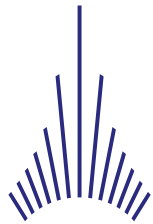
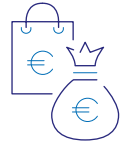


EXTRA AERONAUTICAL REVENUES



GROUPE ADP
Airport Services



GET THE MOST OUT
OF YOUR FACILITIES
FOR CUSTOMER
EXPERIENCE
AND ECONOMIC
PERFORMANCE

Groupe ADP's mission is to be a world leader in hospitality, innovation and customer experience. We are pioneers in our vision and approach towards extra aeronautical activities. Our global presence, through our service companies and subsidiaries spread over 90 airports in 29 countries, means we are able to deliver solutions that fit every market condition, while maintaining world class economic performance and customer satisfaction.

AN UNRIVALLED RANGE OF EXPERTISE IN HOSPITALITY MANAGEMENT

Groupe ADP is recognized for its ability to develop tailor-made solutions to meet the needs of each of the airports in which it operates. To this effect, Groupe ADP can mobilize resources at various levels from a unique pool of experienced professionals, carefully chosen from its 20,000+ employees that are located in its airports in France and worldwide.

◆ THANKS TO ITS KNOW-HOW TRANSFER TOOLS, PROCEDURES AND DOCUMENTATION

Developed for franchise, technical assistance, and consulting platform.

◆ AMONG ITS SPECIALIZED ENTITIES

Food and Beverage, (BTA), Duty Free (ATU), Lounges (TAV Operation Services), Franchise (Extime)



extime



GROUP ADP'S THREEFOLD OFFER

- ◆ **WE SUPPORT** - Commercial strategy, retail and F&B, advertising, car parking and quality of service, technical assistance and consulting services, all forms part of the portfolio.
- ◆ **WE OPERATE** - We operate travel retail companies in 20+ airports, more than 200 F&B units and 65 lounges in 34 airports.
- ◆ **WE BUILD PARTNERSHIPS** - GROUPE ADP is reinventing travel hospitality and retail experience through its franchise Exttime, bringing value to its partners and customers. With Exttime, Groupe ADP hospitality brand, the airport experience is transformed. Excellence in service, in design and in the commercial offer, turns the stay at the airport, irrespective of the duration, into a sensational time to remember.

OPTIMIZING EXTRA AERONAUTICAL REVENUE FOR CUSTOMER EXPERIENCE AND ECONOMIC PERFORMANCE

- ◆ **ALIGN BUSINESS STRATEGY WITH AIRPORT STRATEGY** *We study your context, we understand your goals to elaborate and implement the best roadmap*

- / Traffic typology analysis and development
- / Passenger flow review (redirection, relocation)
- / Layout optimization and planning of existing and new retail spaces
- / Brand mix and category definition
- / Tender and contract management
- / Business case modelling and forecasting

- ◆ **IMPROVE CUSTOMER SATISFACTION** *We enhance passenger travel experience through a global approach of airport management*

- / Digital transformation
- / Process optimization
- / Become an hospitality leader
- / Enriched digital experience
- / Define your identity as an airport become a sense of place
- / Improve quality standards through ASQ - ACI and Skytrax ambitious targets

- ◆ **BOOST PROFITABILITY** *We ensure value creation at every step of the passenger journey*

- / Strategic Marketing
- / Yield Management
- / Capture value along the passenger journey from home (digital), car park to duty free
- / Chose the right business model for the right airport
- / Stimulation of demand by unique and global digital Ecosystem



ACHIEVEMENTS

- ◆ **ASQ SURVEY 2020**

- / 9 airports are above 4.0 (ZAG, AMM, MRU, MED, DEL, HYD, SCL, ADB, TBS)
- / CDG (3.91), ORY (3.84)

- ◆ **SKYTRAX 6TH WORLD BEST SHOPPING**

- / CDG 2019