DUBAI DUTY FREE

MEADFA

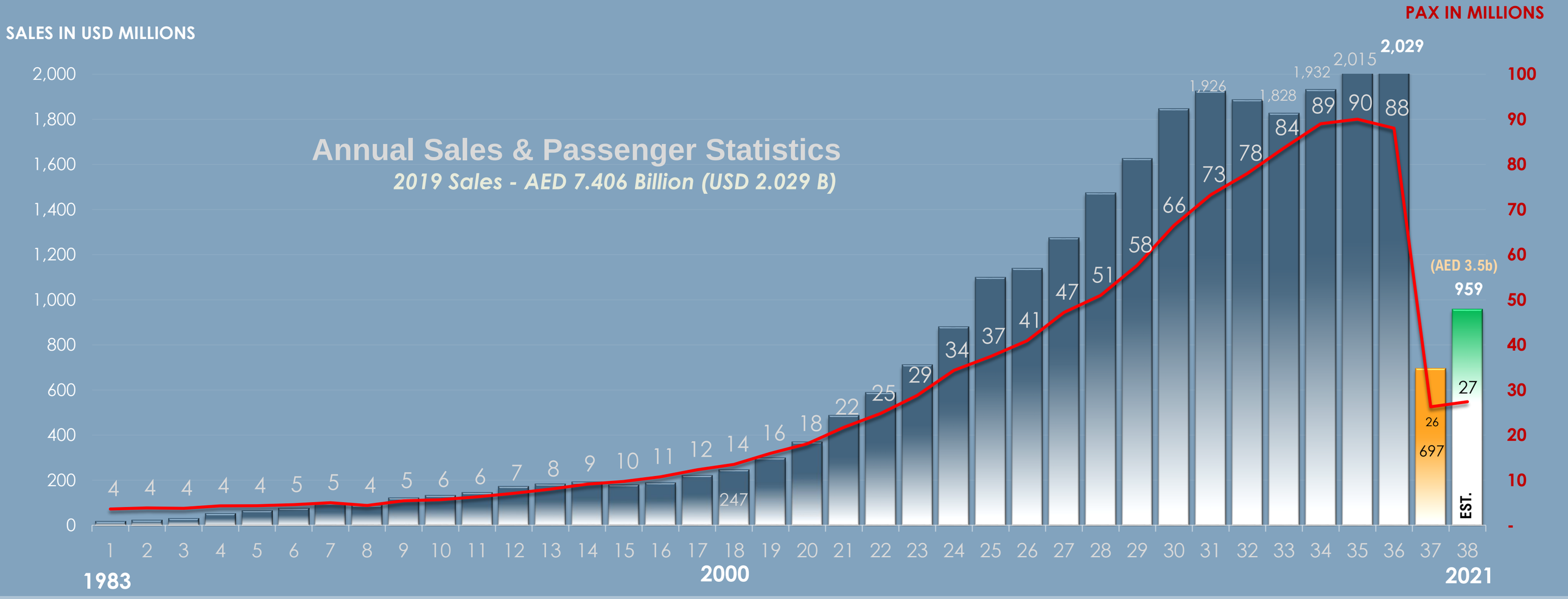
22nd Nov 2021

Ramesh Cidambi

Chief Operating Officer

Dubai Duty Free

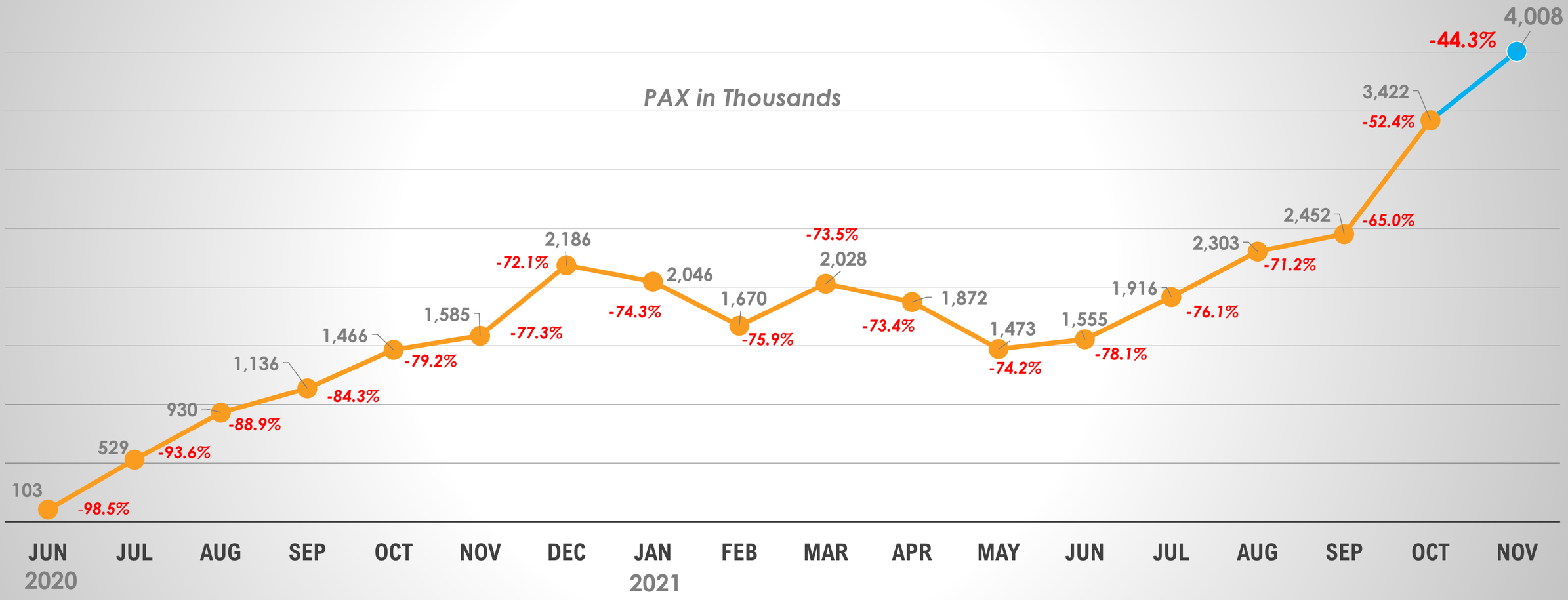
Sales vs Passengers (1983 – 2021)



- **10.3% average sales growth over 37 years.**

Retail Business | After Re-opening - PAX

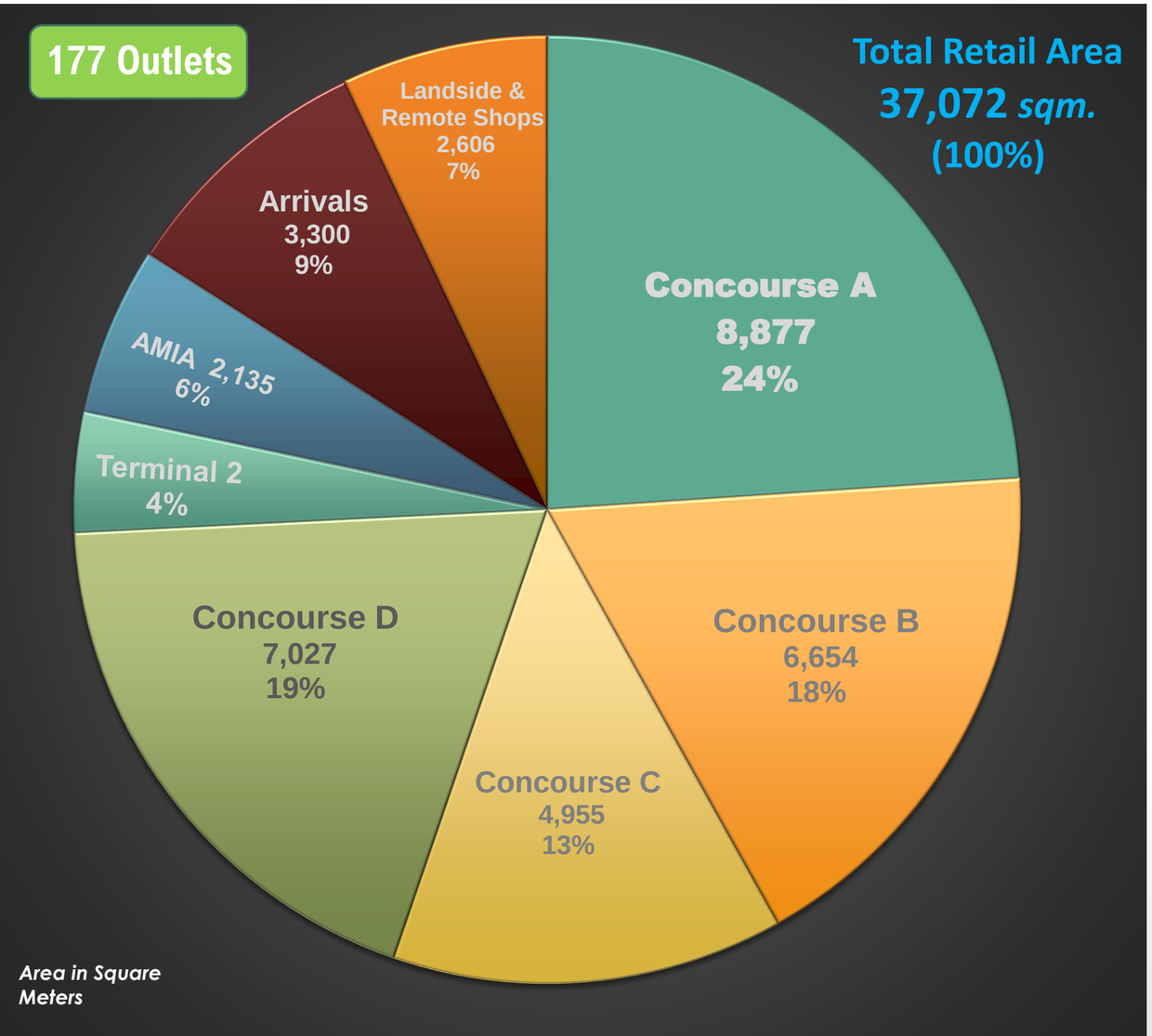
Monthly Passenger Statistics (Deps + Arrvls)
After Re-Opening & Compared to Pre-Pandemic



