



extime

Groupe ADP's new retail  
and hospitality brand



## Groupe ADP is unveiling Extime, its new airport retail and hospitality brand, with the opening of its first Boutique Terminal in Terminal 1

Extime, Groupe ADP's new retail and hospitality brand, aims to offer passengers a completely new airport experience in the restricted area once they have gone through security.

Inspired by the concept of boutique hotels, the brand intends to transform the restricted areas of airports into a collection of Terminal Boutiques, starting in Paris and then the rest of the world.

Extime is part of Groupe ADP's "2025 Pioneers" strategic roadmap, which covers the period 2022-2025. It aims to build the foundations of a new airport model, which will be oriented towards hospitality, sustainability and performance, in line with societal and environmental expectations.

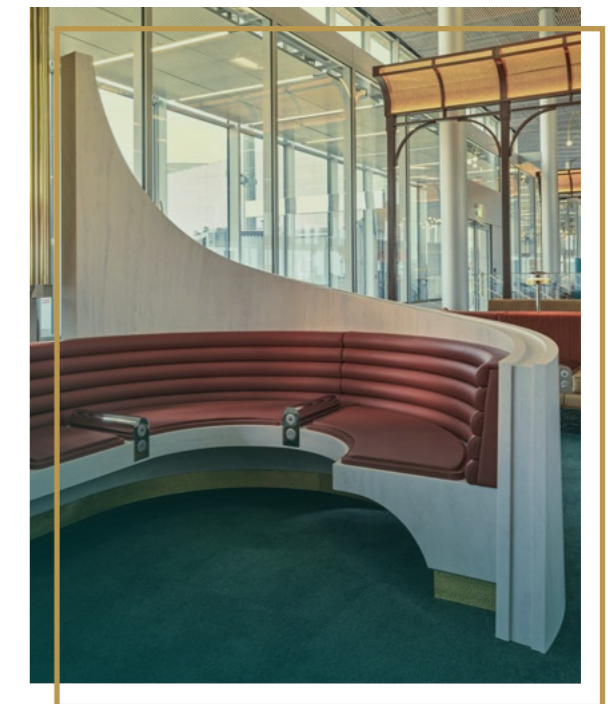
Once passengers have passed through security, they will be pleasantly surprised by the new standards on offer, the excellence of which is based on three pillars:

- Excellence in the design of the spaces;
- Excellence in the commercial, cultural and service offer;
- Excellence in the customer service and welcome provided in the Boutique Terminal.

Through these three elements, the aim is to raise the quality of service within the Extime Boutique Terminals to the highest level and thus guarantee passenger satisfaction.

For the first time in Paris, the Extime brand is unveiling its prowess and expertise in its first 'show flat', in Terminal 1.

This new boarding lounge, along with the retail and catering offers that accompany it, constitute Extime's pioneering international project. Through its participation, Groupe ADP is illustrating its ambition in terms of its retail offer, the design and layout of spaces, and passenger services.







## Extime, multi-faceted know-how in retail and airport hospitality

### BRANDS

#### Extime Duty Free

The Extime retail brand offers retail excellence through the major duty-free categories: Perfume, Tobacco, Wines and Spirits, Gastronomy, and Confectionery. In the Paris airports, the brand will be operated by the company Extime Duty Free Paris, 51% owned by Groupe ADP and 49% by Lagardère Travel Retail. In 2023, the company will have 140 sales points under its operation in Paris-CDG and Paris-Orly.

#### Extime Lounge

Extime's brand of multi-airline lounges provides eligible customers with quality spaces harmoniously designed to meet all their needs. The brand will be operated by Paris Lounge Network, 51% owned by TAV OS, a subsidiary of Groupe ADP, and 49% owned by My Airport.

The first lounges are located in Terminal 2BD and Terminal 1 of Paris-CDG Airport.

#### Extime JCDecaux

Extime JCDecaux is the new benchmark brand in France and internationally for airport advertising. It will be operated by Extime Media, 50% owned by Groupe ADP and 50% by JCDecaux, subject to competition approval.

### REPUTABLE PARTNERS

Extime transports passengers into a retail environment worthy of high-end department stores. Travellers will be able to find all the most prestigious beauty, luxury, gastronomy and confectionery brands within the terminal shops, where Extime has taken care to faithfully reproduce each brand's individual universe.



