



Press release

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The Group's growth strategy moves forward in the Asiatic area

Autogrill enters China at Beijing and Sanya airports

- The Company will operate in the airports under joint ventures formed with Huazhuo and Cosmos, two leading local airport food&beverage operators
- Total revenues are estimated at around euro 50 million over the entire duration of the two contracts

Milan, 1 April 2015 - Through its HMSHost International division, Autogrill Group (Milan: AGL IM) enters China and gives new impetus to its expansion in Asiatic markets with the signing of two agreements to open 10 food&beverage points of sale at Beijing and Sanya International Airports in 2015.

At Beijing Airport, business will be run by a joint venture with Huazhuo¹, a major local airport food&beverage operator. The six locations here are expected to produce overall sales of €44m in the six year contract duration.

At Sanya Airport, one of the country's main tourist destinations, Autogrill has formed a partnership with Cosmos², a Chinese operator with long experience in foodservice and retail, to run four locations, of which two to be managed directly by Autogrill and two under sub-concession. The Company expects business here to generate total revenues of €6m in the period 2015-2020.

Autogrill Group has been active in Asia since 1998 when it started up in Malaysia, followed by its entry to the Singapore market in 2007 and India in 2008. In the last two years, in line with its strategy of internationalization and concentration on the airport channel as the main business driver, the Group has stepped up its expansion in the Asiatic area – where airport traffic grew 5.9% in 2014³ – by winning important contracts to provide food&beverage services in the main airports of Vietnam and Indonesia.

“Entry to the Chinese market is a step forward in the strategy of expansion in emerging markets, especially in Asia, pursued in the last few years,” said **HMSHost International CEO Walter Seib**. “With the start up of business at two strategic airports for China and the entire region - Autogrill intends to exploit growth opportunities in the country with a select foodservice proposition, the fruit of know-how the Company has acquired in its long years of experience throughout the world.”

The offering at Beijing Airport

To meet the needs of travellers in transit through Beijing, Autogrill has developed for the six points of sale (covering over 1,300 square metres) a *glocal* food & beverage offering - complete and diversified – comprising local, international and “made in Italy” brands. They include **two Crystal Jade** stores, a local label specializing in recipes inspired by Chinese food and wine culture; **Puro Gusto**, symbolizing the Italian bar and enriched by features of the traditional Anglo-American coffee shop; **Grab & Fly**, with an international assortment of snacks and drinks for last minute consumption; **Burger King**, the world famous hamburger restaurant brand; and **Urban Food Market**, a metropolitan gastronomy concept offering street food designed for travel channels.

The offering at Sanya Airport

Four different concepts will be introduced in the over 800 square metres of foodservice space at Sanya Airport. In the two locations operated directly by Autogrill there will be a **Juicy Details**, which offers travellers fresh fruit juices and smoothies, and **Taste of China**, specializing in typical Chinese recipes. The two locations under sub-concession will be a **KFC**, which caters for the tastes of travellers seeking international products, and a **Jui Mao Jui**, specializing in dishes typical of food traditions in northern China.

¹ 60% Autogrill / 40% Huazhuo.

² 50% Autogrill / 50% Cosmos and thus consolidated on an equity basis.

³ Source: IATA – Industry Financial Forecast – December 2014.



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Beijing Airport⁴

Beijing Capital International Airport (BCIA) is the world's second biggest airport by passenger traffic. Flows of travellers have more than doubled over the last decade, from 34.9 million passengers in 2004 to 86.1 million in 2014. It is now the main hub of the flag carrier Air China and of Hainan and China Southern Airlines. Linking to over 120 national and international destinations, the airport is around 30 km north-east of the centre of Beijing, which with over 20 million inhabitants is the country's second biggest metropolis after Shanghai and represents the political and cultural centre of China.

Sanya Airport⁵

Sanya Phoenix International Airport, which moved over 11 million passengers in 2012, is known for its high standards of service quality, as endorsed by major international awards including the "SKYTRAX World Best VIP Terminal" in 2013 and the "YTRAX Four-Star Airport" in 2012. Linking to around 120 national and international metropolitan destinations, it is 11 km south-east of Sanya, one of the country's main tourist destinations, in Hainan province, also known as the oriental Hawaii.

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⁴ Source: Airports Council International Statistics and Data Center.

⁵ Source: Sanya Phoenix International Airport Ltd.