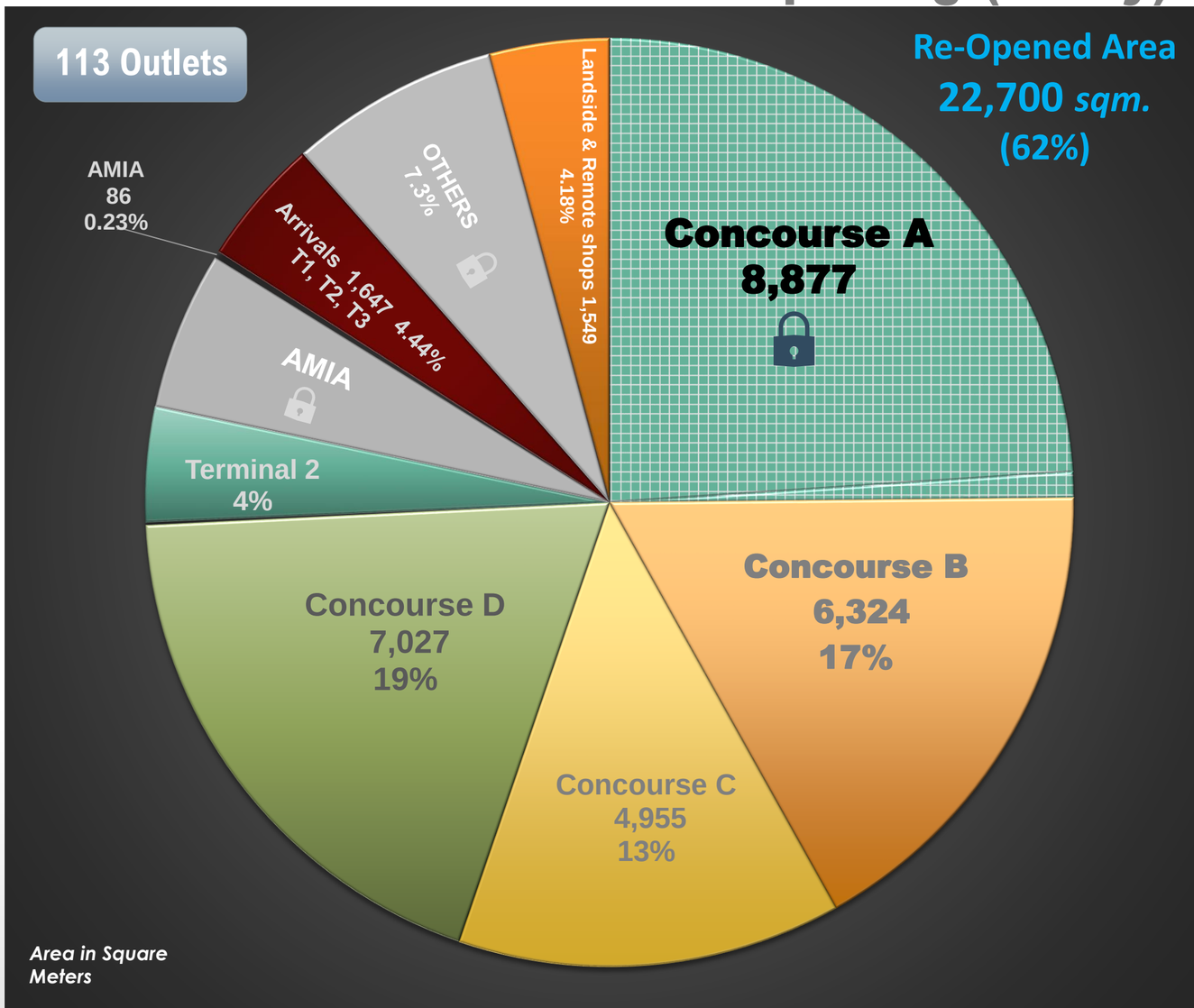
Jun '20 - Oct '21 Source: Dubai Airport
Nov '21 Source: DDF Operations Est

DDF | Retail Space Comparison

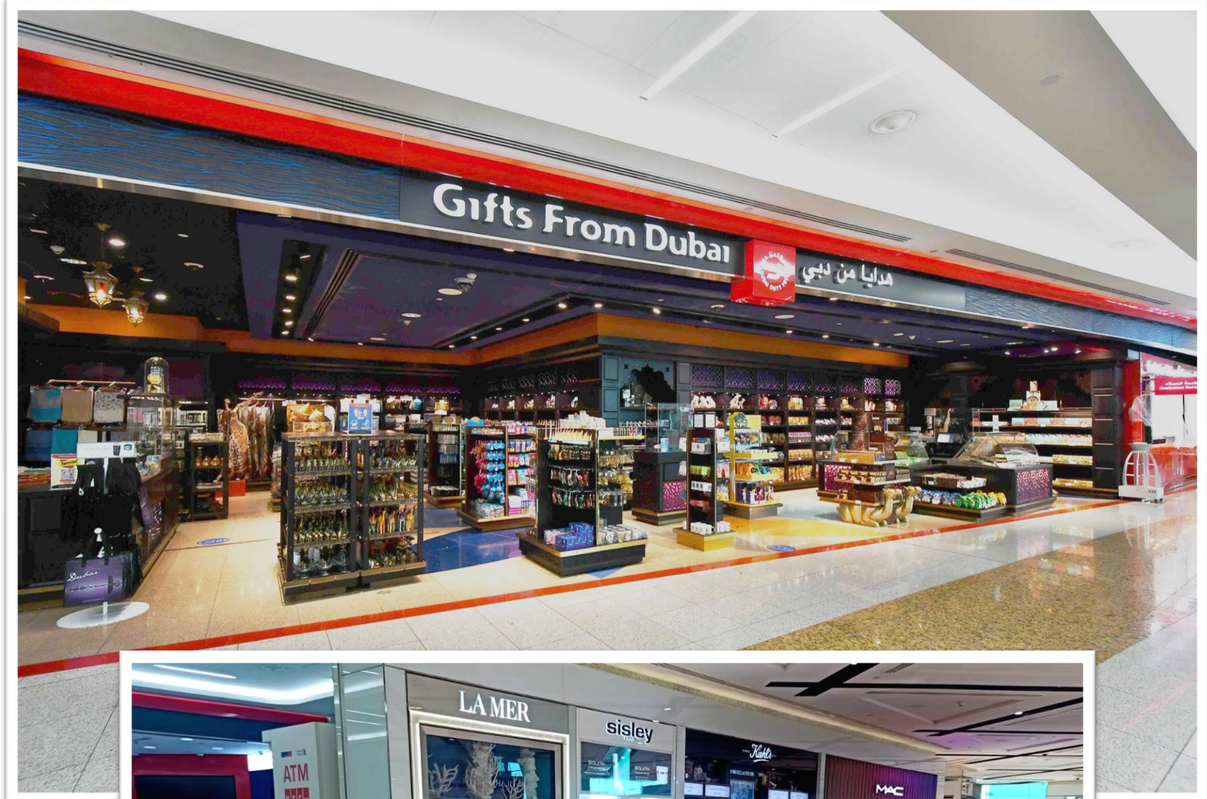
RETAIL SPACE – Before Pandemic



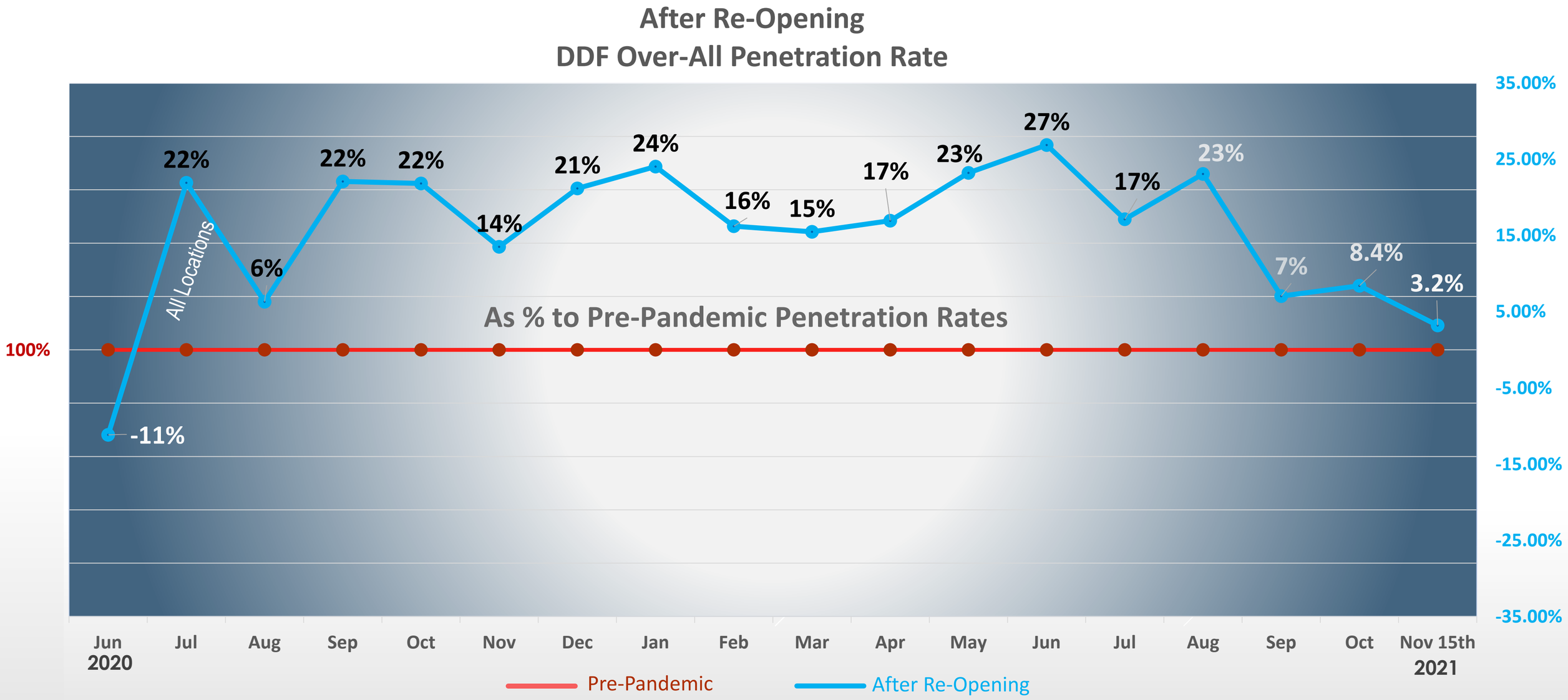
RETAIL SPACE – After Re-Opening (Today)



