

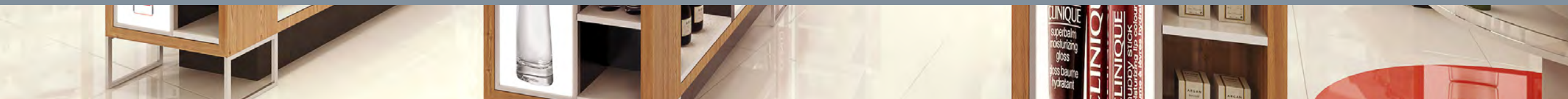


The Future of Travel Retail is around the  
the Corner... **and its Omnichannel**

Kian T. Gould  
(Founder & CEO at AOE)



# State of the „Digital Travel Retail World“





Yesterday's Urban Myth

| Travel Retail is 100% on Impulse Purchasing





What is the new reality?



**REALITY  
CHECK  
AHEAD**

The average American  
spends nearly  
**4h** daily on their smartphone







25% of all eCommerce sales

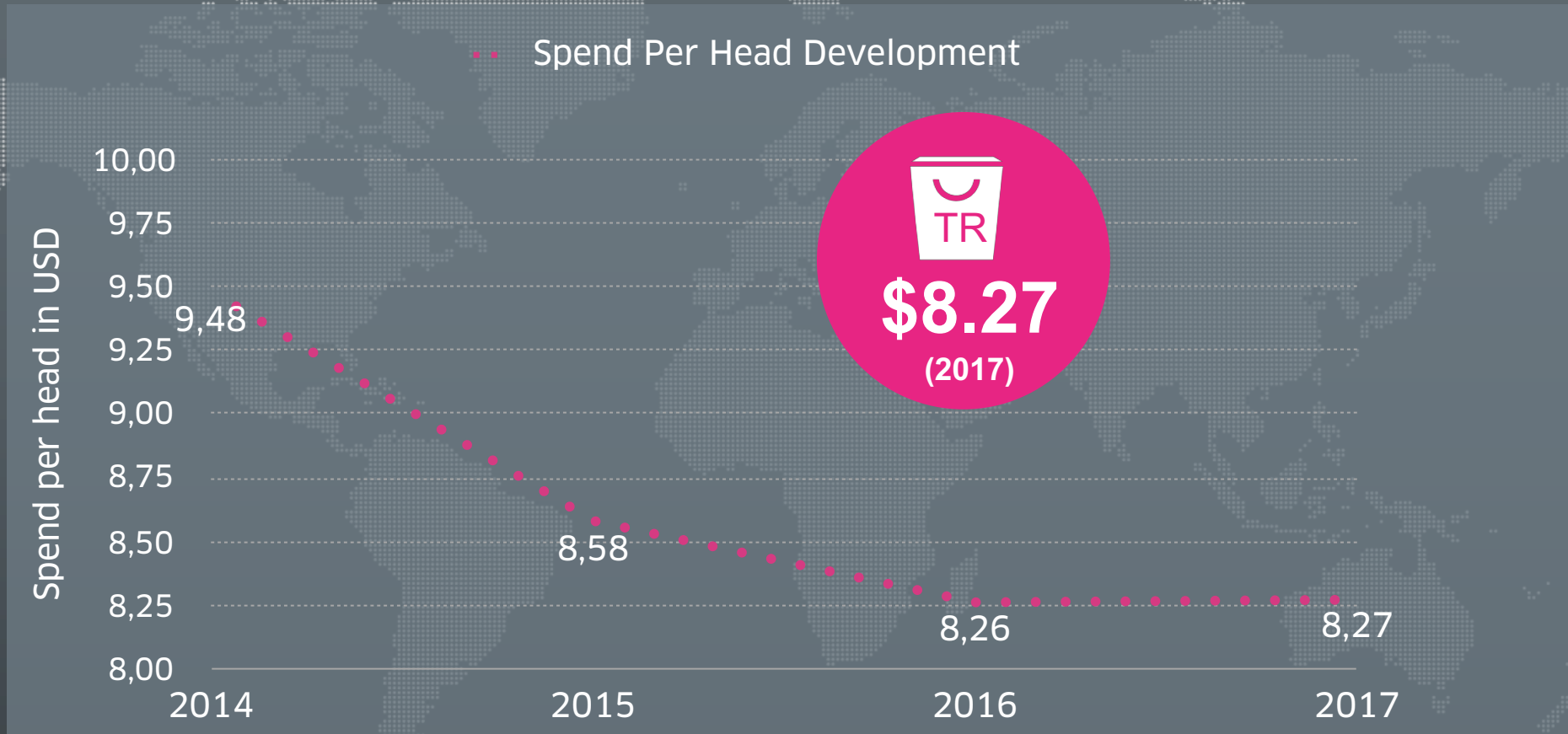
are made on mobile in **Europe**

In China it is  
already approaching **75%**





# But the market is still growing!? Market yes, spend per passenger no...



Passengers (per leg in billions)	6,7	7,2	7,7	8,3
Travel Retail market (in billion USD)	63,5	62,0	63,5	68,6

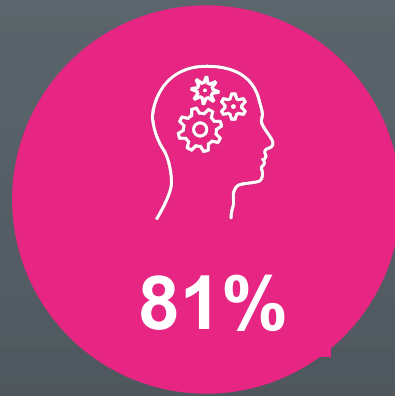




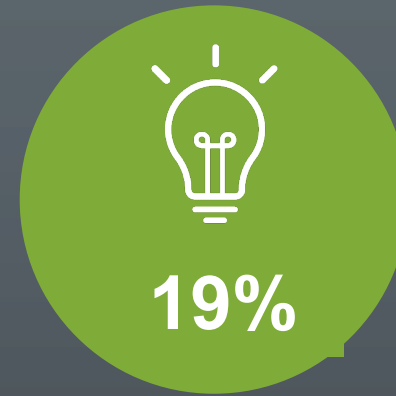
Here is what these same passengers roughly spent when not traveling...



