

AIRPORT ADVERTISING

HOW BREAKING DOWN LEGACY BARRIERS CAN UNLOCK
GREATER VALUE FOR AIRPORTS & AIRPORT BUSINESSES



Jonathan Goldsmid
Chief Operating Officer

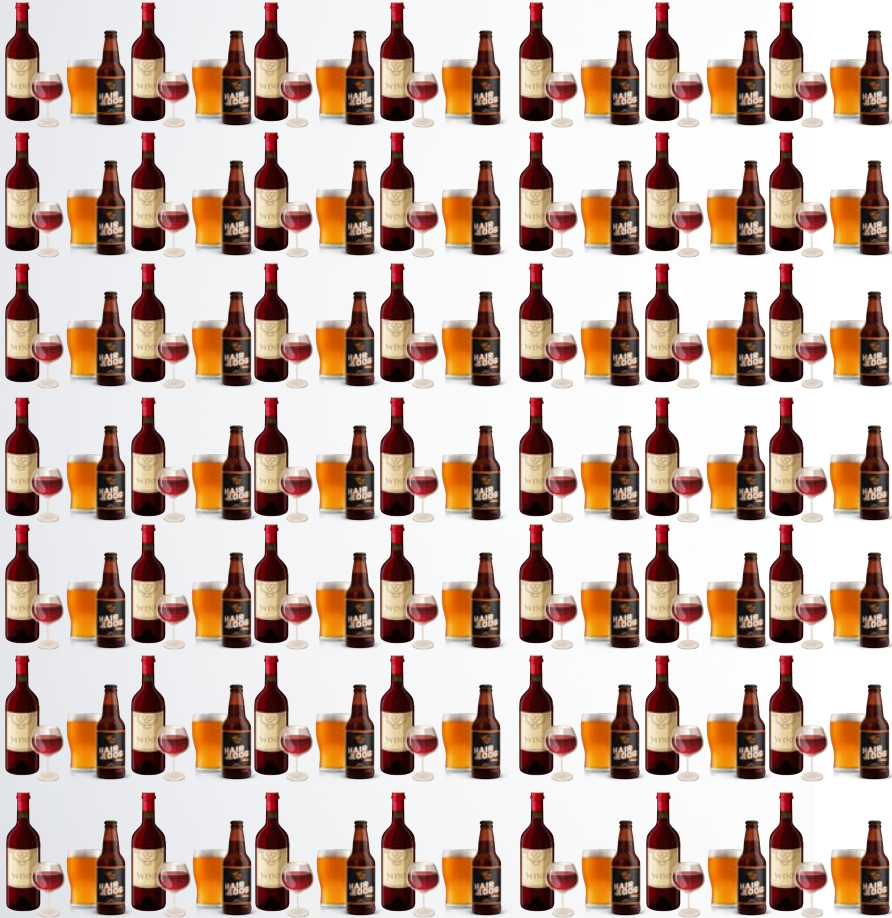


OH NO.....NOT THE AD GUYS AGAIN!!!



- Increasingly important part of the airport business
- The business doesn't start & finish with us
- Present huge opportunity for growth
- Not the only growth channel
- Need to have a flexible & collaborative approach to the business

A FRIENDLY WAGER



$$500 \times \$12 =$$



MY BACKGROUND

- 18 years in airport advertising business in many different capacities

JCDecaux

Clear Channel Airports

kinetic

Aviator



- Chief Operating Officer - VGI Meru & VGI Airports
- 16 transit advertising concessions across Thailand & Malaysia

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ADVERTISING IS HERE TO STAY & TECHNOLOGY HELPING TO MAKE IT BECOMING INCREASINGLY RELEVANT, TARGETED & VALUED





TYFREE
300 vacante



Airport advertising
business continues to
thrive but.....