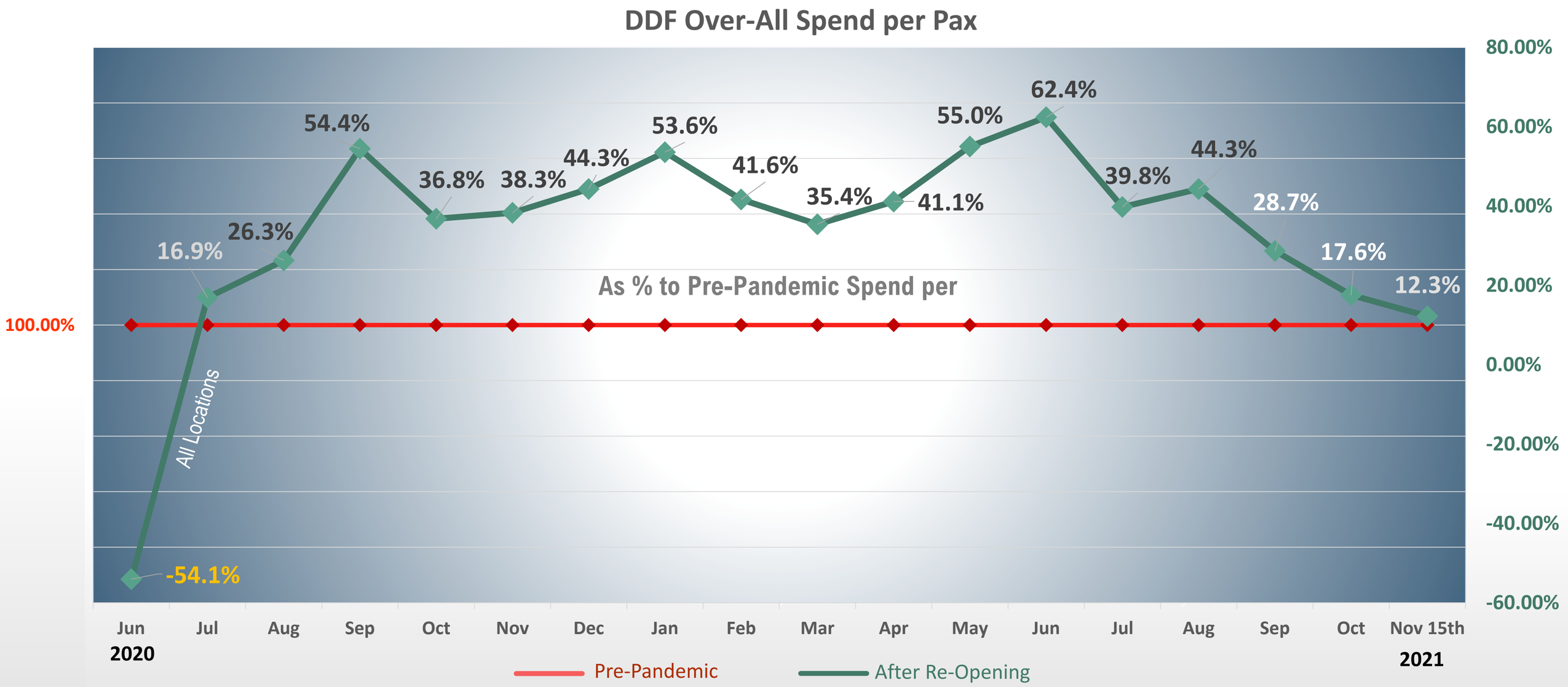
Concourse A | Re-opening Preparation



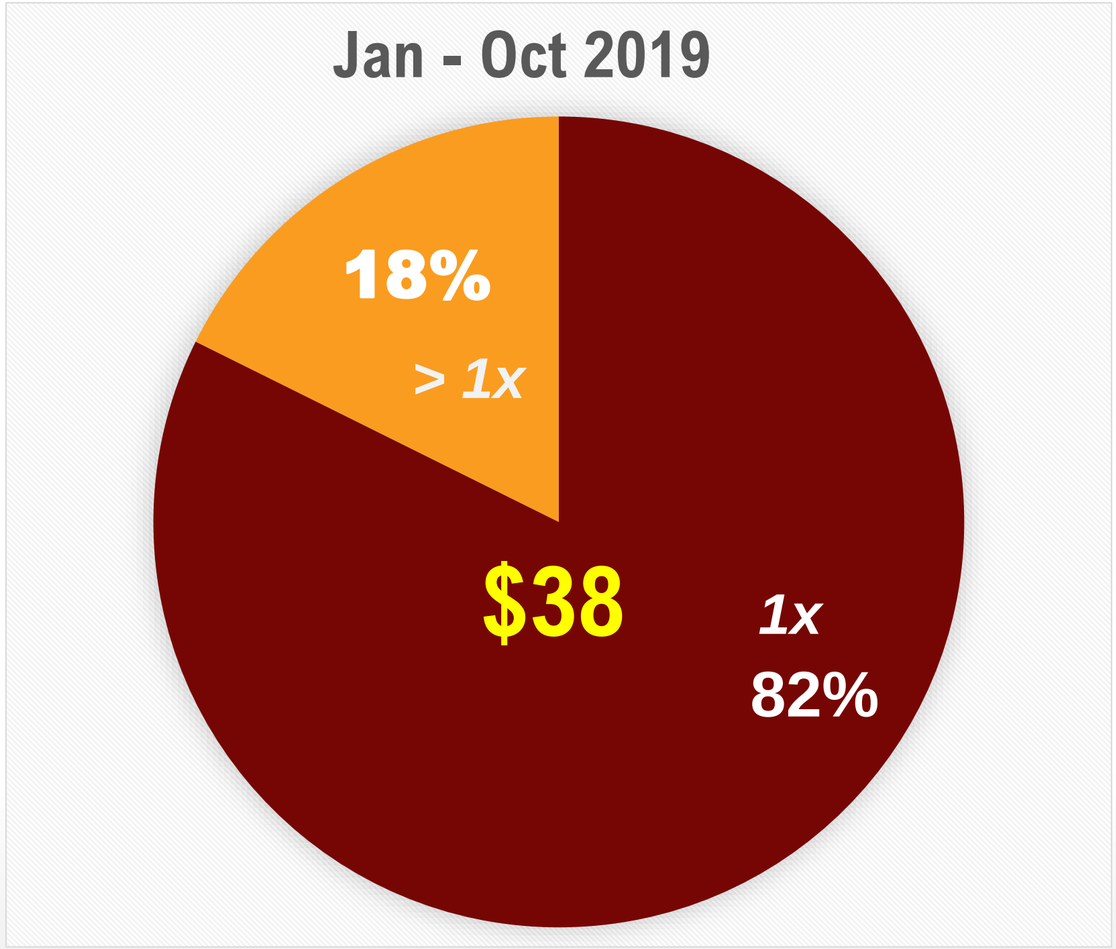
Retail Business – Penetration rate

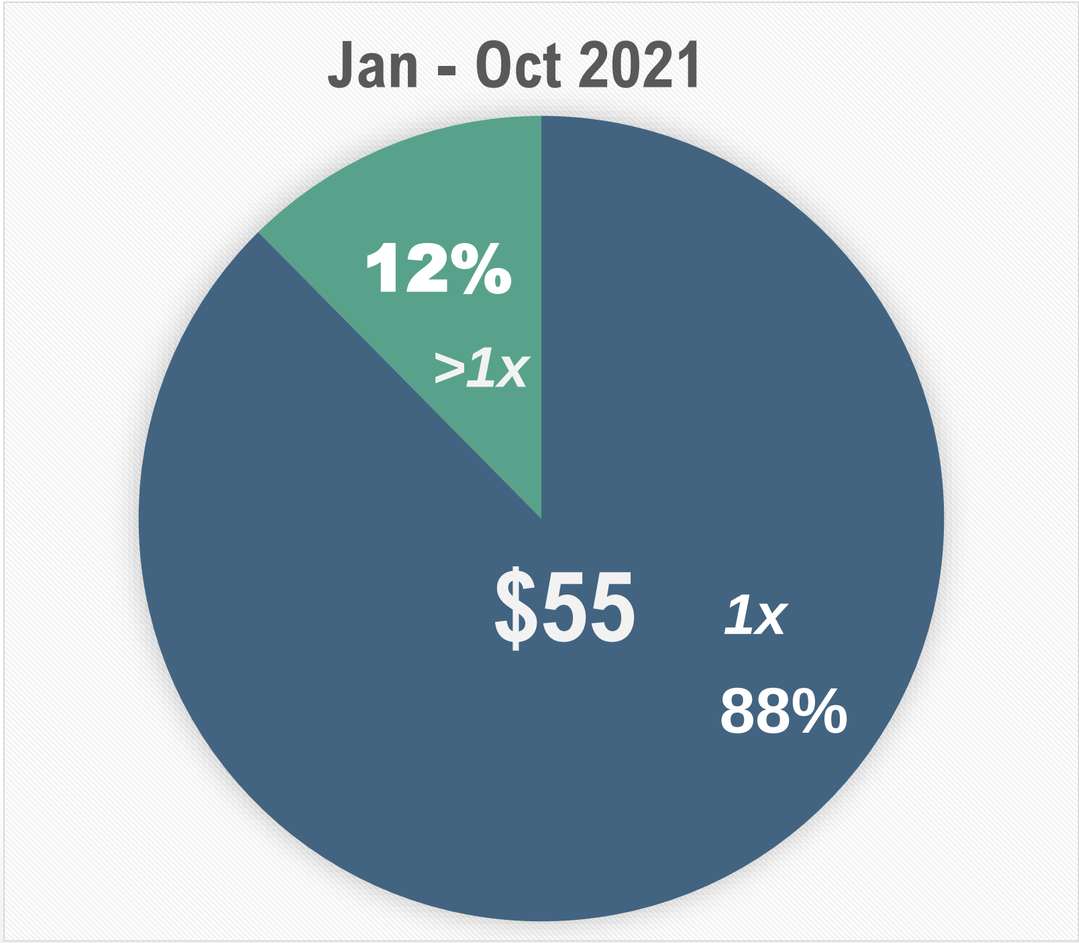


Retail Business – Spend per PAX



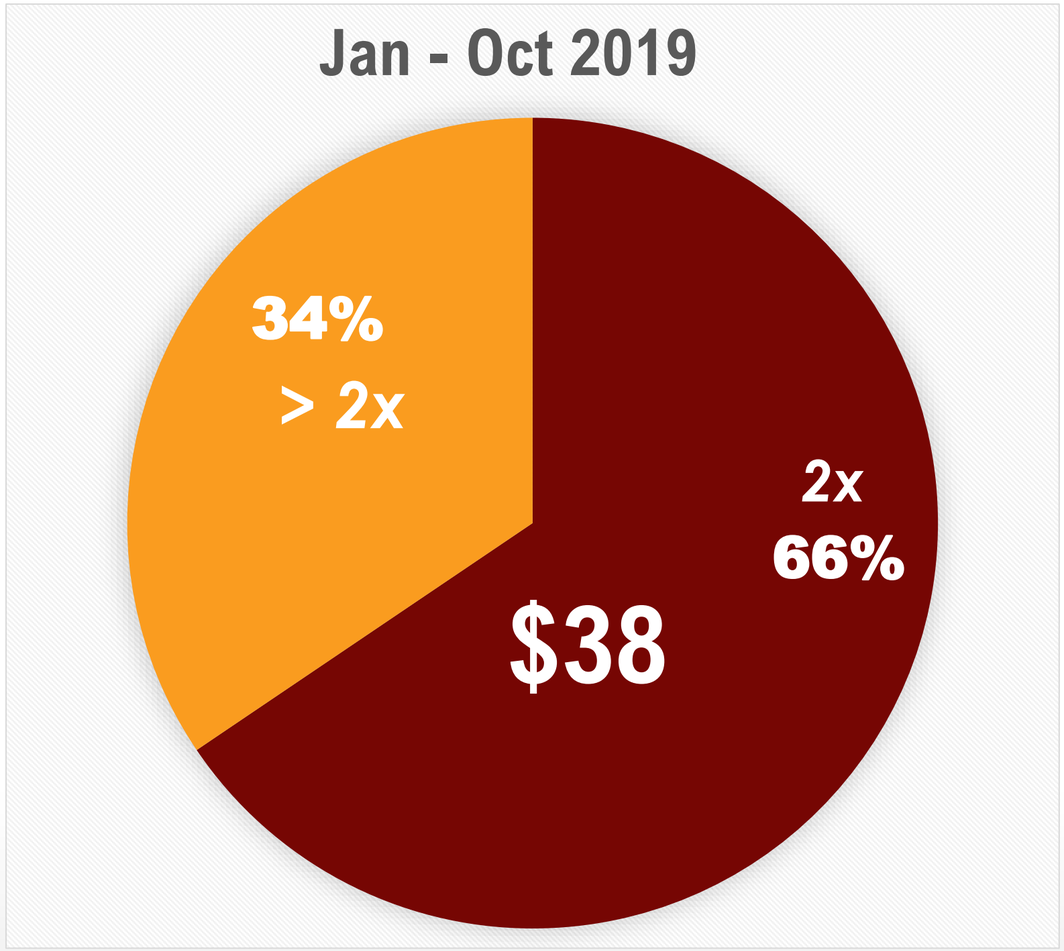
Repeat Shopper Frequency