## Planned vs Impulse Purchase



Planned in advance



Bought on impulse



89%



89%



85%



32%



30%





# The dominance of Online search





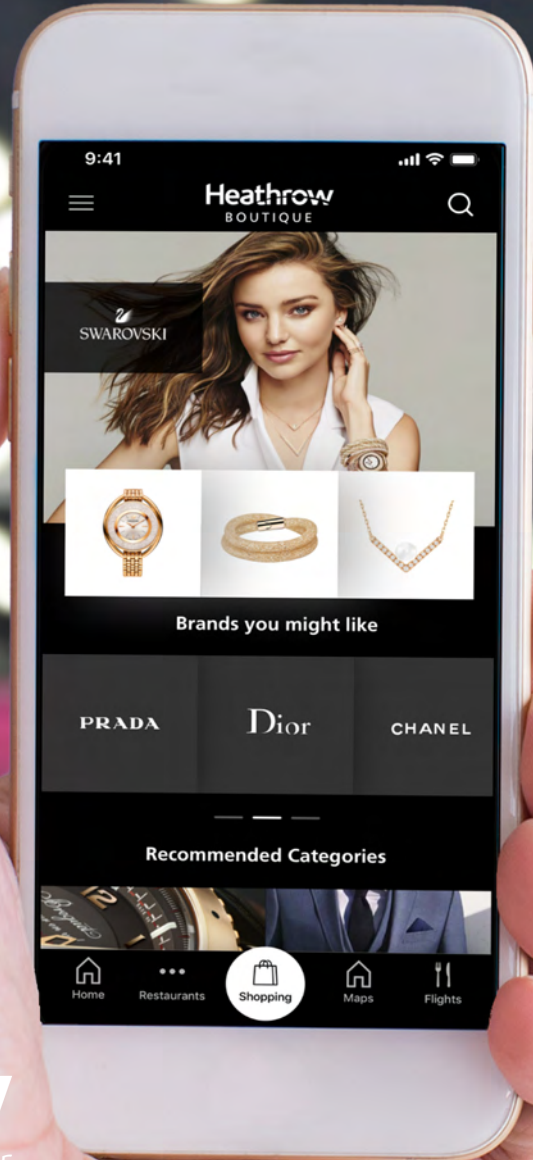


# Heathrow

*Making every journey better*



All signs point towards luxury



**Heathrow**  
Making every journey better



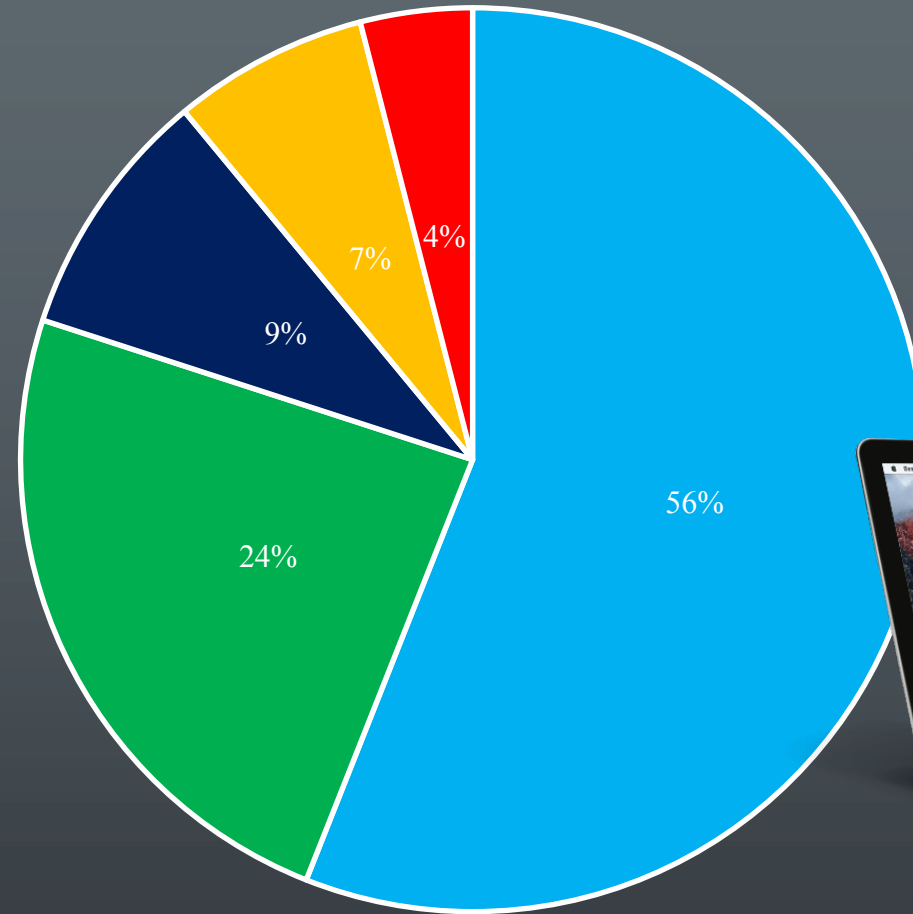
**500+ %**

Average basket increase in first month  
(390£ online vs. 75£ offline)



