



Dubai Duty Free

MEADFA 2019 - Updates

Dubai Duty Free – CC GOLD







+ 45%

Dubai Duty Free – CC Finest Surprise and Currency Exchange

Dec 01 2018





+ 38%



+ 75%



+ 60%



+ 42%













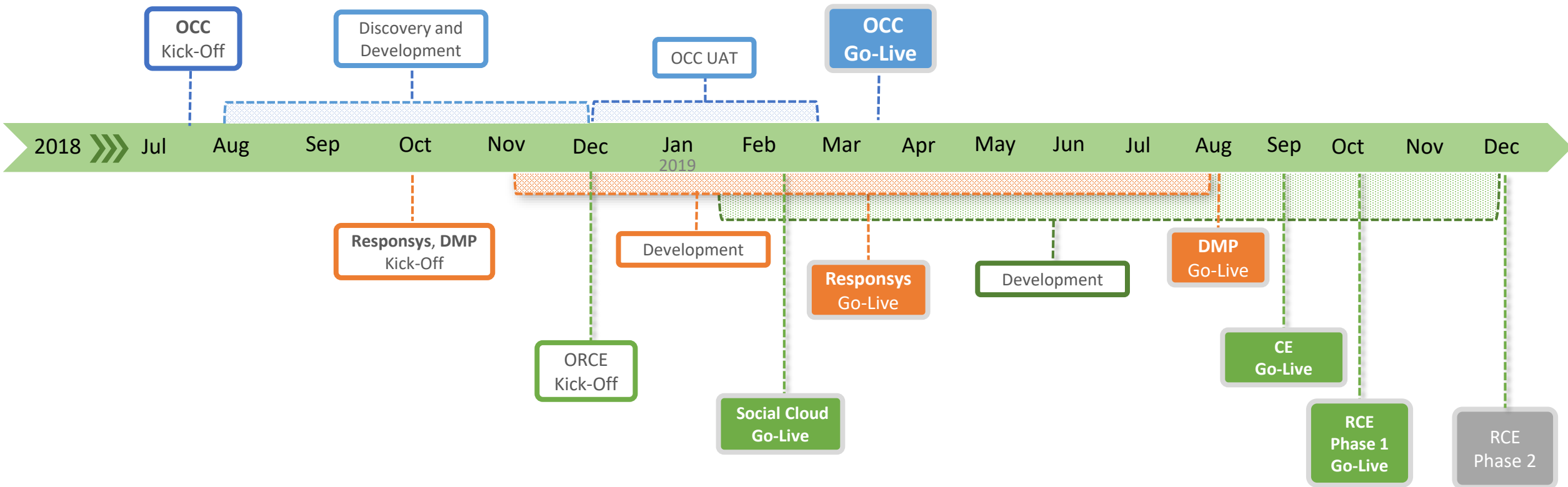
+ 96%





TIMELINE – Ecommerce and Digital Customer Engagement

- Commerce Cloud OCC
- Responsys
- Data Management Platform (DMP)
- Social Cloud
- Customer Service Cloud (CE)
- Retail Customer Engagement (RCE)

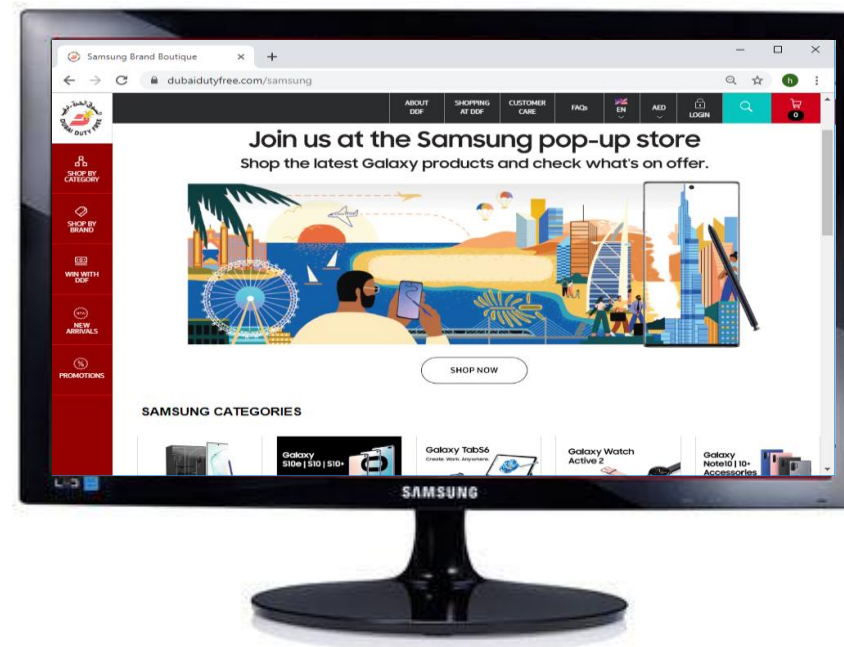


OCC – New Brand Boutiques Launched

- New Boutique shops were developed in OCC with multiple brands enrolled.
- Upcoming Gucci and La Prairie.