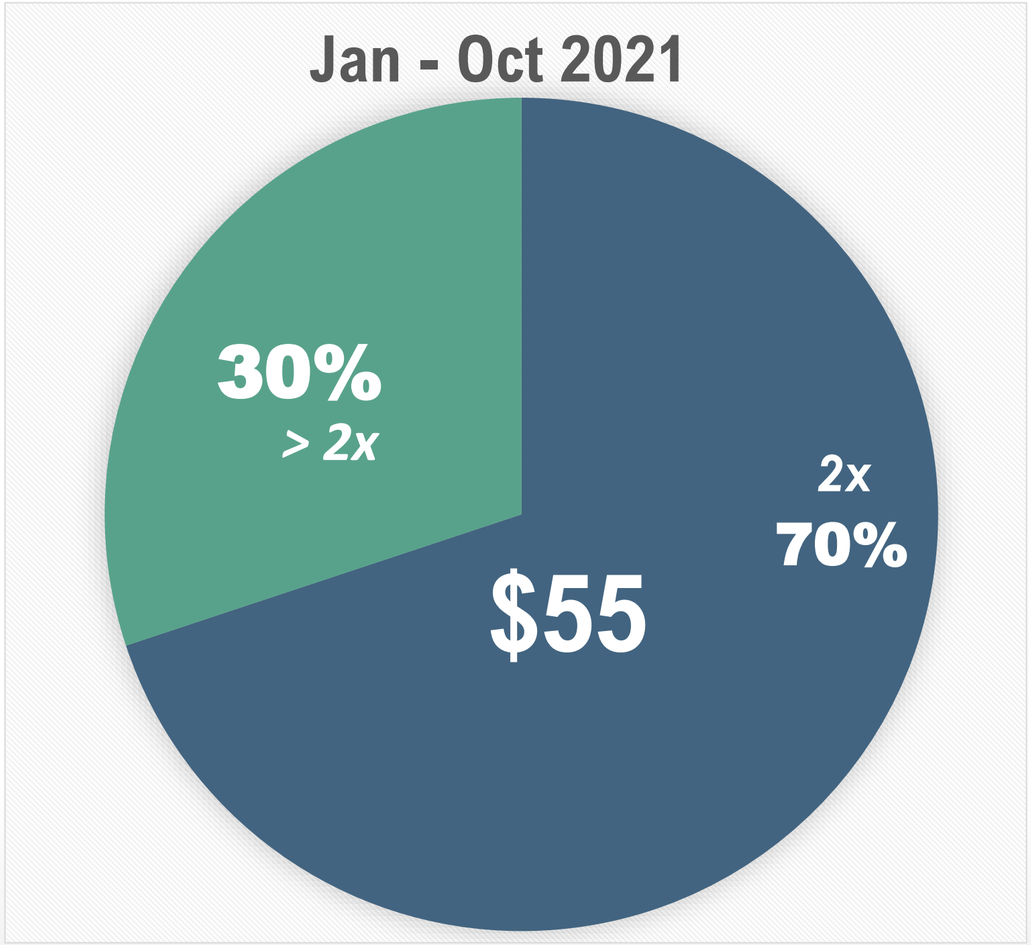




Repeat Shopper Frequency & Spend per Pax

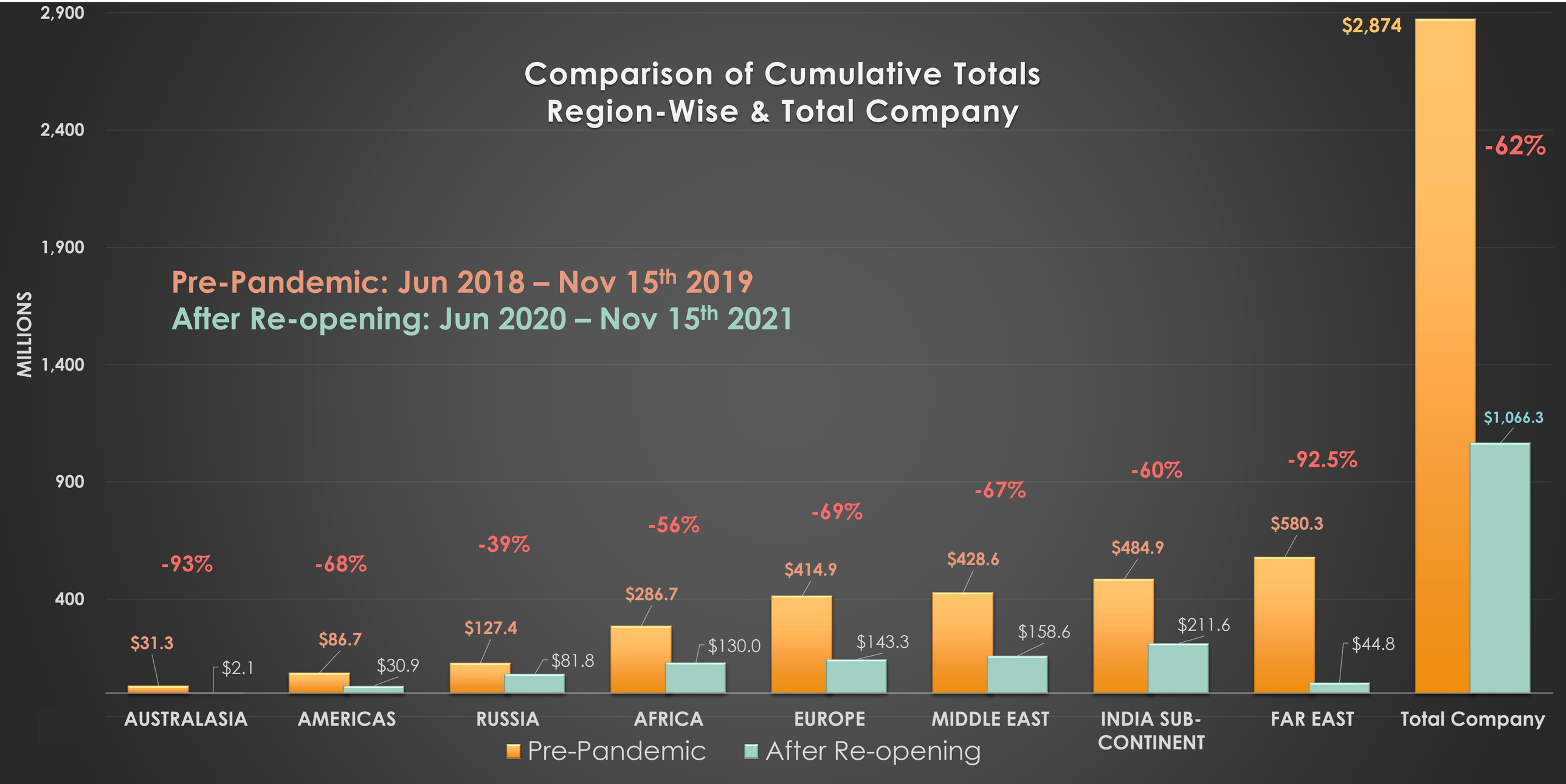
Repeat Shopper Frequency



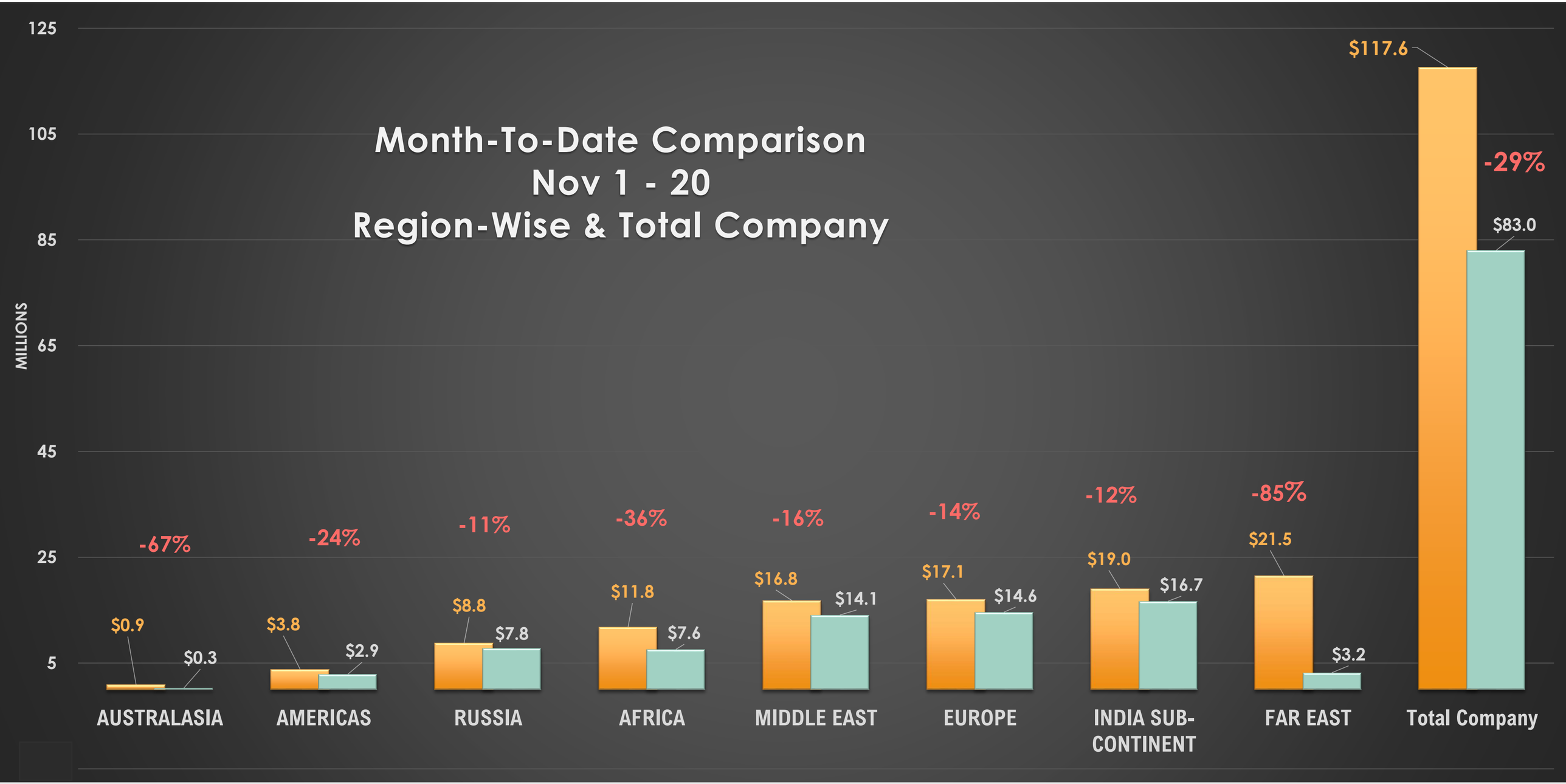


Repeat Shopper Frequency & Spend per Pax

Retail Business – Region Wise



Retail Business – Region Wise (Nov MTD)