# Revenue distribution at Heathrow Boutique

## Sales Share per Category



■ High-End Electronics ■ Luxury Watches ■ Luxury Fashion ■ Others ■ Duty Free



The top seller by total share of all sales is a 35k JAEGER-LECOULTRE





The most sold brand is

BVLGARI

**Heathrow**  
Making every journey better









Frankfurt Airport sold over 50,000 EUR worth of Leica cameras in Q1/Q2





The biggest single order in 2018 was a 40,000 EUR order of premium cigars





A single order of premium wine exceeded 8,000 EUR

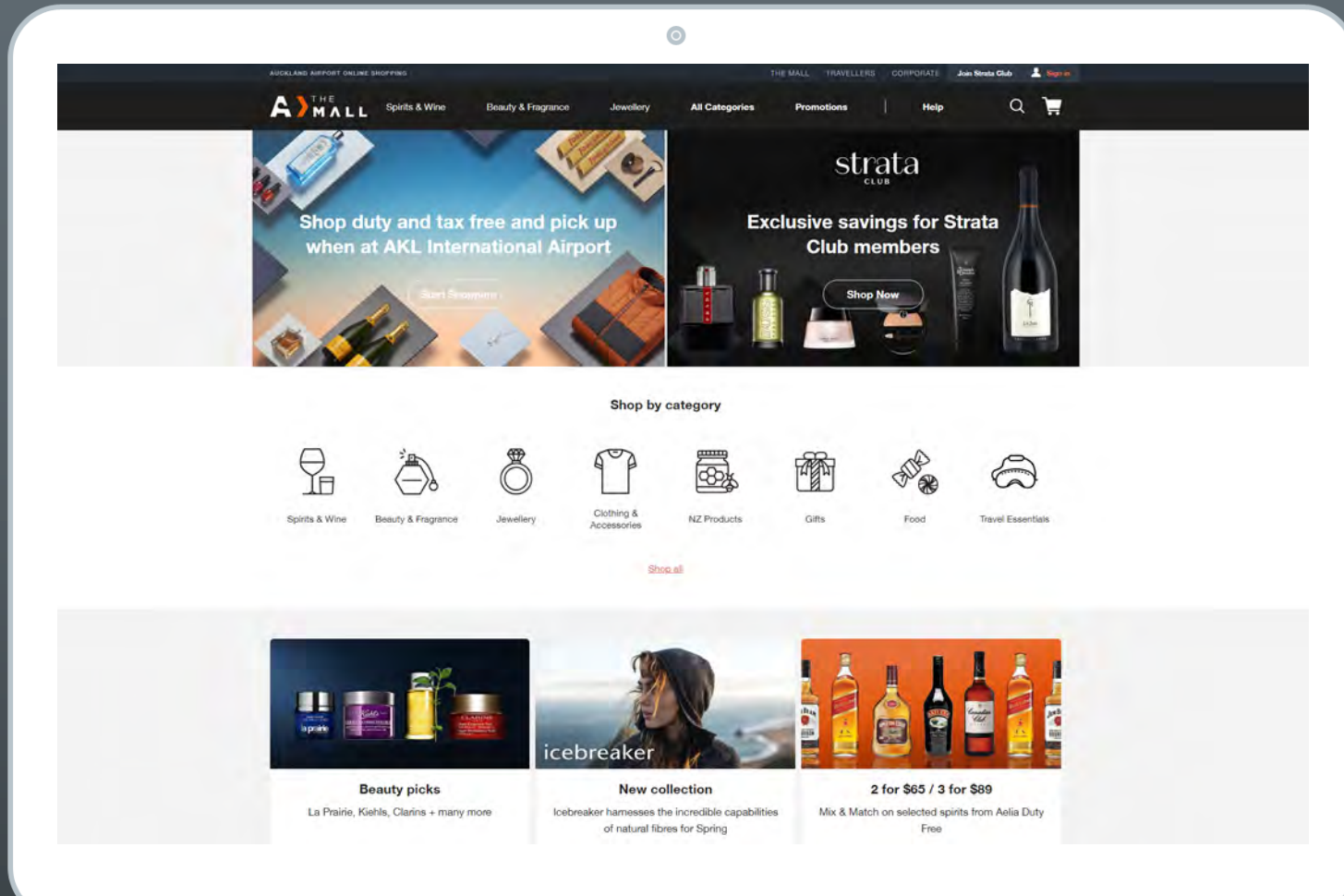
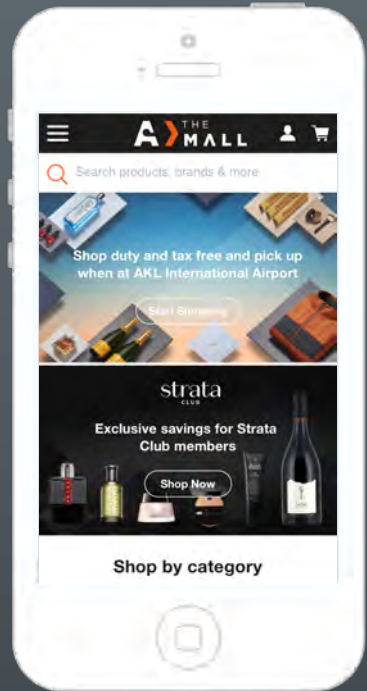


Château  
Mouton Rothschild.