Sense of place

Big data

Connected consumer



Personalized offering

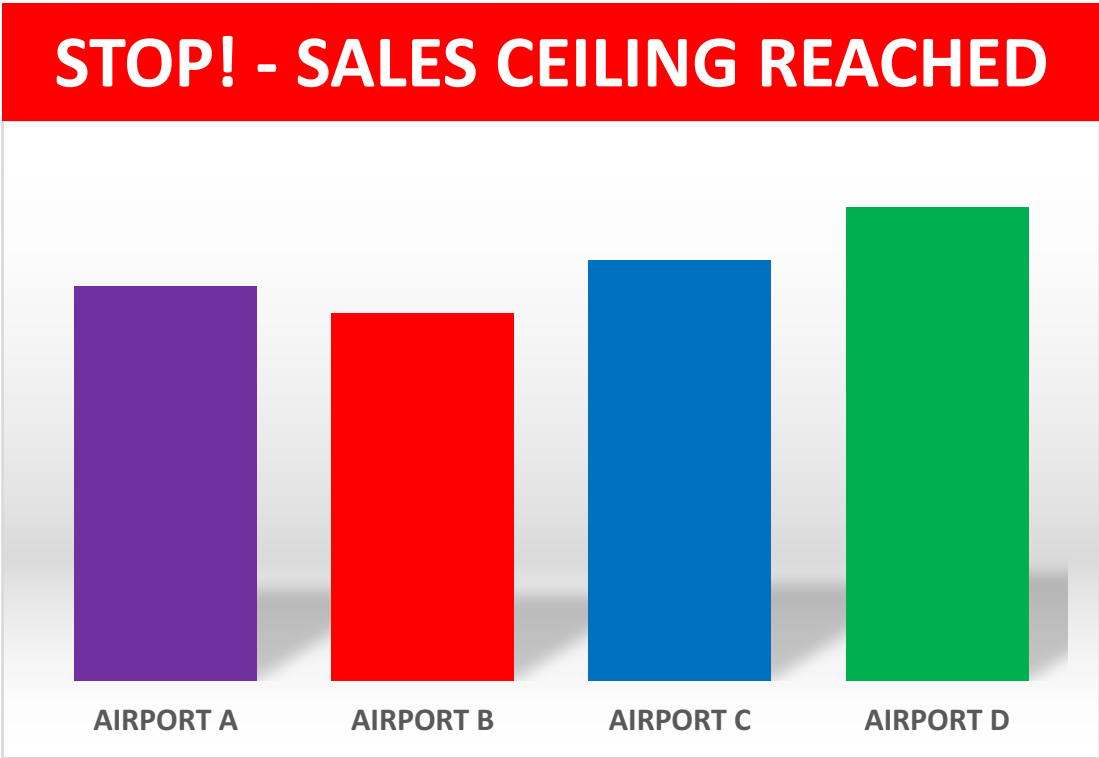
Enhancing passenger experience

Seamless airport experience

UNTAPPED
POTENTIAL



Despite a positive market outlook for airport advertising, there will always be a natural ceiling in terms of the total revenue an airport can generate from traditional advertising sales



REV PER PAX FROM AIRPORT ADVERTISING SALES

HOW DO WE SHIFT THE ADVERTISING VALUE NEEDLE?

STOP! - SALES CEILING REACHED



REV PER PAX FROM AIRPORT ADVERTISING SALES

- Step outside of our comfort zones
- Explore new & non traditional ways of partnering together
- Be prepared to test new ideas
- Be prepared to fail occasionally in pursuit of growth & value delivery