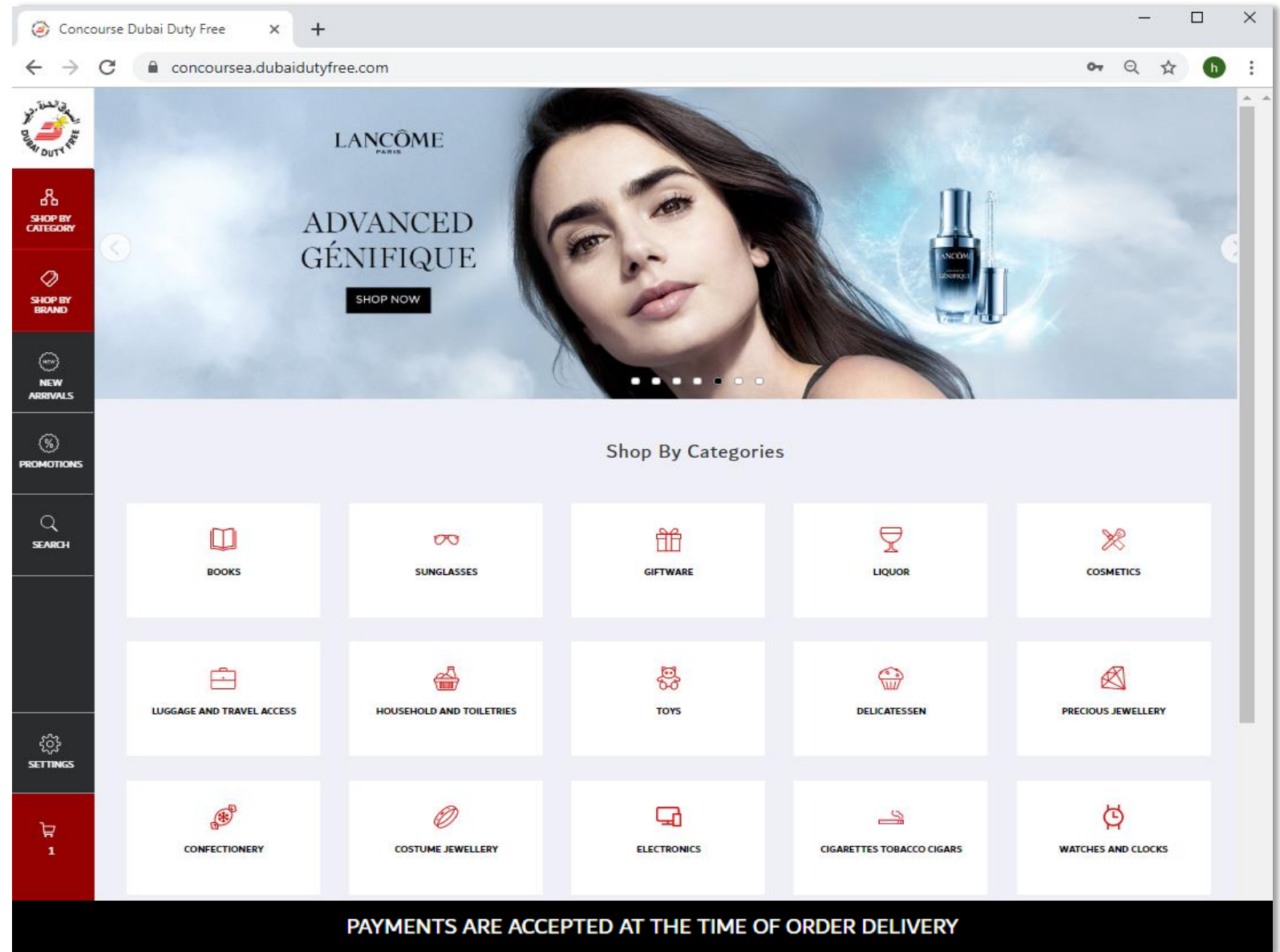
Lancôme iFrame Page - OCC



New Samsung Boutique - OCC

DDF Concierge Shopping Service – CA EK BCL

- Order products from the comfort of your lounge.
- Your order delivered within 90 minutes.
- Kiosk mode homepage for quick navigation
- Assisted shopping experience featuring almost all categories and products from that concourse
- Location based finder to deliver orders to your seat within the lounge