# — Logistics Portal —

The world's first and only true end-to-end solution for  
**Off- & On-Airport Retail Logistics**





## Seamless customer experience from offline to online

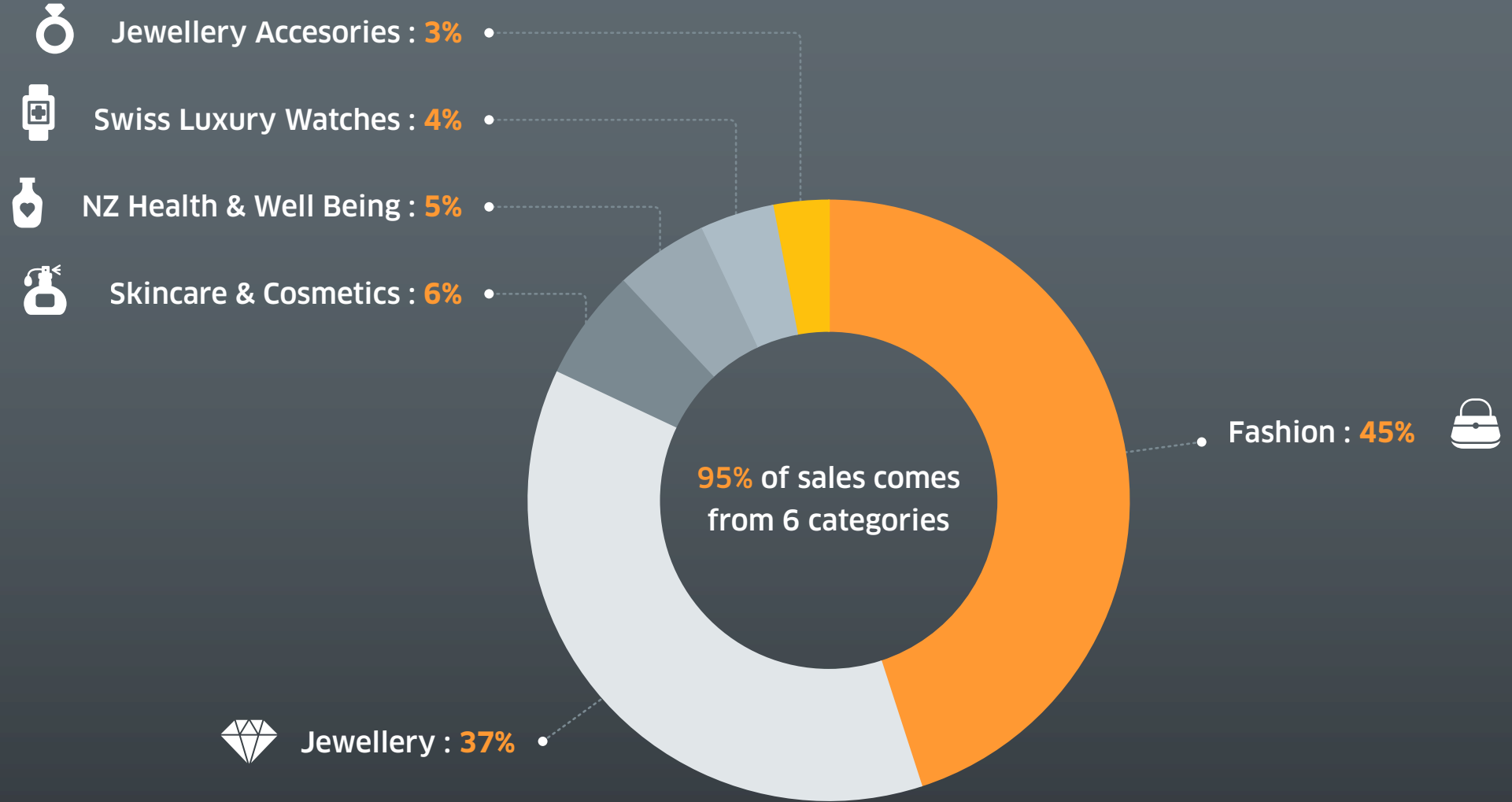




# AKL Collection Points are packed



# Distribution of sales | 95% of sales comes from 