



AÉROPORTS DE PARIS

The world is our guest

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Press release

Innovation in the service of business travellers

**Inauguration of the first digitally-connected "*Espace business*"
(Business Space) at Paris-Orly Airport.
#MyAirport #Beacon #Beam**

Augustin de Romanet, Chairman & Chief Executive Office of Aéroports de Paris, has unveiled the *Espace business*, a new concept dedicated to business travellers. Located in Hall 2 of the West Terminal at Paris-Orly Airport, this free, digitally-connected lounge enables passengers to make the most of the time spent waiting for their flight to broaden their professional network and to have access to business information and innovative ideas.

Aéroports de Paris chose to test this unique concept in Hall 2 of Orly West, the departure lounge with the highest volume of business clients. Of the 9,000 travellers who pass through every day, 58% are travelling on business (conferences, seminars or other professional reasons), 77% are senior executives, managers or self-employed professionals. With 86% of these professionals travelling alone this innovation is aimed at meeting their needs and expectations*.

Located in the departure lounge, this new area offers entrepreneur-travellers four different types of service:

- A work space which is both free of charge and digitally connected, equipped with seating for 32 passengers where they can either work independently or with others ;
- An opportunity to use this digital space to develop their professional network, through the *My Airport* application. Business travellers can now profitably use their waiting time at the airport to meet partners, potential clients or suppliers who happen to be travelling at the same time ;
- Access to innovative content concerning new trends in consumption and business, in collaboration with three partners. *DéplacementsPro*, *Soon Soon Soon* and *Hellobiz*. Information that can be accessed via a smartphone ;
- In partnership with *Paris Region Lab* and the association *Parrainer la Croissance*, presentations about innovative start-ups are available.

Some benefits are provided to the connected passengers: in partnership with 4Nmedia, a one-month free subscription to an English-learning app and, in collaboration with *Le petit Ballon*, a gift offered for the first meeting.



Augustin de Romanet, Aéroports de Paris Chairman & Chief Executive Officer, said:

"Air transport is facing changes which expose European airports to an increasing level of competition, between themselves as well as with other means of travel. Aéroports de Paris must therefore continually improve the services it offers by closely following the latest technological developments and ensuring that it meets the needs of all types of travellers. Espace business is in line with the group's digital strategy to provide passengers with an improved airport experience."



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The digital space in just a couple of clicks

- The digital space is accessible via the new 'Espace Business' tab which can be accessed through the official Aéroports de Paris application, *My Airport* ;
- The traveller registers via a module specific to Aéroports de Paris or by using their LinkedIn profile ;
- Once registered, a passenger can notify their presence when entering Hall 2 and indicate their wish to meet other passengers ;
- A passenger can reply favourably to this invitation by sending an email.

A business travel innovation laboratory

Beacon transmitters

The *Espace business* is one of the building blocks that form the digital ecosystem of Aéroports de Paris. It works using the emerging Beacon technology which uses small bluetooth transmitters for the geolocation of passengers. Installed in Hall 2 of the West Terminal, anyone registered with the *My Airport* application and present in the area can be identified. A message is then sent to their smartphone asking whether they wish to be indicated as available if another registered passenger is nearby.

Other Beacon installations are currently under way at Paris-Orly and Paris-Charles de Gaulle airports, and will offer contextualised information to passengers and help them find their way around the airport.

Espace business is also an area for experimentation offering new business start-ups an opportunity to test innovative products and services by presenting them to a wide audience before their full market launch.

Beam, the robot who likes to meet the passengers

For the launch of the *Espace business*, the company *Hub One* will be presenting their robot, Beam, operated by remote control by a hostess. The robot actively moves to meet passengers in the departure lounge of Hall 2 to present the various innovative services available in the area.

Mobi One

Another innovation present is *Mobi One*, a terminal which enables a five-second download of the *My Airport* application. The passenger simply places their smartphone on the terminal and five seconds later receives an SMS with the download link.

A new website for Aéroports de Paris

In response to evolving passenger needs, the new website offers: a search engine in the centre of the home page, all personal travel information conveniently collected together in a new 'Memo' area, the integration of the internet user's profile to ensure the website offers services more closely adapted to their needs, designed as a responsive site, it adapts automatically to different devices (tablets, smartphones, PCs).

A new version of the My Airport application

It enables travellers to remain connected and obtain real-time information on their flight or the Paris airports.

A 'video chat' presented by Augustin de Romanet, Loïc Dosseur and Denis Jacquet describing connected airports and how they serve traveller mobility, can be viewed on the www.aeroportsdeparis.fr website.

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Press contact: Elise Hermant, Opinion Department Manager +33 1 43 35 70 70

Investor Relations: Vincent Bouchery Head of Investor Relations +33 1 43 35 70 58 - invest@adp.fr

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2013, Aéroports de Paris handled almost 92.7 million passengers at Paris-Charles de Gaulle and Paris-Orly, 2.2 million tonnes of freight and mail, and 41.4 million passengers at airports abroad.

Boasting an exceptional geographic location and a major catchment area, Aéroports de Paris Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading quality of services; the Group also intends to develop its retail and real estate businesses. In 2013, Group revenue stood at €2,754 million and net income at €305 million.

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