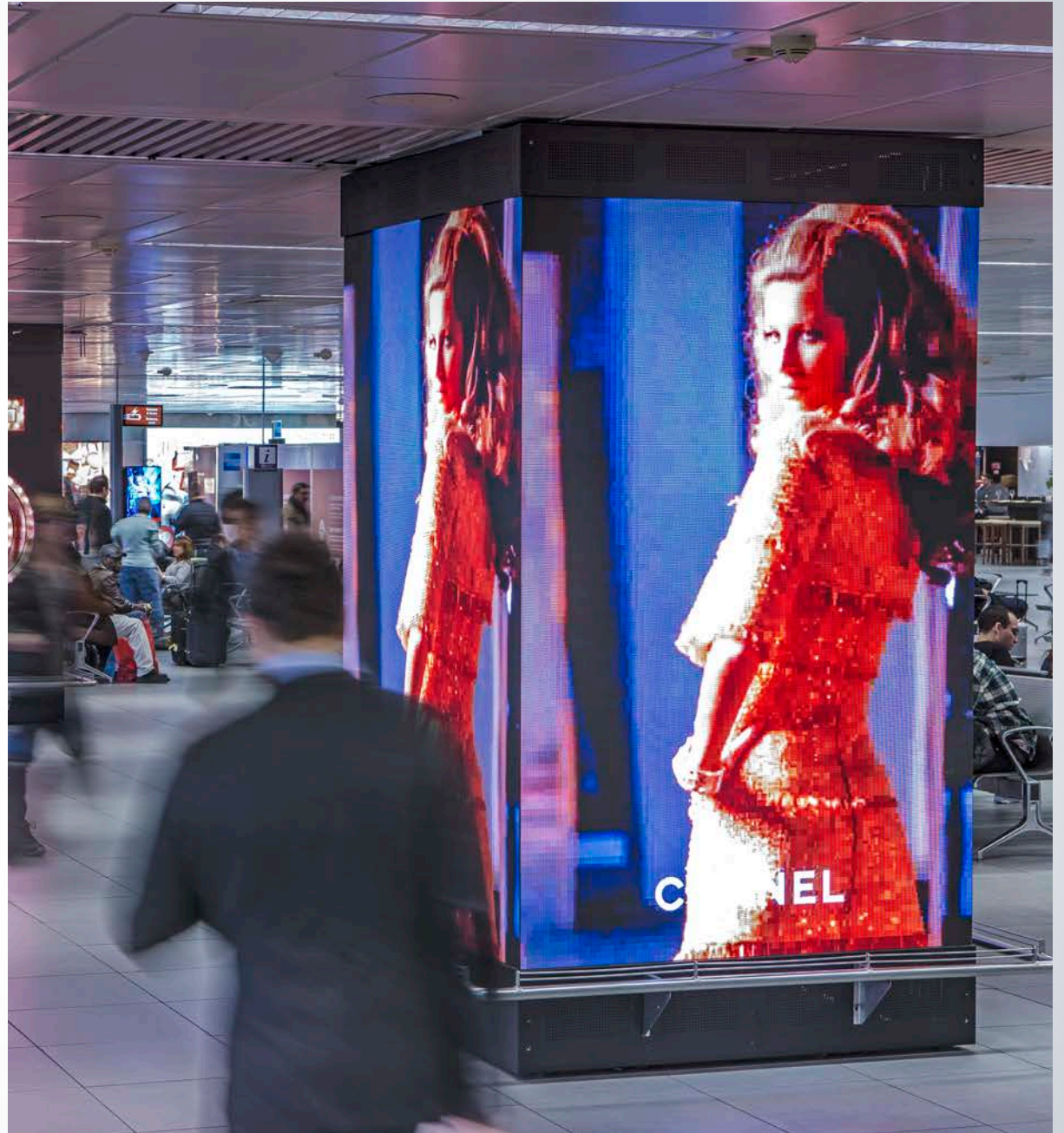
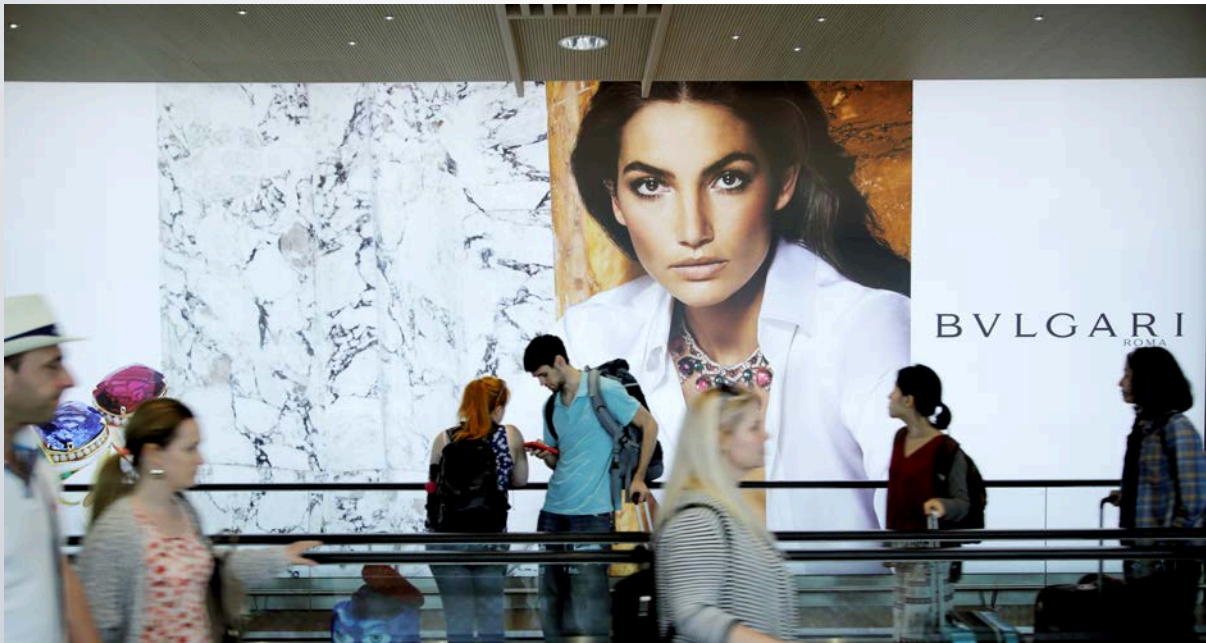
AREAS WHERE A DIFFERENT FORM OF COLLABORATION CAN HELP DELIVER THE VALUE GROWTH WE ALL SEEK



DUTY FREE OPERATORS



- Every year billions is spend by advertisers on drive to store communication
- Critical part of advertising investment for retailers in city centers / shopping malls
- Used widely by luxury brands in airports



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- Currently under utilized by Duty Free operators despite uplift seen when brands invest in our media

IF OUR MEDIA COULD HELP DRIVE 5% MORE PASSENGERS INTO YOUR STORE WOULD YOU BE OPEN TO EXPLORING HOW WE MIGHT SHARE THAT UPSIDE?

AIRPORT OPERATORS - PASSENGER EXPERIENCE

- Quality & innovation pre requisite for us all
- We are in the business of designing spectacular award winning media
- Media that can help create sense of place that passengers want to share via social media
- Media that can deliver exceptional returns



IF WE CAN HELP ENHANCE PASSENGER EXPERIENCE, MAKE INVESTMENTS THAT HELP AN AIRPORT TO STAND OUT & CREATE SENSE OF PLACE WOULD YOU BE OPEN TO BRINGING US INTO THE CONVERSATION SOONER WHEN IT COMES TO REDEVELOPMENT PLANNING??



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SUMMARY



UNTAPPED
POTENTIAL

- Bring the advertising people to the table as a key strategic partner
 - Airports
 - Retailers
 - Other airport partners
- Be prepared to look at current advertising model





VGI
GLOBAL MEDIA