responsys 🙆 Dubai Duty I 🙆 Dubar Duty Fre 🚰 Dubaı Duty Fr Dubaı 🗿 Dubaı Duty Free Dubai Duty Dubai 🥭 Dubaı Duty Free 📃 Dubai Duty 10% Off DUBAI DUTY FREE MILLE on the purchase of 4 liters o FINEST SURPRISE WI SAMSUNG Be Your O R Dear Mayur UM BOSS 1. Sala We are happy to announce the below winne and Finest Surprise draw held today in Conco Dte10/10* Trathers The best Ramadan Im Pean VI for that special gift Dubai Duty Free BOSS COLLECTIO AVAILABLE IN-STOR Celebrate Eid in style w Get your hands on the latest pieces fr Dubai Duty Free Boss collection, perfectly crafts with signature BOSS precision Get up close and personal with the rea Pre-order now and get complimentary AVAILABLE ONLINE Galaxy Buds worth AED 479 Hola Amigos! and accessories that put the spotligh Tople Sert It's fiesta time! Bring out the sombren AVAILABLE ONLINE tacos and mariachi music. Tequila's or e only for passengers travelling from 23" - 30" August. -------Just when you though PATRON AVAILABLE ONLINE 0 20% Off on 17th & 18th October icitera Baw Bottled Oal Suffe Brighten the festive celebration 10.0 Add sparkle to your Diwall celebration with a line-up of exciting offers at Dubal Duty Free. From contectionery, pertrimes, cosmetics and sunglasses to watches, jewellery and tashion. With a wide range of choice, you are sure to find just what you need to make your Diwali a sparkling one. AVAILABLE IN-STORE Perk G HOIALL Harve Arro for 90 AVAILABLE IN-STORE Happy hours on dem Nys GR Th Line The invite list just got a bit long thanks to these offers million AVAILABLE ONLINE (Bogary) HOats with His Date Grey Goose Triple pac Save 45 AED Smirnoff Quar Buy 3 get 1 NG GALAXY NOTFIGE SIZER nam Millionaire and Fr Dubai World Contra These products an Follow Un (f) diff afres, and spirits Follow Us (f ----boolut Triple pack Ciroc Twin p \$ W

• Emailers with online products as content had a better CTR (*click through rate*) as compared with informative emailers



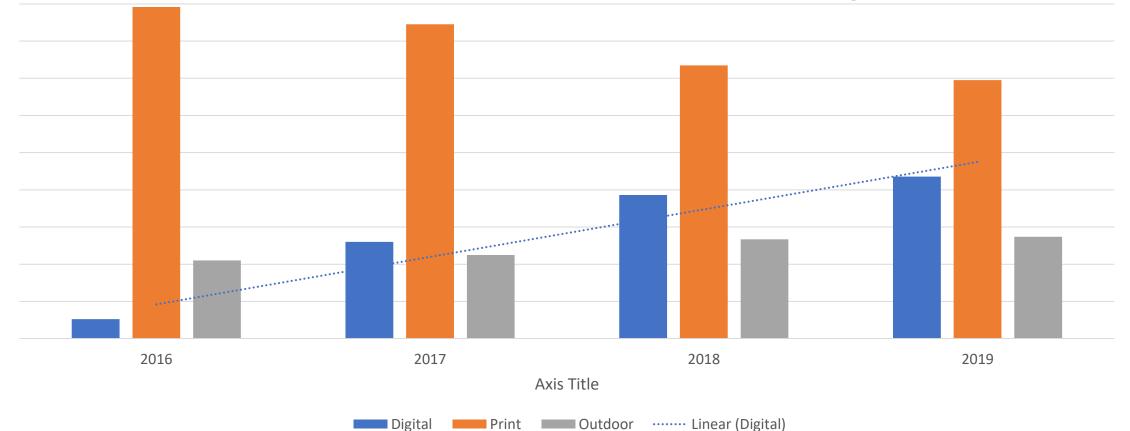
Data Sources for Retail Customer Engagement

- All data sources are connected to a single repository ORCE.
 - POS Instore
 - Website Online
 - Customer registration form Fully managed page that can be used dynamically across locations to acquire new registrants for engagement.
- 5000+ customer records with their shopping data recorded from selected stores in the first month of Go-live.
- 4000 customer records created through Customer service (Engagement Cloud) since go-live.