## A DIGITAL ECOSYSTEM

### The Extime.com Marketplace

In 2023, the Extime.com marketplace will be launched, allowing travellers to reserve the various products and services sold in Extime shops before their journey.

### Extime Rewards

The Extime Rewards loyalty programme, designed as the common thread of the experience, will be launched in the first half of 2023. It offers rewards for purchases made in France and abroad, and will provide exclusive discounts and services throughout the entire offline and online travel experience. The rewards programme will also be available for purchases of partner brands sold in the Extime Terminal Shops.





## An ambitious economic project integrated into Groupe ADP's global strategy

The Extime brands launched in Paris will eventually be expanded internationally via franchises, which will be adapted to each Extime craft, each country, and each terminal. As such, in the Paris airports, the brand is structured around a range of three terminals, which adapt to the types of passengers:

**LIFESTYLE:** these Boutique Terminals welcome passengers who mainly take Schengen flights.

Leading Boutique Terminals in Paris: CDG 2BD; Orly 4 (opening end 2024)

**PREMIUM:** these Boutique Terminals welcome a vast international clientele taking long-haul flights with major airlines.

Leading Boutique Terminals in Paris: CDG 2E Hall K; CDG 2E Hall L; CDG T1 International

**EXCLUSIVE:** this ultra-selective offer is designed to be like a "palace on the runway" for business travellers or major international hubs. The Parisian runway palace at Paris-Charles de Gaulle Airport, designed by Jacques Garcia, will be unveiled by the summer of 2024. Before that, an initial international project will be launched in 2023 in the United States.







This model has multiple objectives:

- To provide passengers with an unparalleled level of services, design, and commercial offers in restricted areas.
- To develop Groupe ADP's turnover per passenger, increase the synergies between stakeholders, and strongly reinforce the digital ecosystem.
- To start the roll-out of Extime franchises by 2025 in two terminals outside the Paris airports.



## The Extime Experience Exemplary service

In Boutique Terminals, service excellence must be palpable everywhere, through customer service, hospitality, and special thoughtful touches. This welcome is embodied on a daily basis by the host, the real operational linchpin of the project. The host and his team welcome, guide and accompany travellers during their journey, identifying their needs in real time.

In addition to this customer care role within the Boutique Terminal, the host coordinates the various retail and hospitality operators. The aim is to unite the entire Boutique Terminal

community around a state of mind that prioritises passengers.

This approach is based on Extime's constant concern to provide the airport community with real "symmetry" in terms of care: for each special touch provided to passengers, there is a corresponding one for the airport community.

The first two Extime hosts, Thibault and Déborah, accompanied by their teams, have been welcoming passengers in Terminal 1 since it reopened in December 2022.







## The Extime Experience Design with a local accent

Extime promises to offer a unique experience in restricted areas, which will be imbued with the local culture. Whatever the city, the Extime offer and design will be adapted. Thus, the projects carried out by architects Dorothee Meilichzon (Terminal 2G), and Hugo Toro and Maxime Liautard (Terminal 1) each embody an aspect of Parisian creativity, to express the capital's essence and transport it to the heart of Paris-Charles de Gaulle Airport. The new Terminal 1 boarding lounge is a perfect example of the Extime brand's design standards.

- A design paying tribute to the cultural specificities of the Boutique Terminal's location;
- A human-sized design, ensuring a maximum journey time of

approximately 6 minutes from exiting the security checkpoint to arriving at the boarding gate;

- Hybrid seating areas: straight or curved benches, lie-flat seats, etc.;
- A masterful artistic gesture to bring cultural light to the Boutique Terminal;
- A variety of spaces to serve all passenger uses, from work to rest and entertainment, whether travelling alone or with the family, and whatever the passenger route;
- A complete range of services perfectly adapted to all types of passengers, including personal shoppers, a concierge, and personalised welcome services, etc.



## “Paris is a party” in Terminal 1, by Hugo Toro and Maxime Liautard

Groupe ADP held a competition to find the architects who would redesign the entire boarding lounge. The selected architects were Hugo Toro and Maxime Liautard. They were partners at the time but now work in separate firms.

