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Paris Aéroport, leader in welcoming Chinese passengers in Europe, broadens its service offering with WeChat Pay

After a first experiment during the 2017 Chinese New Year, *Paris Aéroport* is pursuing its collaboration with the Chinese leader *Tencent* by introducing the *WeChat Pay* option in its *Duty Free** shops operated by *SDA (Société de Distribution Aéroportuaire)* – the joint-venture between *Lagardère Travel Retail* and the *Group ADP*.

WeChat Pay, which has more than 600 million active users, is a smart phone secured payment system widely used in China. *WeChat Pay* is integrated into the *WeChat* application, one of China's most popular "smart" social networks with close to a billion users. More than 70% of transactions in China are carried out via mobile phones.

The roll-out of *WeChat Pay* is the latest addition to the mobile payment offering for Chinese passengers who, since 2016, have been able to reserve and pay for tourism-related services at the Tourist Information Counters of the Ile-de France Regional Tourism Committee upon their arrival at the airport.



General view of the Avenue in Hall M, Terminal 2 E at Paris-Charles de Gaulle Airport ©seignettelafontan.com for Aéroports de Paris S.A.

WeChat Pay is available at Paris-Charles de Gaulle Airport shops in Terminal 1 and Terminal 2E, and soon will be available in Terminal 2A in the following shops: *BuY Paris Duty Free*, *L'Occitane*, *BuY Paris Collection*, *Fendi*, *Ferragamo*, *YSL*, *Hermès*, *Bvlgari*, *Burberry*, *Bottega Veneta*, *Longchamp*, *Hugo Boss*, *Michael Kors*, *Pandora*, *Swarovski*, *Tiffany*, *Saint Laurent*, *FNAC*, *Tod's*, *Moncler* and *Mont Blanc*.

Paris Aéroport is innovating to continually improve services for Chinese travellers

After a first experiment in "social shopping" carried out during the last Chinese New Year, *Paris Aéroport* and the Chinese leader *Tencent*, through its flagship application *WeChat*, are pursuing their work in innovation.

Since the beginning of September 2017, all of the Chinese passengers arriving at Paris-Charles de Gaulle Airport have fast, personalised and easy access to the airport's free WIFI. Registration is just a click away on the *WeChat* interface. The results are convincing: nearly 2,000 passengers a day connect to the airport's free WIFI network.

By the end of December 2017, nearly 40,000 passengers had joined the *WeChat Paris Aéroport* account (+ 75% compared to the previous year). These developments were carried out jointly by engineers from *Hub One*, a subsidiary of *Groupe ADP* specialised in Telecom networks and from *Tencent*.

Paris Aéroport: a pioneer in customer service for Chinese passengers in Europe

"France is the number one destination for Chinese tourists visiting Europe. We are delighted to offer a new service which helps facilitate their airport experience in addition to the 150 Chinese speakers dedicated to welcoming them and providing support when they visit the airport shops in Paris.

Paris-Charles de Gaulle Airport was the first international airport in its category to receive the Welcome Chinese certification by the China Tourism Academy in April 2015. In September 2014, all of Paris-Charles de Gaulle Airport shops had already received the China Outbound Tourism Quality Service Supplier certification rewarding the quality of the shopping offered and the hospitality extended to Chinese passengers", highlights Augustin de Romanet, Chairman and Chief Executive Officer of *Groupe ADP*.

In 2017, Paris Aéroport welcomed nearly 2.5 million passengers travelling from/to China, a 2.4% increase from 2016. Between 2010 and 2016, the number of passengers using airlines connecting to mainland China increased by 72%.

Every week, there are on average 187 weekly flights serving Chinese cities departing from *Paris Aéroport* and operated by five airlines: *Air China*, *Air France*, *Cathay Pacific*, *China Eastern*, *China Southern* and *Hainan Airlines*.

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Groupe ADP develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2017, the group handled through its brand *Paris Aéroport* more than 101 million passengers and 2.3 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 127 million passengers in airports abroad through its subsidiary *ADP International*. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services; the group also intends to develop its retail and real estate businesses. In 2017, group revenue stood at €3,617 million and net income at €571 million.

Registered office: 1, rue de France, 93 290 Tremblay-en-France. *Aéroports de Paris* is a public limited company (*Société Anonyme*) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

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