DUBAI DUTY FREE – Digital Media Advertising Spend 2016 – 2019

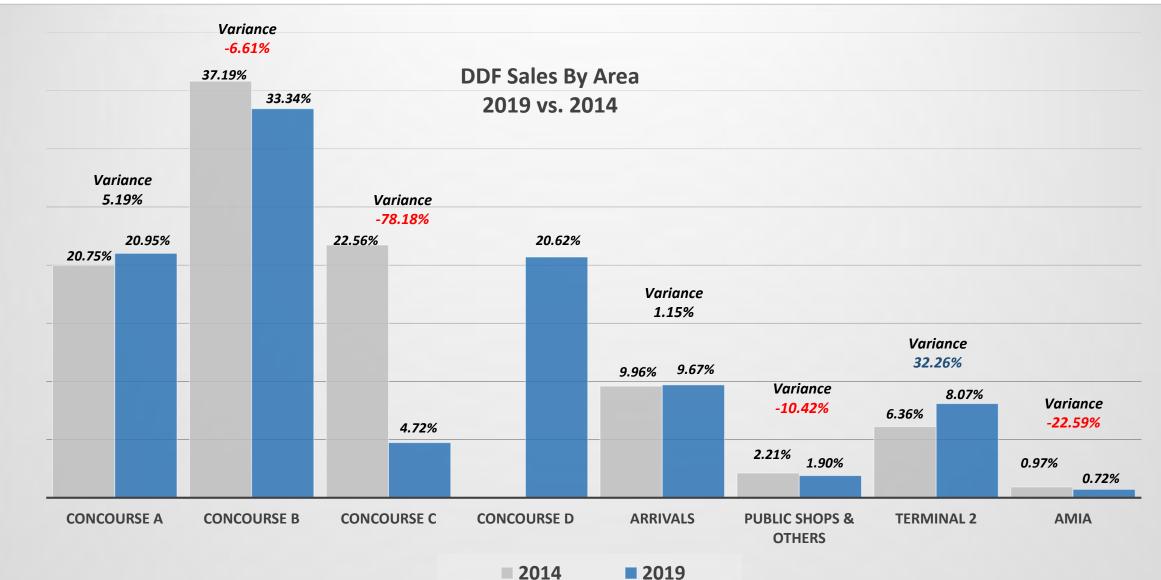
Our Shift in Value of Digital vs Print Media



- Print Advertising includes Local, International and Trade publications.
- Outdoor Events outdoor (DDFTC, DDF Irish Derby, DDF Irish Open), JC Decaux airport screens.