Concourse B | DIOR

Concourse B | DIOR

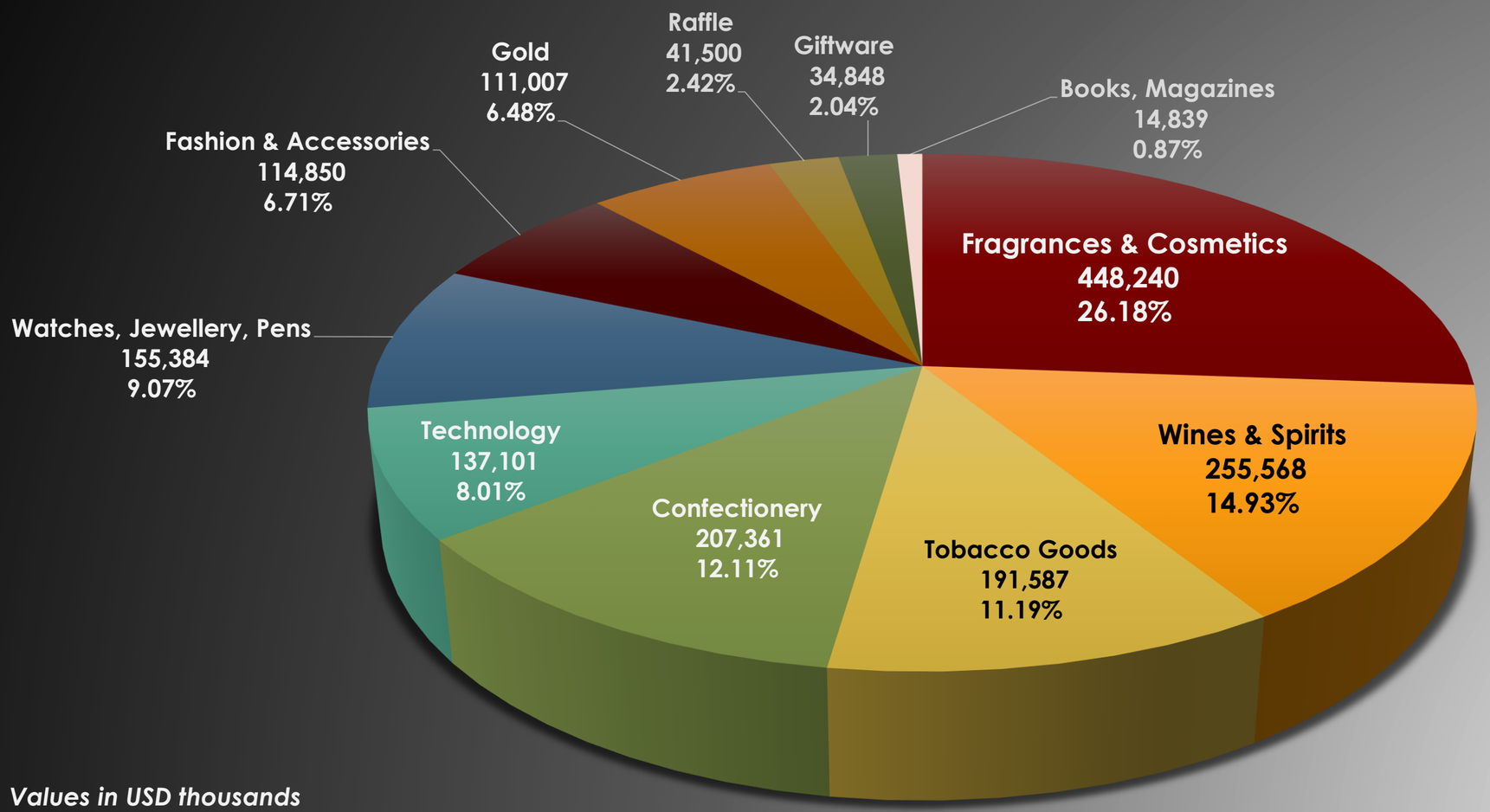
DIOR

Concourse B - Dior | Cartier

Concourse B | LOUIS VUITTON

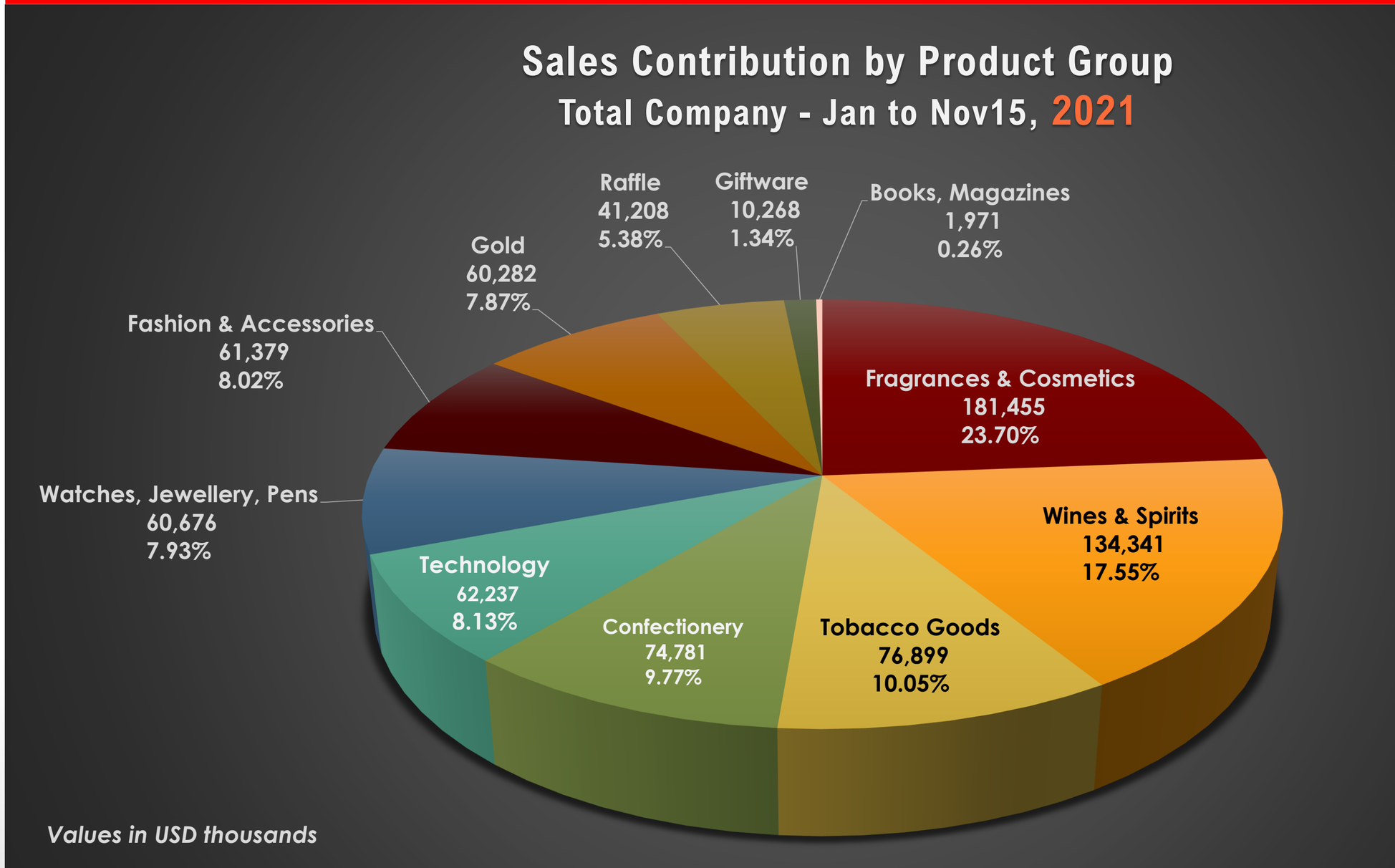
DUBAI DUTY FREE – Product Group Sales 2019 (Jan – Nov 15th)

Sales Contribution by Product Group
Total Company – Jan to Nov15, 2019



Values in USD thousands

DUBAI DUTY FREE – Product Group Sales 2021 (Jan – Nov 15th)



DDF DIGITAL

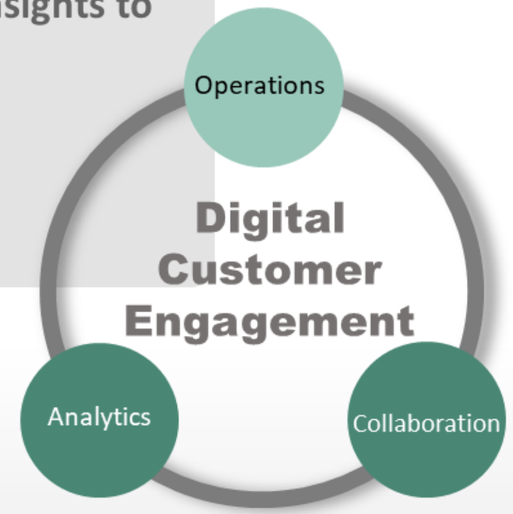
DDF DIGITAL STRATEGY

Customer Acquisition

Customer Engagement

Customer Retention

- Single Repository of customer information
- Real-time analytics and insights to customer needs
- 360° Customer Care