The screenshot shows the website interface for the DDF Concierge Shopping Service. The browser address bar displays "concoursea.dubaidutyfree.com". The main banner features a Lancôme advertisement for "ADVANCED GÉNIFIQUE" with a "SHOP NOW" button. A vertical navigation menu on the left includes options: SHOP BY CATEGORY, SHOP BY BRAND, NEW ARRIVALS, PROMOTIONS, SEARCH, SETTINGS, and a shopping cart icon with a count of 1. The main content area is titled "Shop By Categories" and displays a grid of 15 product categories, each with an icon and label: BOOKS, SUNGLASSES, GIFTWARE, LIQUOR, COSMETICS, LUGGAGE AND TRAVEL ACCESS, HOUSEHOLD AND TOILETRIES, TOYS, DELICATESSEN, PRECIOUS JEWELLERY, CONFECTIONERY, COSTUME JEWELLERY, ELECTRONICS, CIGARETTES TOBACCO CIGARS, and WATCHES AND CLOCKS. A black banner at the bottom states "PAYMENTS ARE ACCEPTED AT THE TIME OF ORDER DELIVERY".

DDF Concierge Shopping Service

DDF Mobile POS on Android

All in one Android POS system with Credit Card reader, Scanner and Receipt printer



- POS
- Scanner
- Printer
- Locating Customer
- Card Payments



DDF POS application was redesigned and ported from Windows to the Android platform forming an All-In-One POS that also locates the customer using location based tracking within the Lounge.

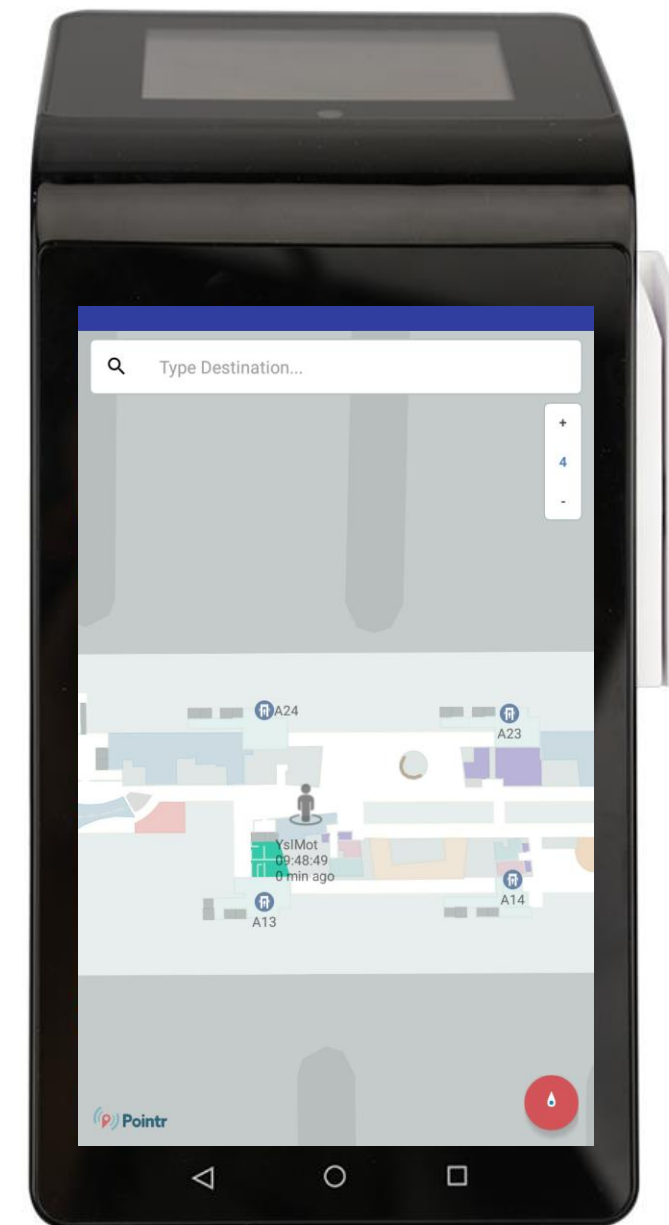
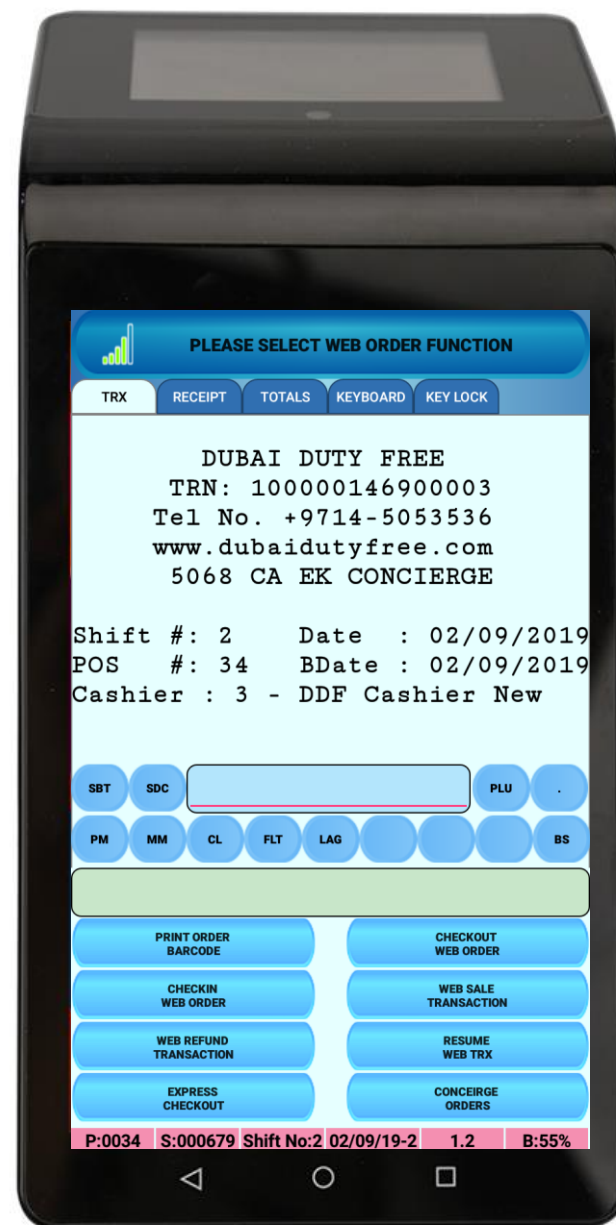