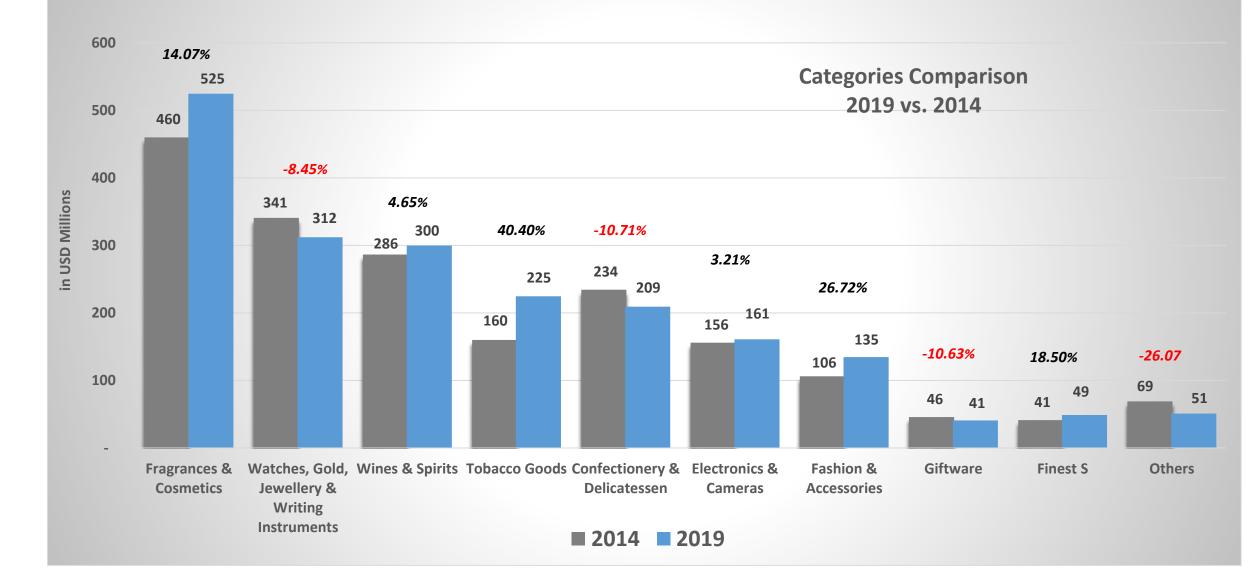


DUBAI DUTY FREE – Sales By Area





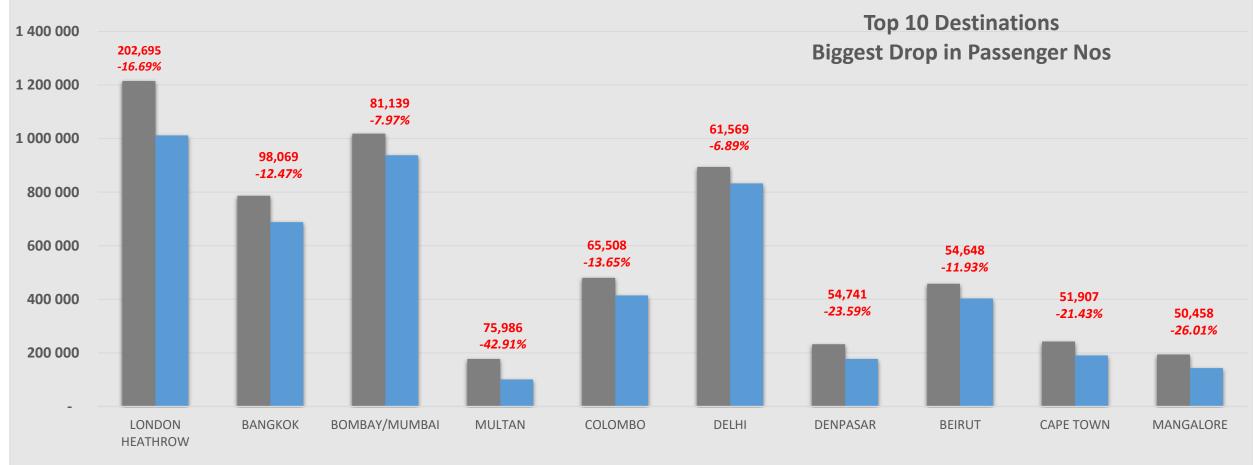
DUBAI DUTY FREE – Sales by Category





DUBAI DUTY FREE – Traffic Comparison by Destination