DIGITAL Engagements | Responsys and Social

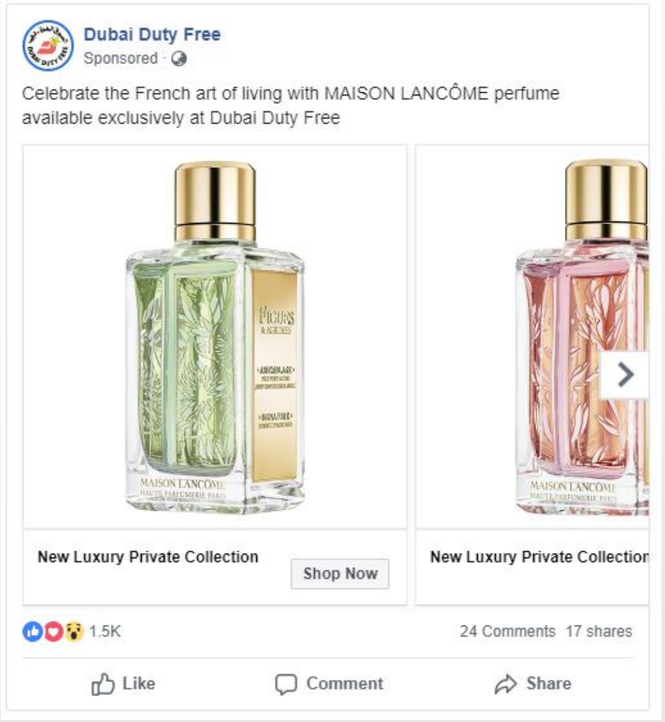
LANCÔME

1st Email campaign

Sent to 56,194 email addresses

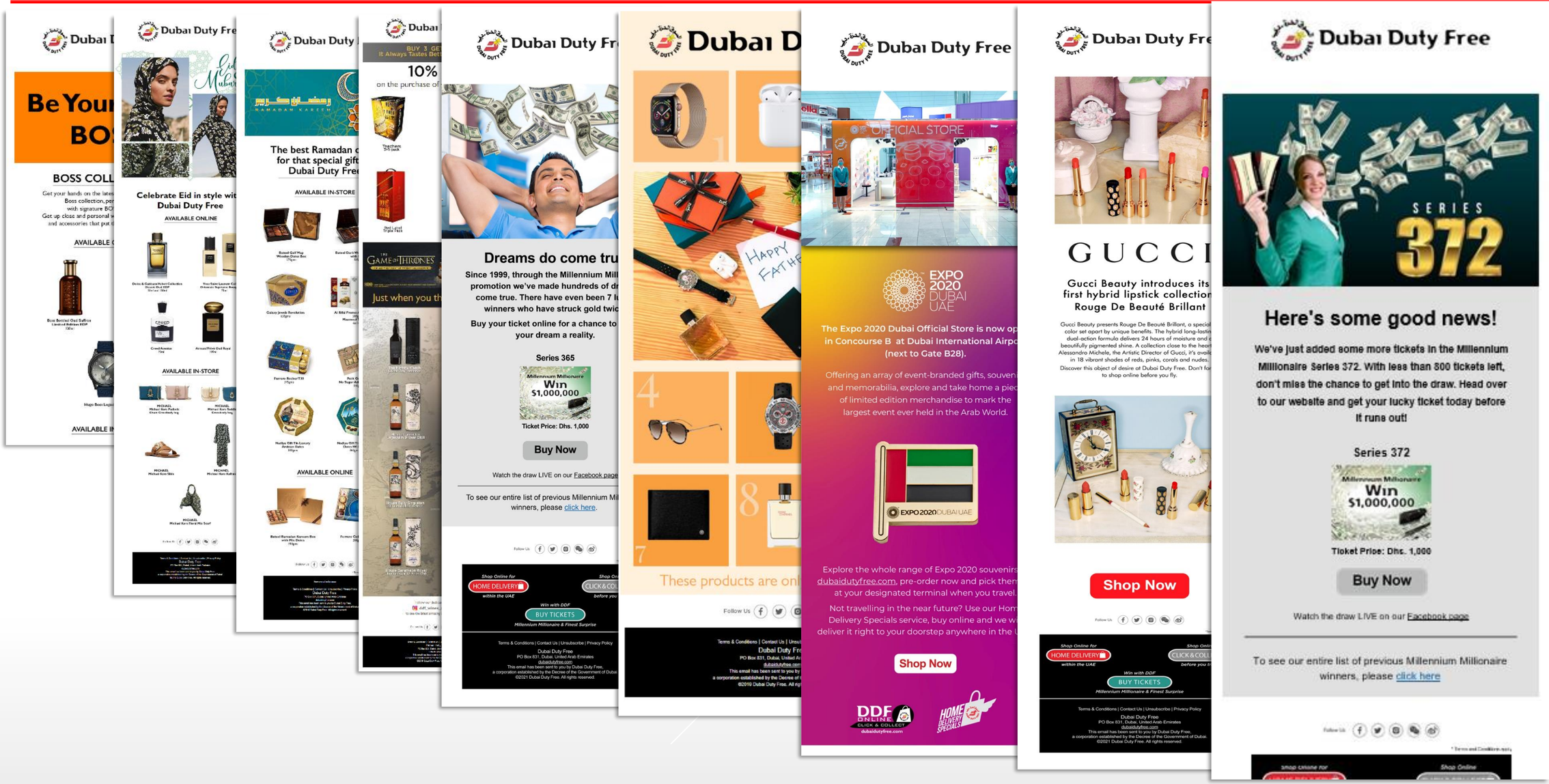
Maison Launch campaign

135,000 emails



LANCOME and MAISON conversion Ads on Facebook and Instagram

DIGITAL Engagements | Responsys Emails



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

DDF CUSTOMER ACQUISITION FORM – DIGITAL

Phase 1 – Roll-out of in-store digital form
2 – Segmented Promotions

CAF

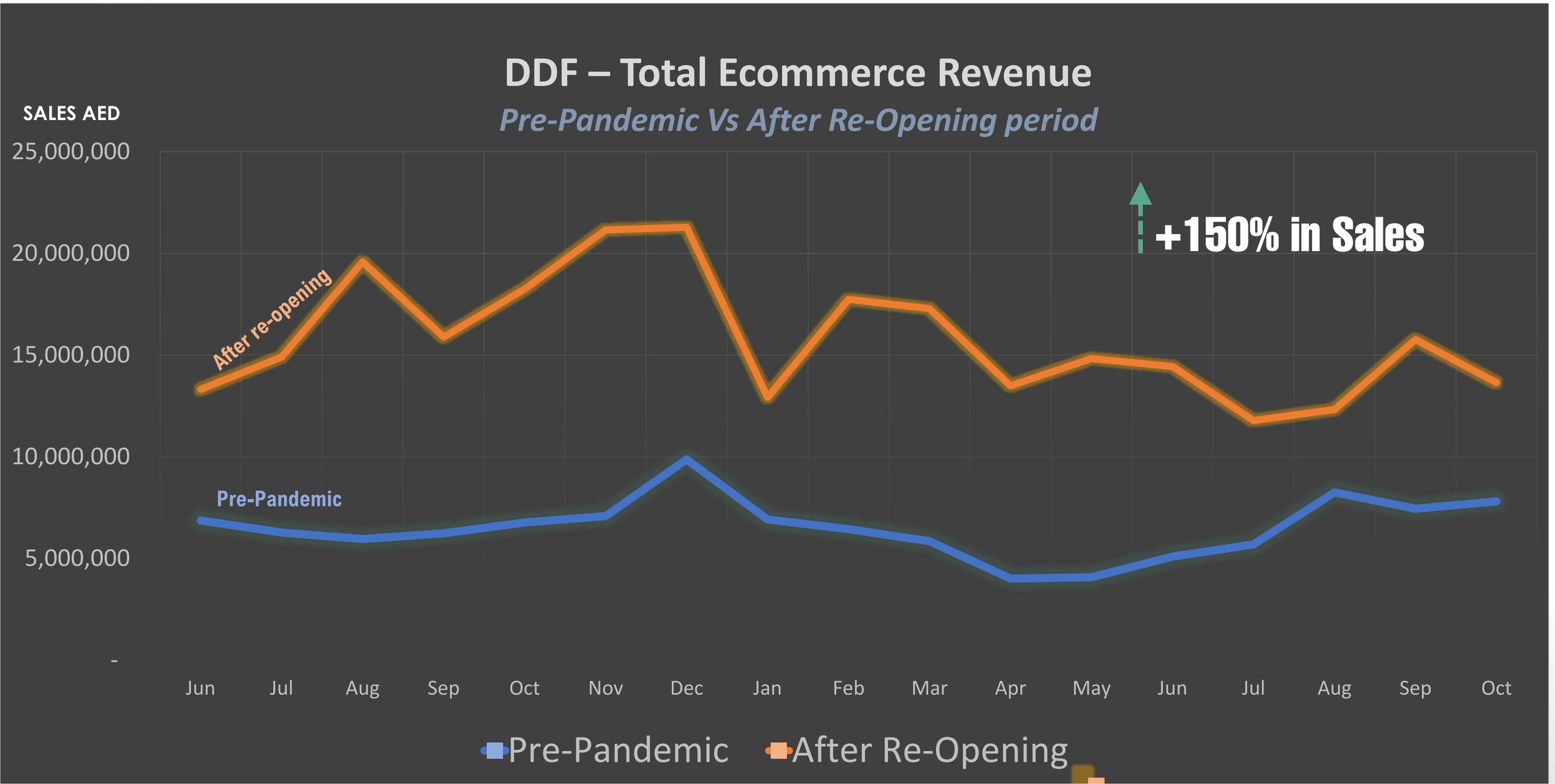
Customers scan the QR code in-store and accesses the form on their **own device**.

Form is filled and submitted. An option to scan and attach his previous 5 transaction receipts.

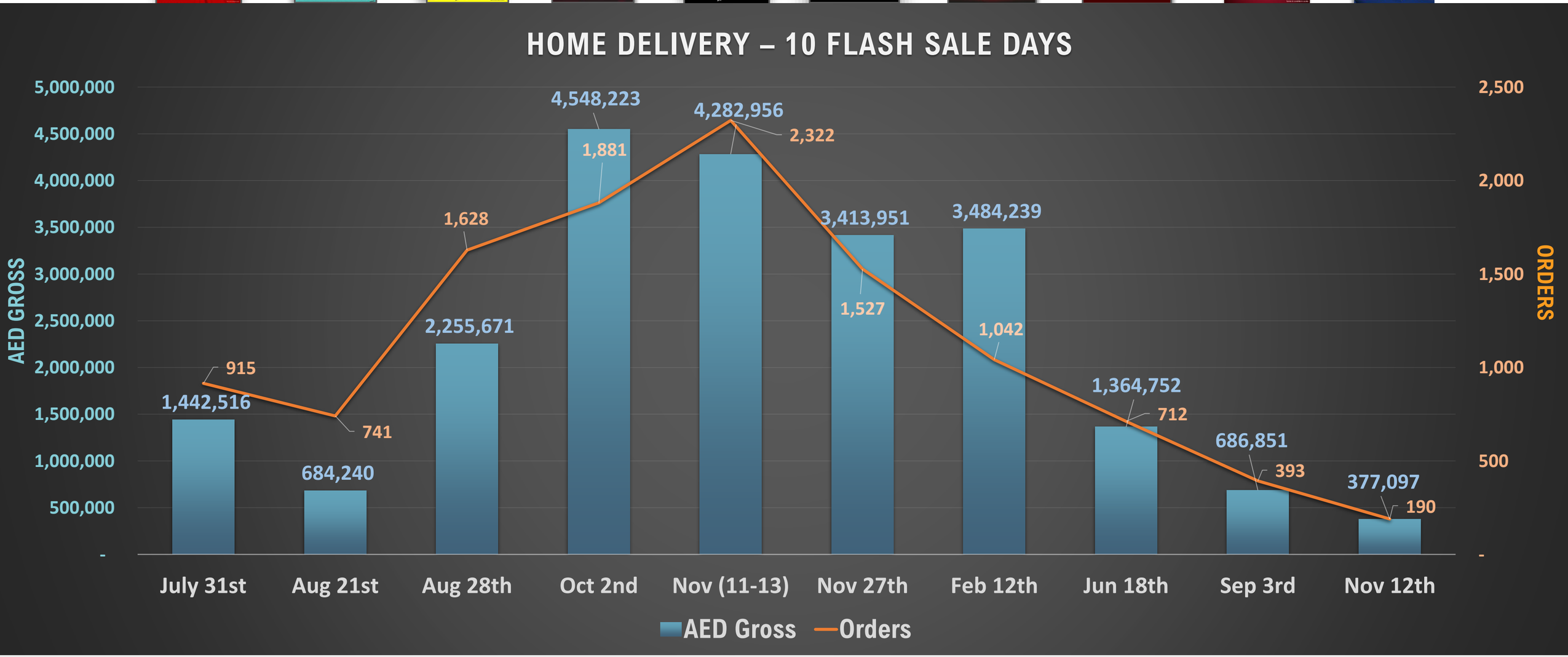
Customer Segment based promotions are defined in ORCE (Engagement platform).

Process	A Digital form from scanning a QR code placed in DDF store.	DDF staff informs customers on the benefits of his/her enrollment	Customer Name, Email, mobile number etc. This data used for customer registration in OCC and synced with ORCE for customer ID. Email ID validation by OCC.	With adequate number of acquisitions, customer segmented promotions can apply the next time DDF shopper identifies himself instore at POS or online.
Current Status	ACTIVE	Over 3,500 passengers have enrolled by this QR based form using their own device.	Data is submitted to OCC. Profile and transaction data is integrated, stored in ORCE.	Both Instore and Online platforms are updated to process ORCE promotions.

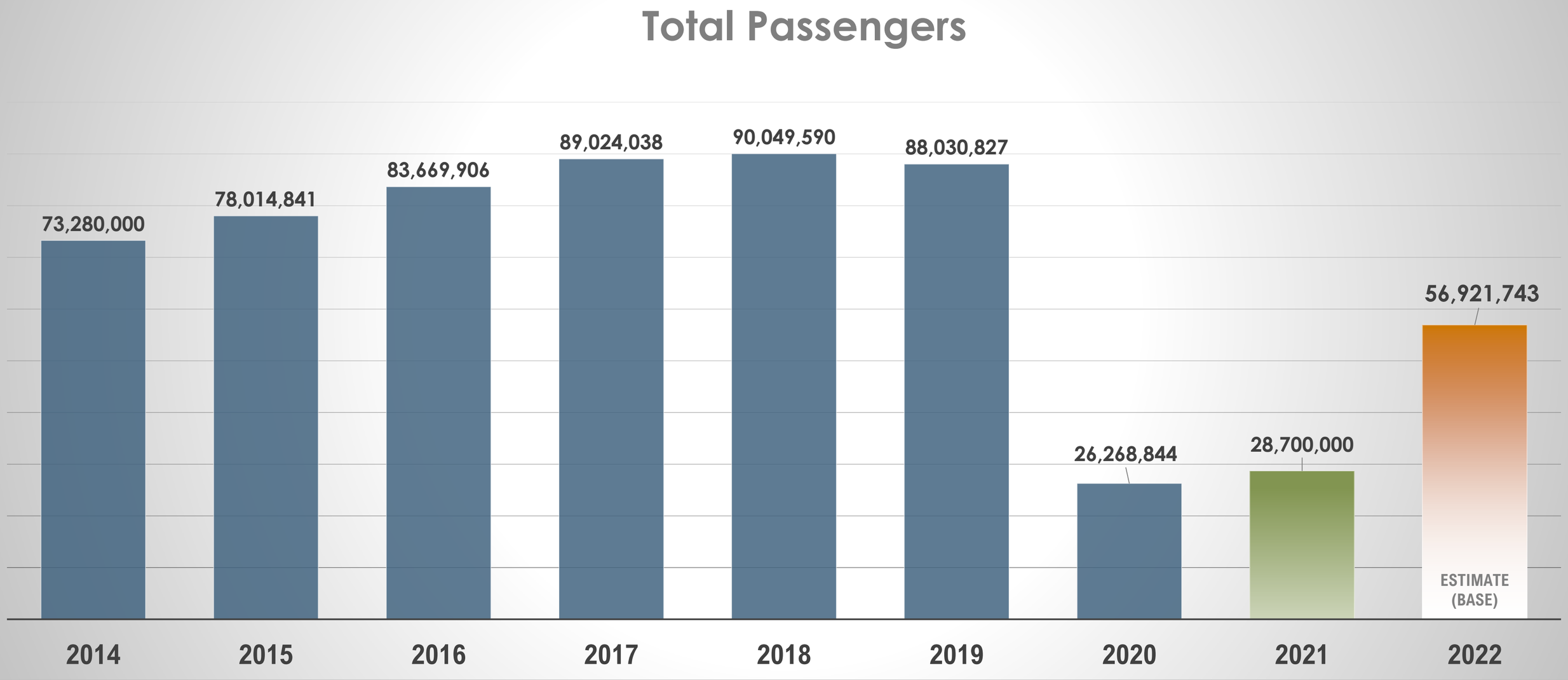
DDFOnline | Total Ecommerce



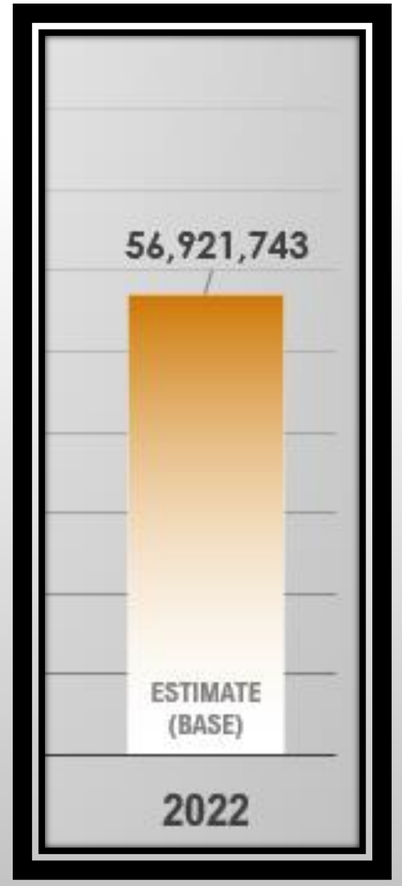
DIGITAL | Home Delivery – Flash Sale Days