DDF Concierge Shopping Service

DDF Mobile POS on Android

Categories for Concierge catalog

No	CATEGORY	PRODUCTS DISPLAYED
1	Books	506
2	Sunglasses	422
3	Giftware	5
4	Liquor	1,406
5	Cosmetics	5,016
6	Luggage & Travel Access	310
7	Household & Toiletries	1,273
8	Toys	524
9	Delicatessen	345
10	Precious Jewellery	38
11	Confectionery	370
12	Costume Jewellery	483
13	Electronics	1,357
14	Cigarettes Tobacco Cigars	926
15	Watches & Clocks	1,306
16	Gifts from Dubai	931
17	Pens & Lighters	104
18	Cameras & Accessories	170
19	Perfumes	2,830
	Total	<u>18,322</u>



DUBAI DUTY FREE – Responsys


 Dubai Duty Free

It's Exclusive



MAISON LANCÔME LES JARDINS

Discover the French art of living with four new fragrances from Maison Lancôme available exclusively at Dubai Duty Free.



Lancôme Figuier & Agrumes
100ml



Lancôme Magnolia Rose
100ml



Lancôme Pouchouli Aromatique
100ml



Lancôme Pivoines Privileges
100ml

1st Email campaign using RESPONSYS

LANCÔME

- 21st April 2019 - email campaign for LANCOME
- Sent to **135,308** email addresses
- Delivery rate of **98.09%**
- Open Rate of **25.37%**
- Clicked on the content **1.14%**