This new space is about more than just waiting for a flight, it is a living space, which takes shape around new passenger uses in the boarding area. Punctuated by different areas, this new boarding lounge offers a variety of entertainment options for passengers young and old. With a cinema area for film buffs, hopscotch for children, a piano for music lovers and table football for the more playful, there's something for everyone. What better way to take your mind off your flight?

Hugo Toro and Maxime Liautard were inspired Ernest Hemingway's short stories, "A Moveable Feast", the French title of which is "Paris est une fête" ("Paris is a party"), written at the end of the 1950s. In their designs, they make several references to the Roaring Twenties, and to iconic elements of Parisian life: historic vertical structures, lights reminiscent of fireworks, and brass like that of the bars and tables in Parisian cafés and restaurants.

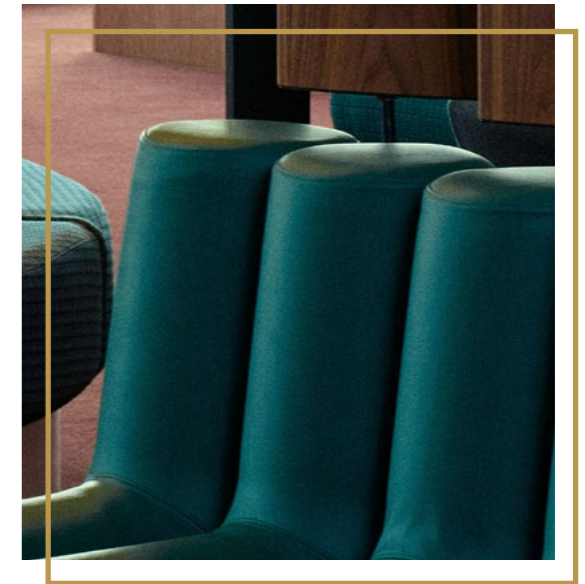






### The Paris of decorative arts in Terminal 2G by Dorothee Meilichzon

The excellence in design promoted by Extime can also be found in Paris at Terminal 2G, with a strong concept imagined by Dorothee Meilichzon. It immerses passengers in the decorative arts, with references to the Jardin du Luxembourg and Simonnet sculptures, creating a resolutely Parisian environment where all uses are catered for.





# The Extime Experience

## An adapted retail offer

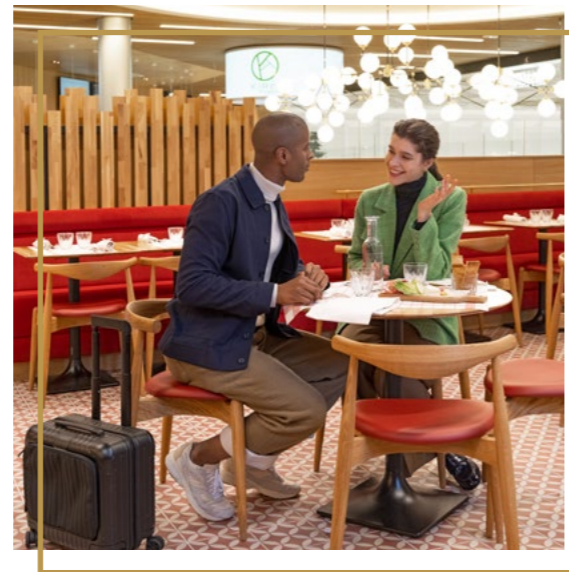
Once the stress of going through security is over, passengers can revel in the surprise that follows. Immediately upon entering the Boutique Terminal, they can enjoy a retail area where time stands still, with the usual Duty-Free categories alongside luxury items that parallel those of the capital's department stores.

In Paris, Terminal 1 guarantees "the best in shopping and Parisian dining", highlighting France's expertise through its top three emblematic sectors: Perfume & Cosmetics, Fashion, and "Art de vivre".

**A beauty area covering over 1,300 sq.m.**

As soon as you enter the Boutique Terminal, the world of beauty opens up before you. This vast space extends over more than 1,300 sq.m., with personalised

corners from luxurious and trendy brands. Parisian style is embodied in an offer by French and Parisian brands but also in products and services that can only be found in Paris. A barber and make-up artists offer special services to customers, and CHANEL and DIOR have their own beauty boutiques where customers can discover the private collections of each brand.