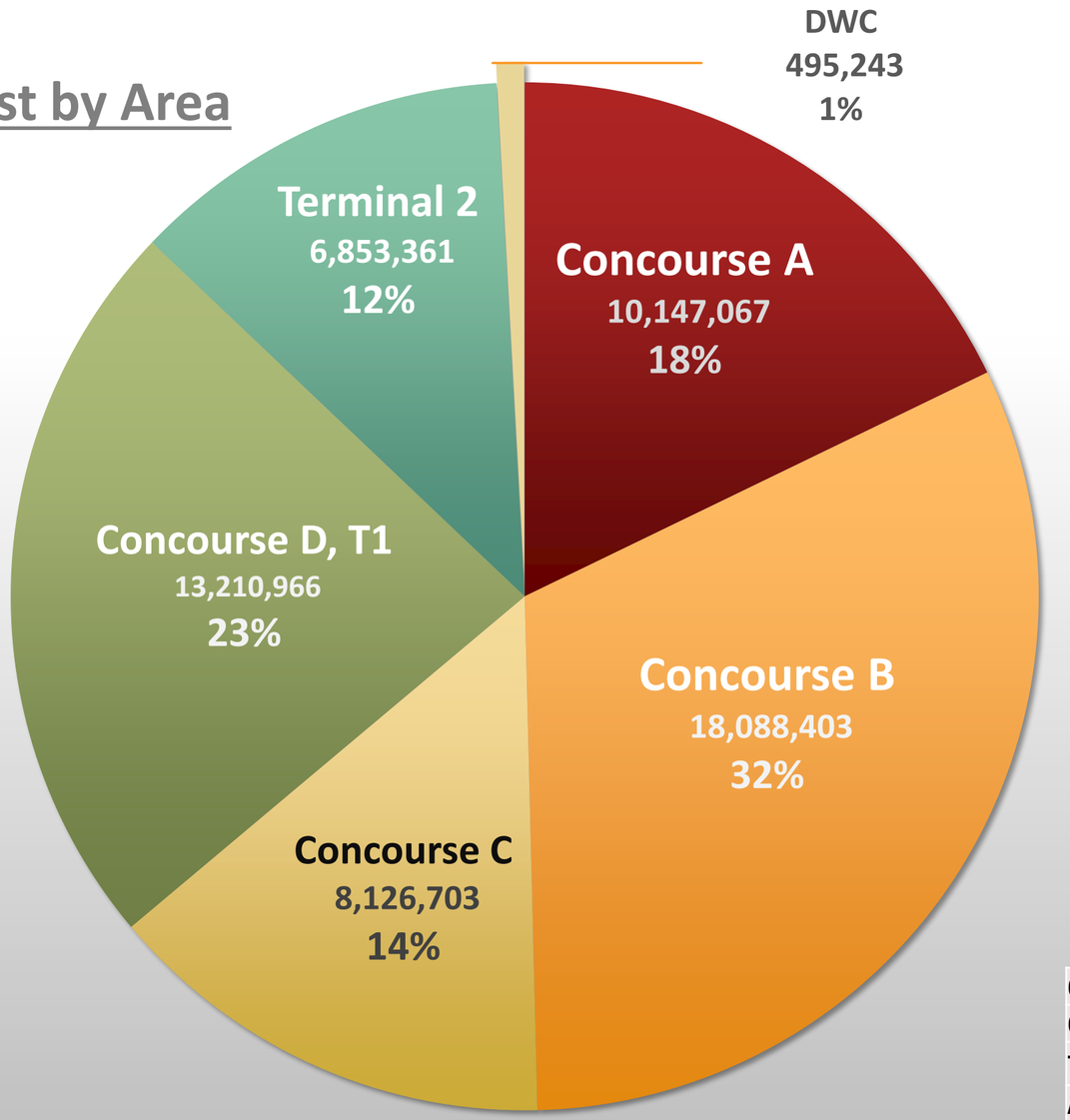
AIRPORT PAX – Forecast



AIRPORT PAX 2022 – Forecast

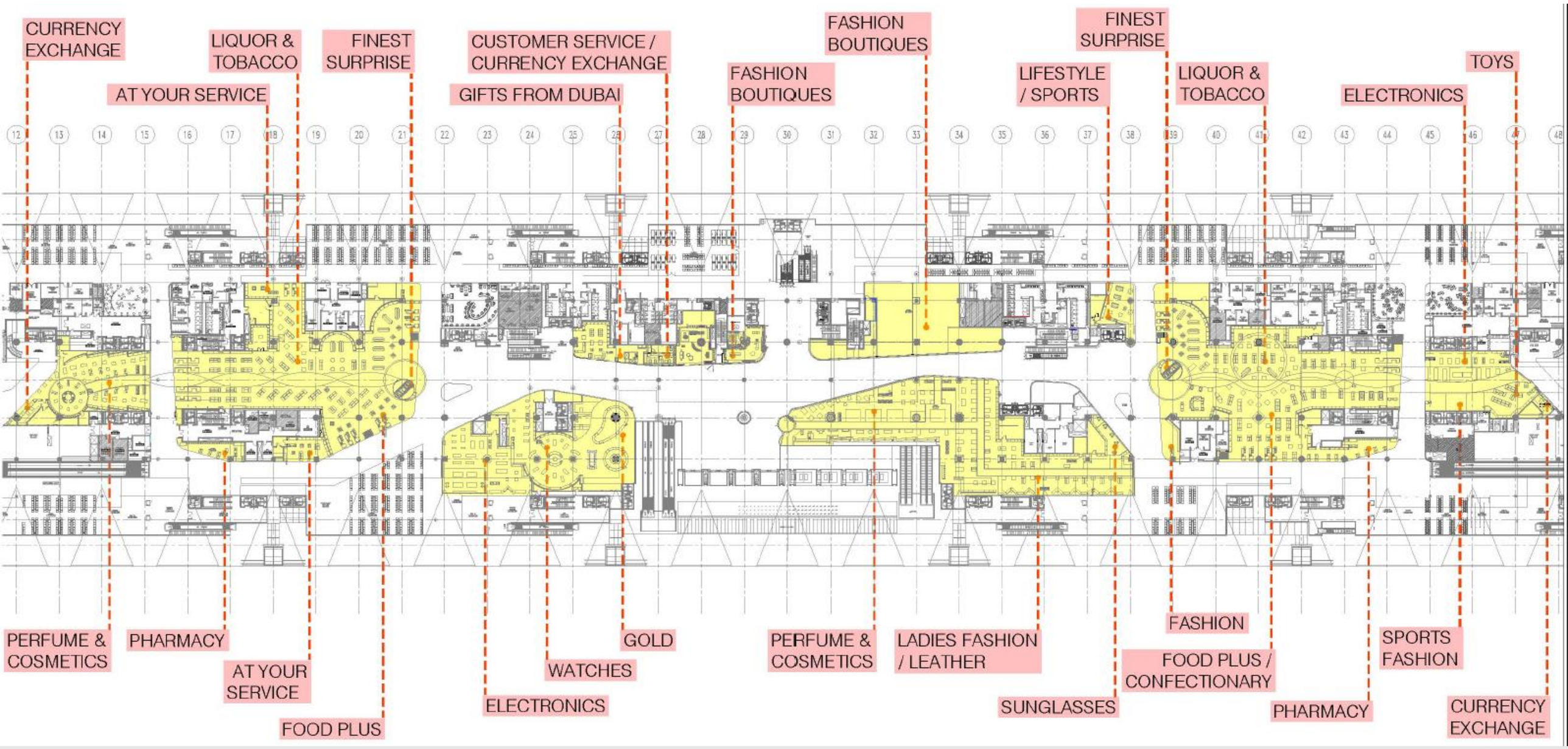


PAX Forecast by Area

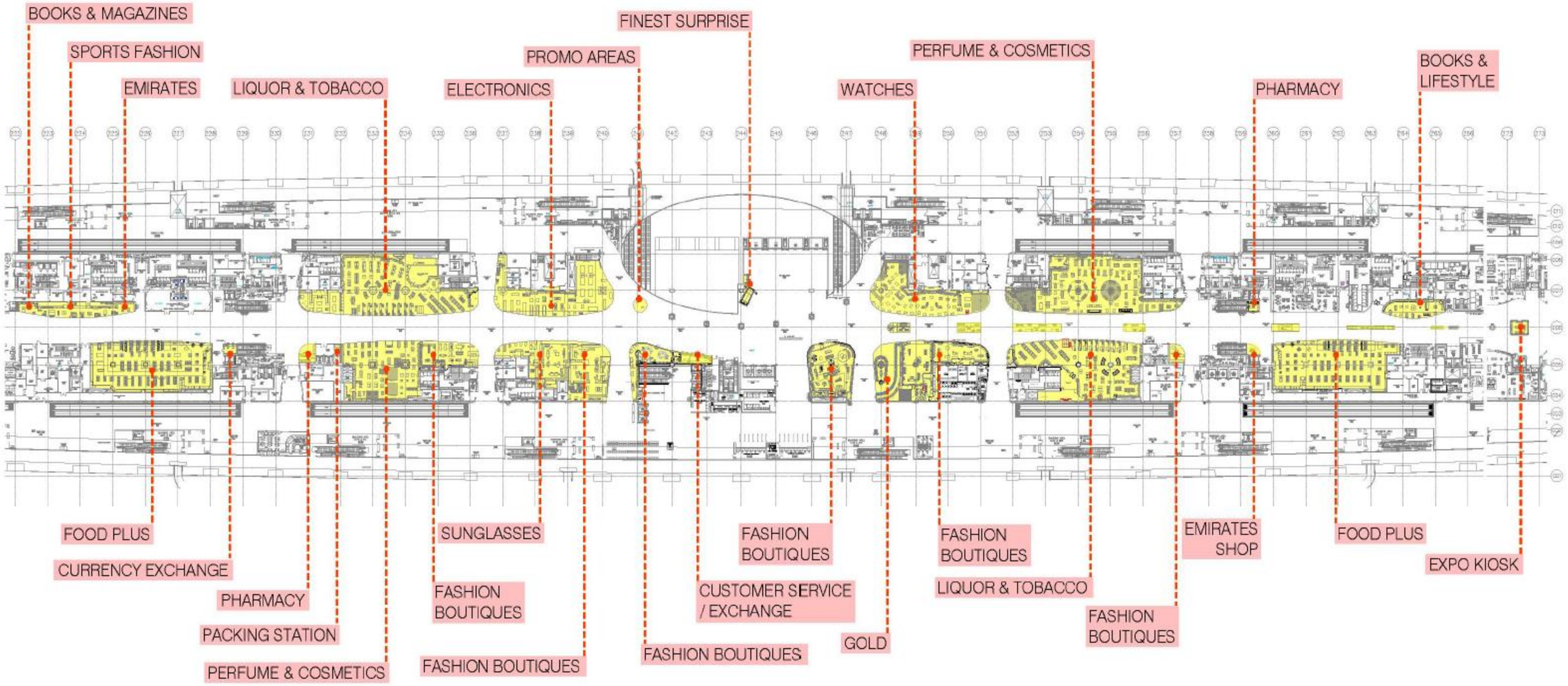


	2019 PAX Share	2022 PAX Share	Var in Millions
CA, CB, CC, T3	67%	64%	-22.7m
CD, T1	19%	23%	-3.7m
Terminal 2	11%	12%	-3.7m
AMIA	1.8%	1%	-1.1m