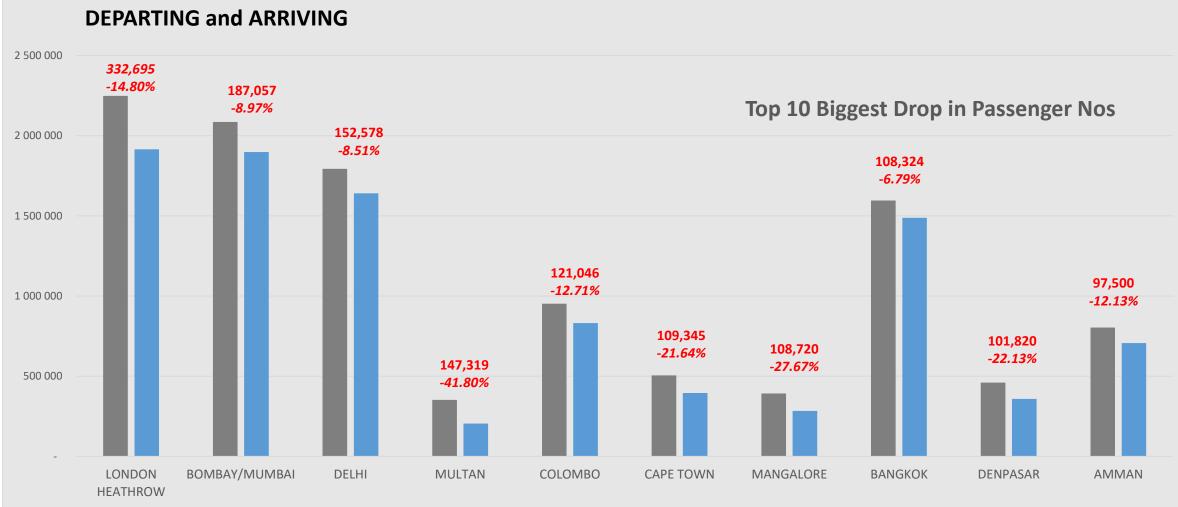
DEPARTING



2018 2019



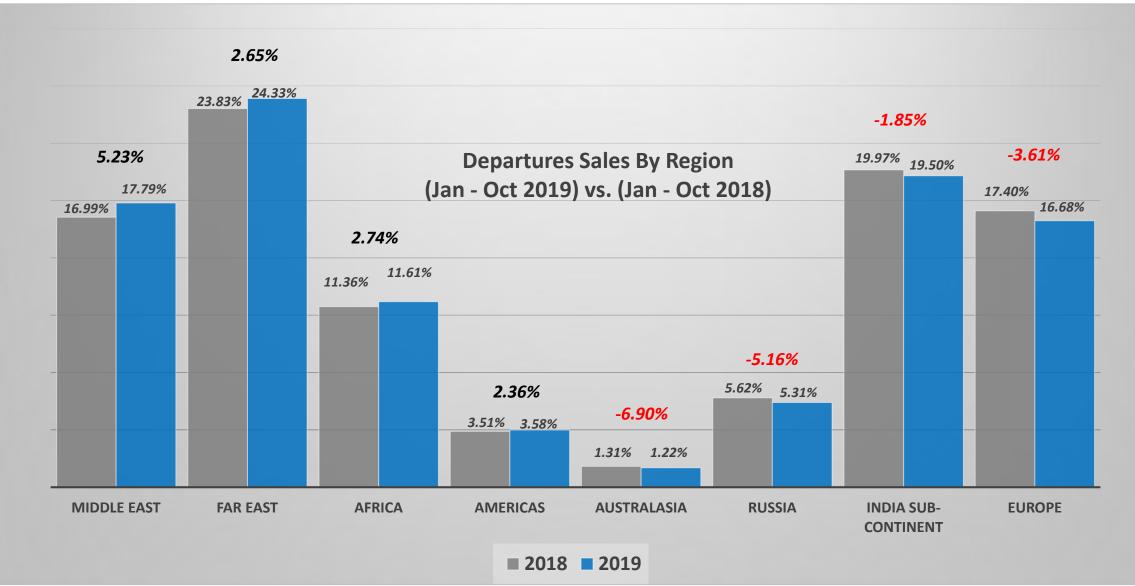
DUBAI DUTY FREE – Traffic Comparison by Destination



