



MEADFA

# FUTURE PROOFING RETAIL

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The future of travel  
retail, with a focus on  
our recent journey and  
the need to drive  
**DIGITISATION &  
SUSTAINABILITY**







# INTERNATIONAL TRAVEL IN ITS DARKEST MODERN-DAY HOUR





# THE BAR HAS BEEN RESET IN TERMS OF INDUSTRY COLLABORATION



We found  
common  
ground with  
our suppliers



We worked to  
find solutions  
around our  
contracts with  
airport operators



We worked  
with airlines



We worked  
with governments  
and stakeholders



We had support  
from MEADFA  
TFWA IATA etc

MOST OF ALL,  
**WE CAME TO EACH OTHERS AID IN A TIME OF CRISIS...**



WHICH LEADS US TO THE  
**FUTURE**

CAPITALISING ON  
**THE OPPORTUNITY...**





A person in a blue shirt and dark pants is walking away from the viewer on a dark, reflective surface that mirrors the sky above. They are carrying a black suitcase. The sky is a deep blue and black, filled with numerous stars and a prominent, colorful galaxy (the Milky Way) stretching across the upper half of the frame. The overall mood is one of journey and exploration.

**EVOLUTION**  
**NOT REVOLUTION**



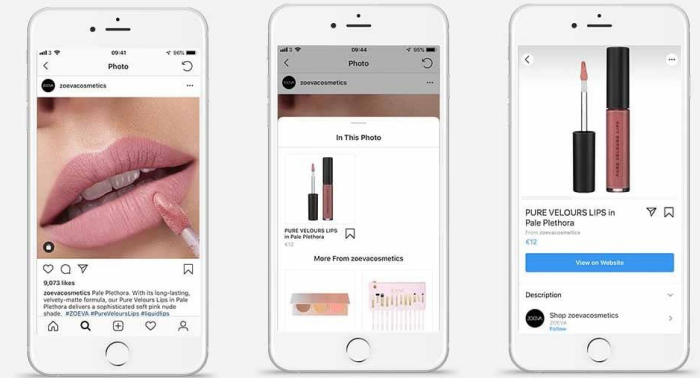
# DIGITISATION OPPORTUNITY



INNOVATIVE  
SHOPPING  
SERVICES

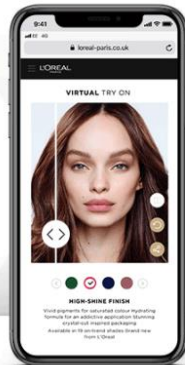


EXPERTISE



SOCIAL SHOPPING

VIRTUAL  
TRY ON



IMPROVED  
PAYMENT  
SOLUTIONS



BETTER  
FULFILLMENT  
OPTIONS



ULTIMATELY, HAVE A SINGULAR VIEW OF OUR CUSTOMER



EVERYTHING WE  
DO MUST BE  
THROUGH THE  
**PRISM OF**  
**SUSTAINABILITY**

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# SUSTAINABILITY OUR ESG STRATEGY

## PEOPLE

We will foster ethical, safe operations that encourage, challenge, support and respect our colleagues, customers, and partnerships.



## PLANET

We believe that more action is needed to care for our planet. We are committed to making changes, to make a real difference, before it's too late.



## PRODUCT

We will responsibly source our products and packaging across the supply chain, working with our brands, concessions, logistics and other service partners.





WHAT'S COMING  
**NEXT?**





# IN SUMMARY

INCREDIBLE INDUSTRY

SUSTAINABLE FUTURE

DIGITISED FUTURE

PERSONAL TOUCH





**ARI**  
AER RIANTA INTERNATIONAL

**THANK YOU.**