### A vast and varied offer from Extime Duty Free Paris

Beyond beauty, this showcase for French know-how offered by Extime Duty Free Paris also includes a rich and diverse range of products that reflect the gastronomic wealth of France's regions and the excellence of its "Meilleurs Ouvriers de France" or "MOF" ("Best Artisans in France").

Built around the concept of Parisian markets, the gastronomy category offers emblematic products from brands such as Pierre Hermé, Caviar House & Prunier, Mariage Frères, and La Maison du Chocolat.

In the centre of the food hall, the Comptoir offers cheese, charcuterie and seafood platters in collaboration with Mons (MOF), Dubernet, Artisan de la Truffe, and Caviar House

& Prunier. These tasting platters can be accompanied by a glass of champagne from Ruinart, the Comptoir's partner champagne house.

With regard to spirits, passengers can enjoy rare and limited editions from major distilleries, such as Paradis by Hennessy, and "Martell à Paris". In the "Caves Particulières" by Moët Hennessy, bottles of cognac are presented alongside rare and exclusive champagnes, allowing passengers to better perceive the richness of the "collections", "classic vintages" and "rare vintages" of the greatest champagne houses.

As for wine, exceptional and rare vintages are presented in the "Wine Cellar", in an environment perfectly designed for their storage\*.

\* Alcohol abuse is harmful to your health. Drink responsibly.







## The “Ultime” experience in duty-free

Lovers of luxury will be able to linger in the “Ultime” lounges, an intimate space where personal shoppers and retail ambassadors offer customers the most exclusive experiences and products on sale in the Boutique Terminal.

## Top luxury brands

The most prestigious brands have set up shop around this majestic square dedicated to beauty, integrating unique features such as the “signature” façade of Louis Vuitton, the Hermès window displays with a design that can't be found anywhere else in the world, and the interior layout of the Bulgari, Chanel and Dior boutiques designed by Peter Marino. Other exclusive features include the façade of the Gucci boutique, the new Travel Retail concept by Cartier, and exclusive offers from international flagships such as Prada, Céline, Yves Saint Laurent, Burberry, Moncler, Ferragamo, Longchamp, Lacoste, Solaris, Rolex and Royal Quartz.





## Gastronomy for all tastes

French cuisine takes pride of place in Terminal 1 with Bistrot Benoit, where three-Michelin-starred French chef Alain Ducasse delivers the best in typical French dishes. The bistro immerses diners in a world of historic, typically Parisian restaurants with grandiloquent details and little anecdotes. Wine is offered “à la ficelle”, meaning you only pay for what you drink: a French tradition dating back to the 15th century. The restaurant’s décor echoes that of typical brasseries, with chequered tiles, red velvet seat cushions, and traditional tableware.

The KIREI restaurant offers fusion cuisine blending Japanese and Mediterranean elements. Led by Michelin-starred sushi chef Ricardo Sanz, it is a real window into the Land

of the Rising Sun, where travellers can watch the sushi chefs at work from the bar. When ready to eat, they can sit at a large round table, in the middle of which is a calming zen garden known as a “karesansui”.

Famous for its macarons, the Ladurée shop is perfectly in keeping with the Boutique Terminal with its rounded brass façade and champagne-coloured neon light.

The food court, covering 530 sq.m. and designed in a nod to sun-filled Parisian loft apartments with its glass roof, is ideal for passengers in a hurry. It offers several French and international fast-food and takeaway options, such as Paul, McDonald’s, and Starbucks. This space also offers a stunning view of the perfume section.



## Take a break in Terminal 1’s Extime Lounge

The Extime Lounge in Terminal 1 is intended for all passengers travelling through the Boutique Terminal. It was designed by Studio MHNA, which drew inspiration from the winter gardens of Parisian mansions. With a surface area of 663 sq.m., it can accommodate 114 passengers, offering them spaces in which to rest, a children’s area, a tea room, and private lounges (upon reservation).

Lounge customers can also enjoy a fine-dining offer featuring local and seasonal products prepared by Michelin-starred chef Julien Lucas.

A second Extime Lounge is now also available for travellers in Terminals 2B and 2D at Paris-Charles de Gaulle Airport.



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