■ 2018 ■ 2019



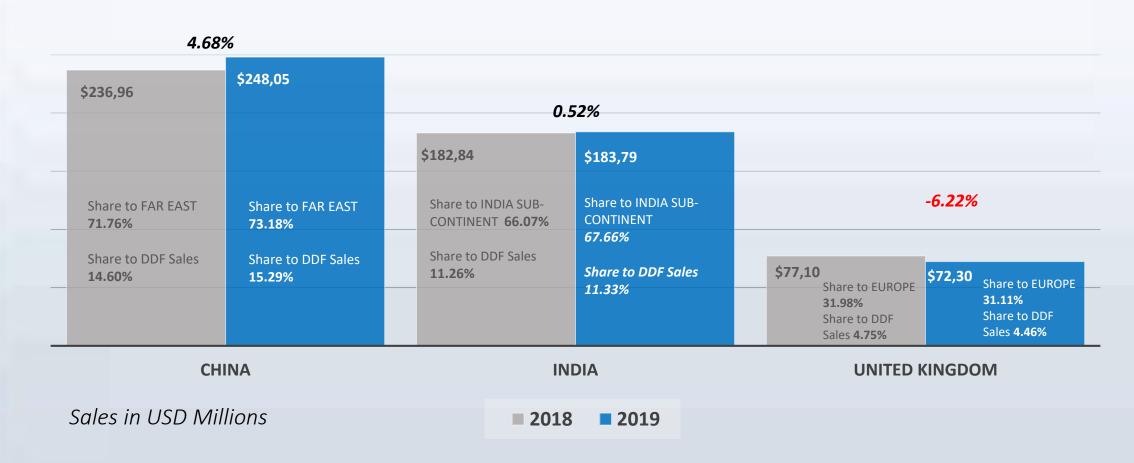
DUBAI DUTY FREE – Departures Sales By Region