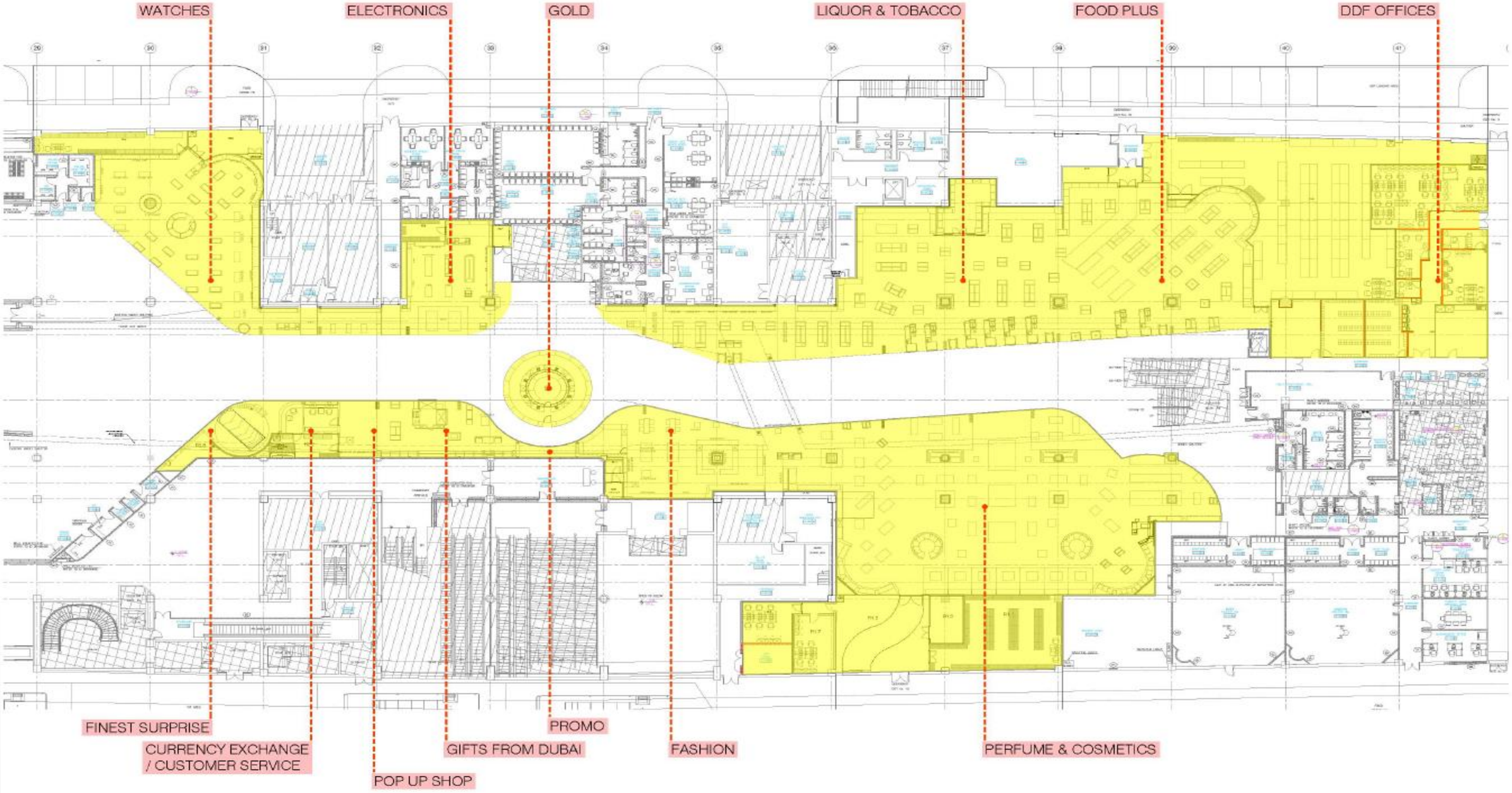
Concourse A | Layout



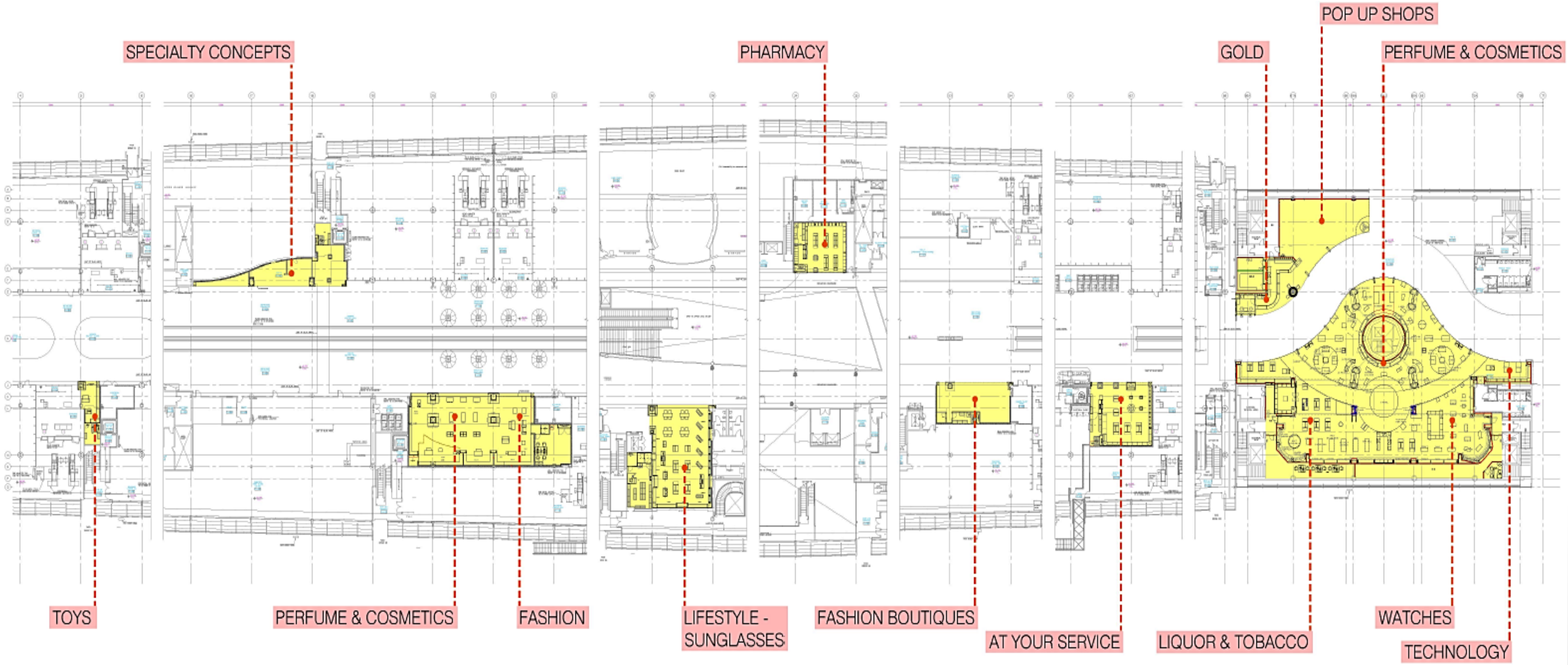
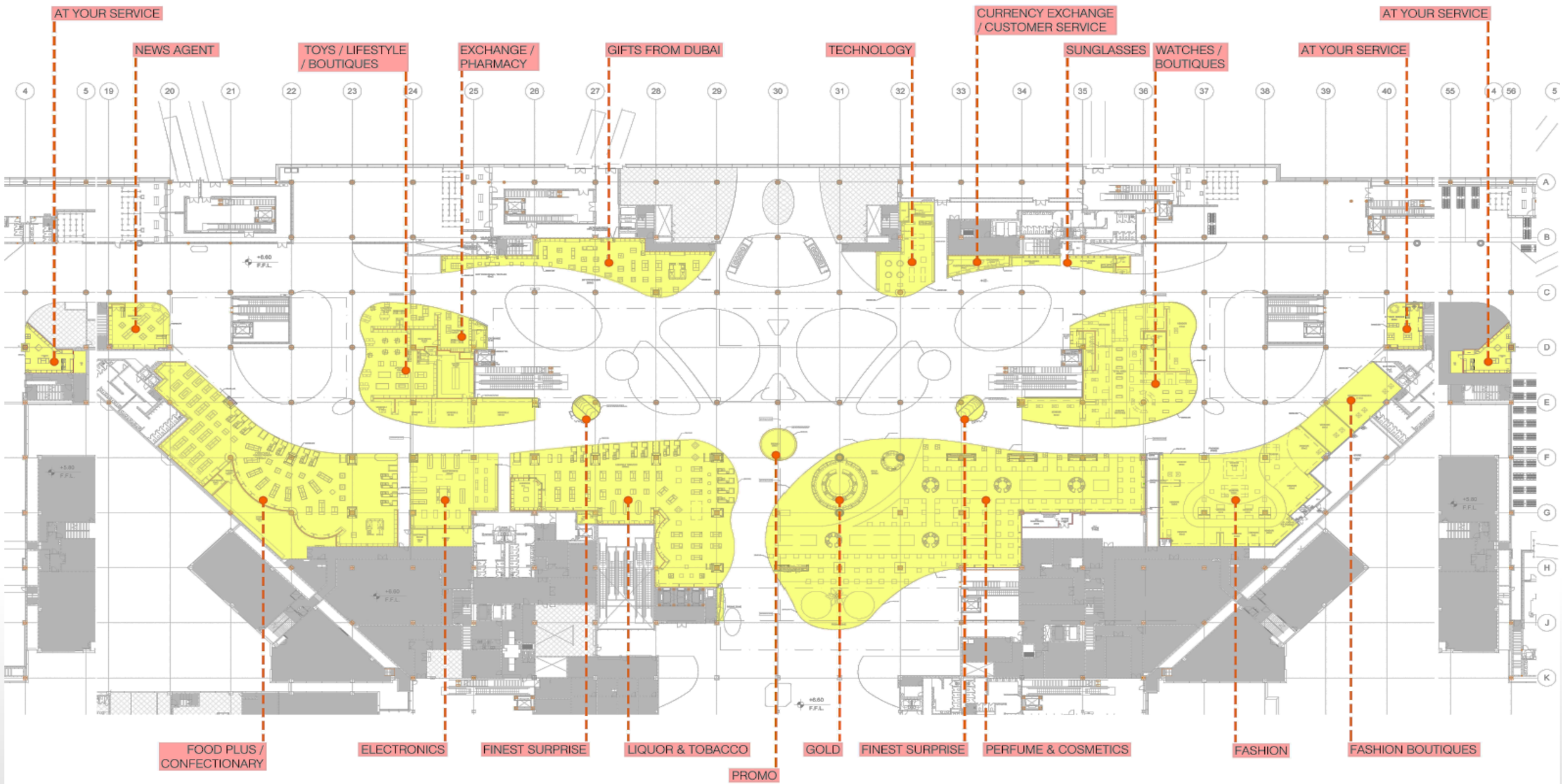
Concourse B | Layout



Concourse C | Apron Level



Concourse C | Departures



Concourse D | Layout