6 categories





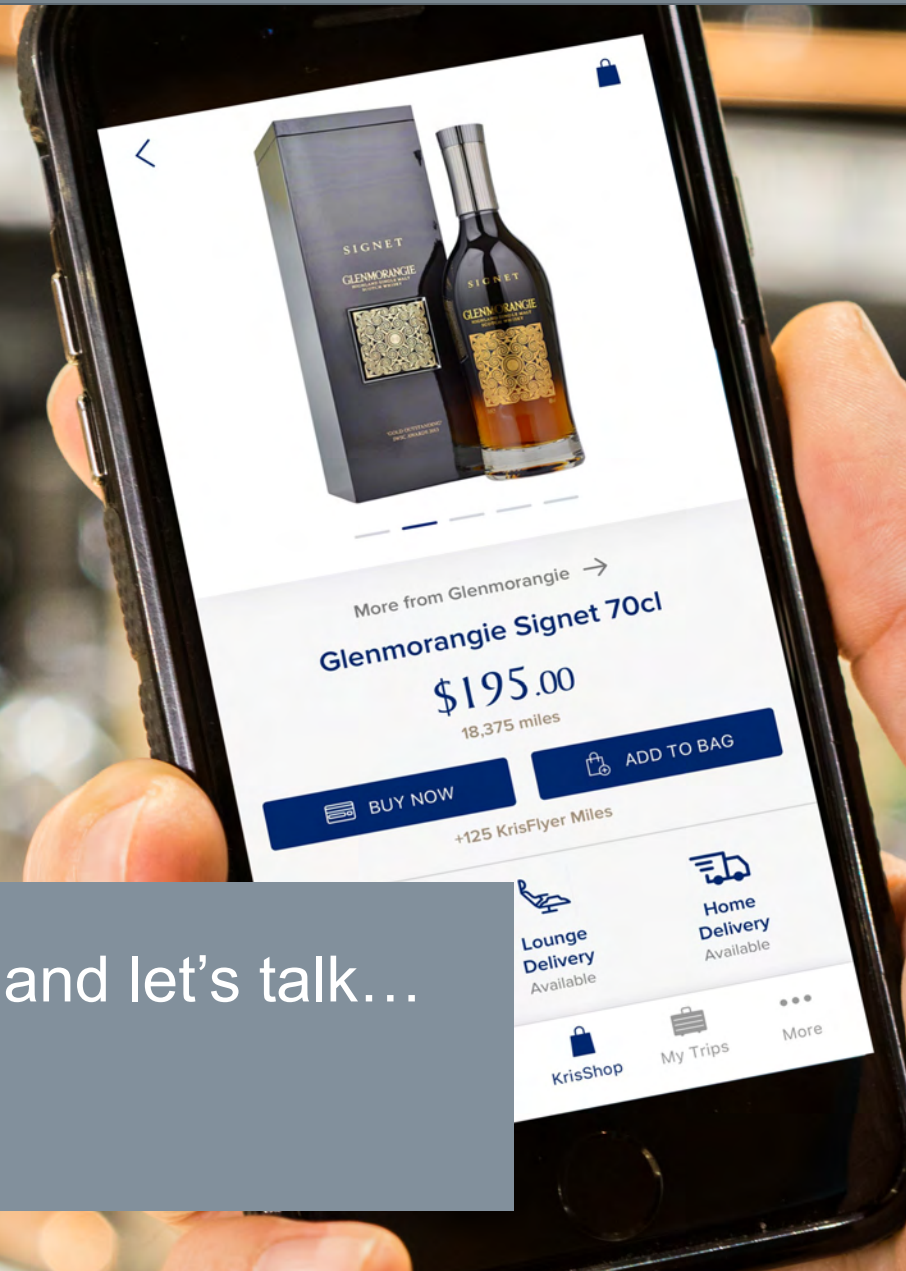
Next year will bring some incredible new ideas to life for the Quaternity

KRISSHOP 





Digital won't replace physical travel retail, but it's where future growth lies...



Add me on LinkedIn and let's talk...

Kian T. Gould  
(Founder & CEO at AOE)