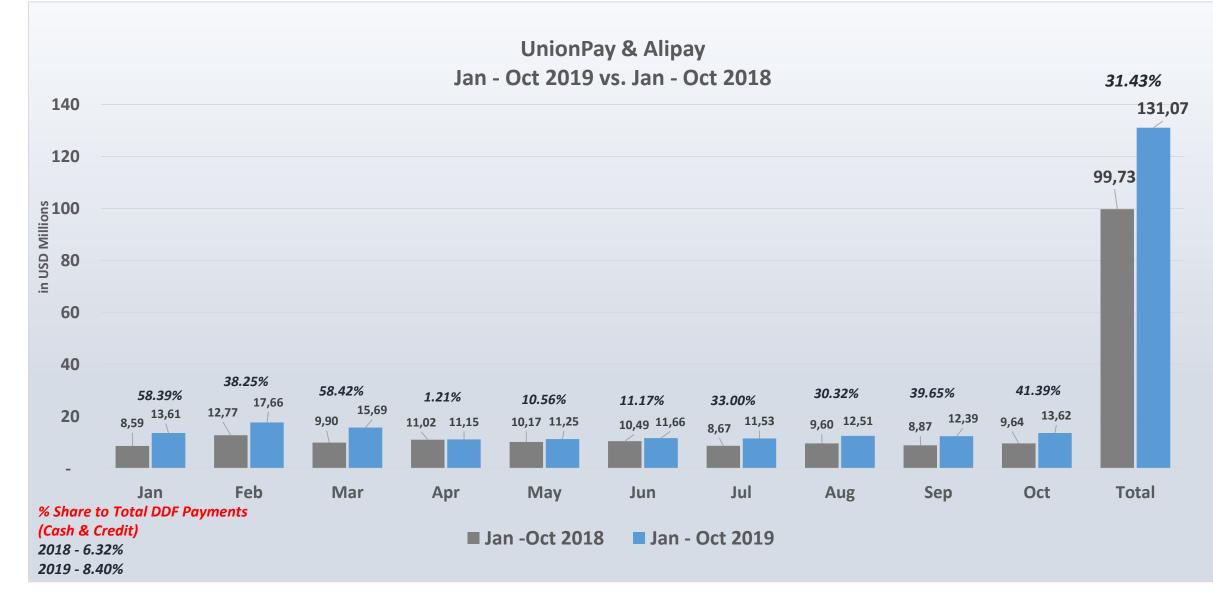
DUBAI DUTY FREE – CHINA | INDIA | UK

Focus on China, India, UK Jan - Oct 2019 vs. Jan - Oct 2018





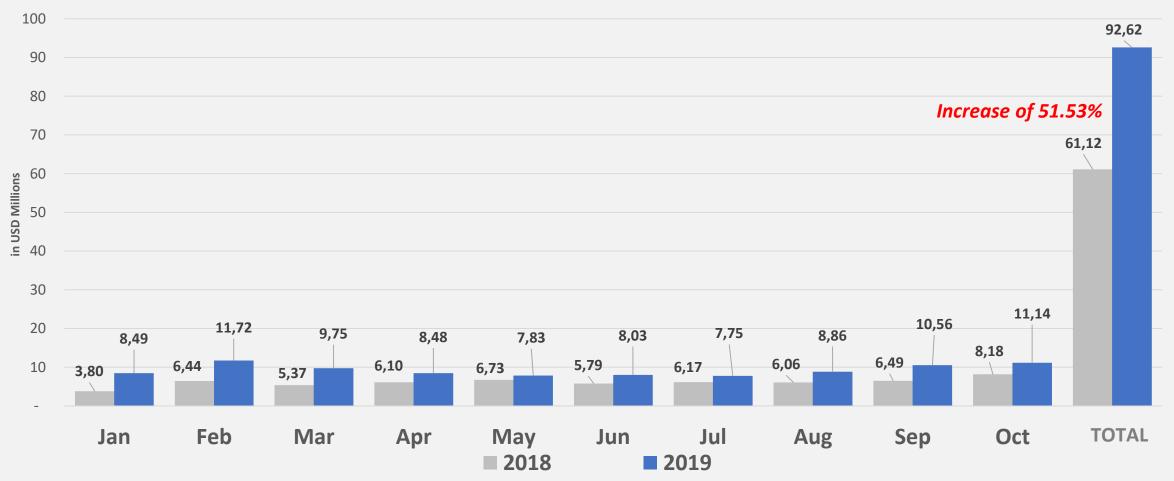
DUBAI DUTY FREE – UnionPay | AliPay



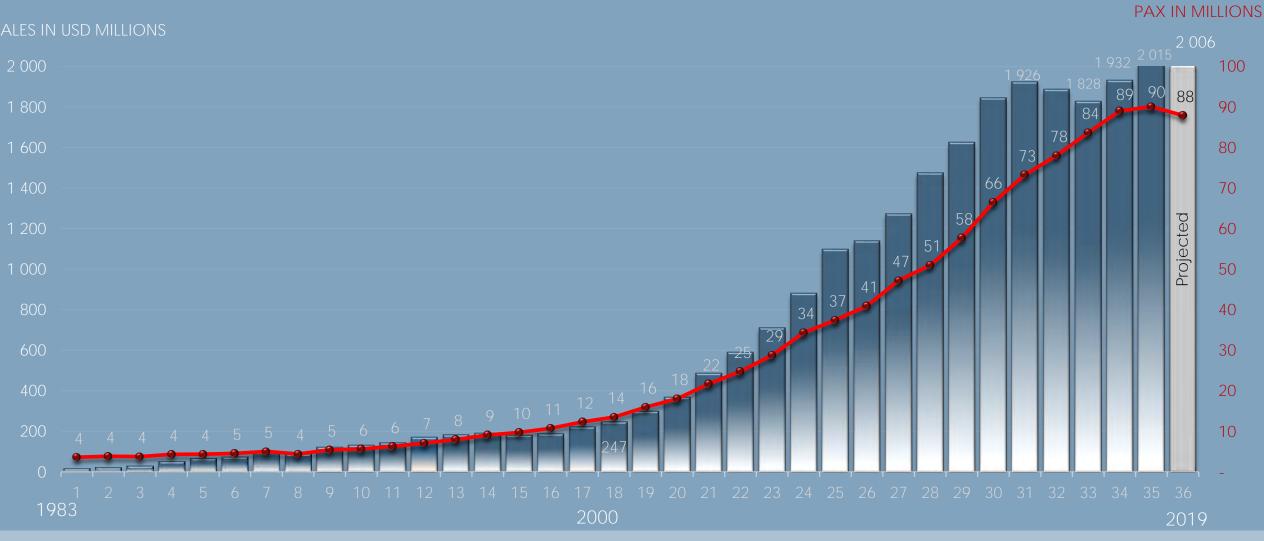


DUBAI DUTY FREE – Ctrip

Sales to Ctrip Jan - Oct 2019 vs. Jan - Oct 2018



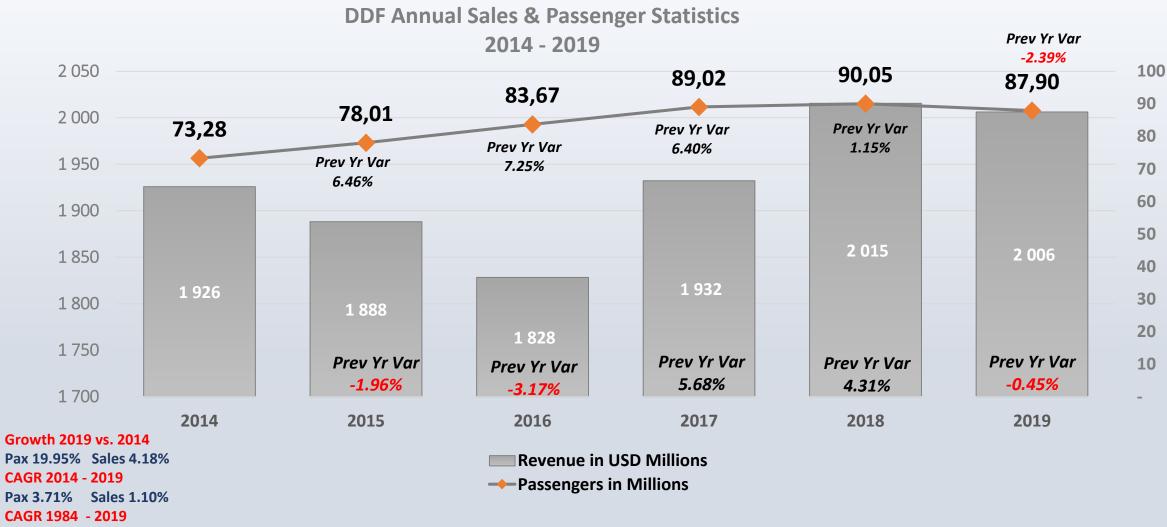




14.2% average sales growth over 35 years.



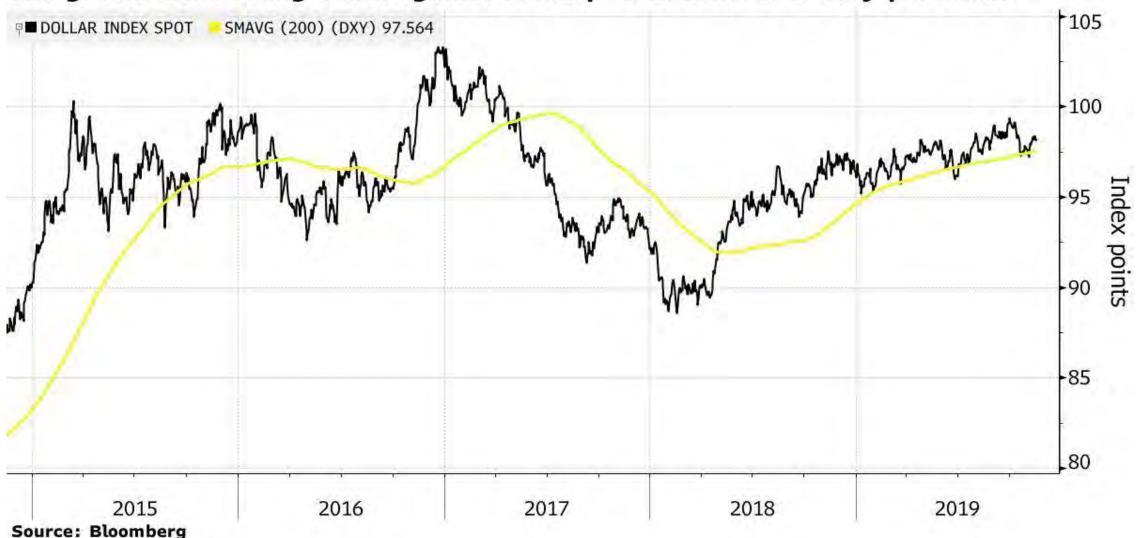
DUBAI DUTY FREE – Annual Sales and Passengers



Pax 9.50% Sales 14.20%



Strong Dollar: The Trend Is Not Your Friend The greenback's rising trend against developed currencies is very persistent





China Is Really Slowing Down Bloomberg's China Real Activity Index is at a new low





Dubai Duty Free

- End of report -