Industry Benchmarks

Delivery

98.0%

Open rate

20% – 23%

Clicked through rate

0.5% – 1%



Lancôme Pouchouli Aromatique
100ml



Lancôme Pivoines Privileges
100ml

More Handpicked
Dubai Duty Free Exclusives
for you



Dolce & Gabbana The One For Men
Eau de Toilette
100ml



Shiseido ProSperino & Regenerating
Program



ESBIO Laundry Advanced Night
Repair Serum
100ml + 50ml



Versace Pour Homme
Eau de Toilette
100ml + 50ml

Facebook Twitter Instagram YouTube

Terms and Conditions | Privacy Policy

Dubai Duty Free

70 Convent Road, United Arab Emirates

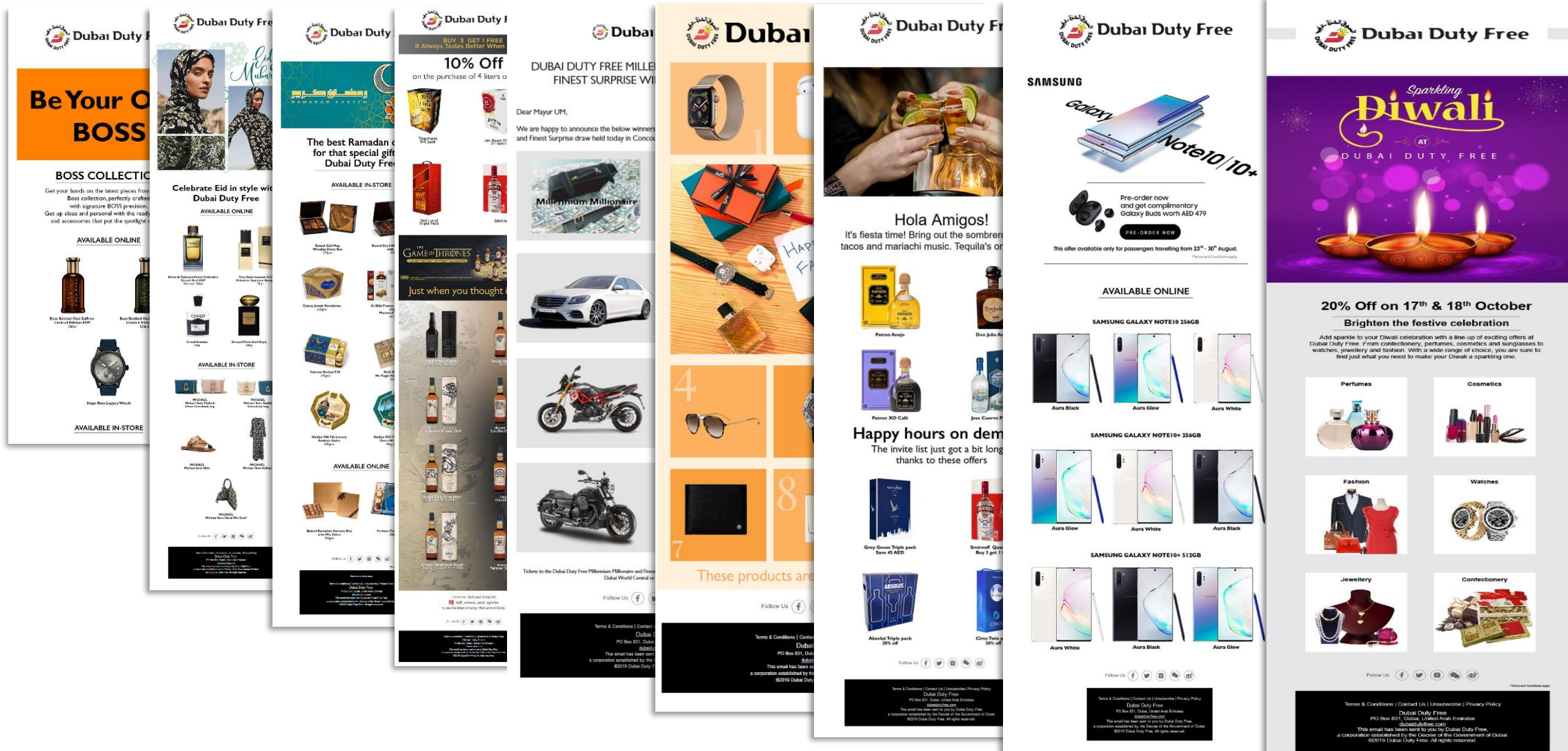
This email has been sent to you by Dubai Duty Free.

Any information contained in this email is confidential and intended only for the individual named.

If you have received this email by mistake, please notify us immediately.

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DUBAI DUTY FREE – Responsys



The collage displays several email newsletters from Dubai Duty Free, each with a unique theme and offer:

- Be Your BOSS:** Promotes the BOSS collection of perfumes and accessories.
- 10% Off:** Offer on the purchase of 4 liters of a beverage.
- Millennium Millionaire:** Promotes a special gift draw held today in Conco.
- Hola Amigos!:** Celebrates the start of the fiesta with tequila and mariachi music.
- Happy hours on demand:** Promotes a special offer on Absolut vodka.
- 20% Off on 17th & 18th October:** Celebrates the Diwali festival with a line-up of exciting offers.

The newsletters feature a variety of products including perfumes, watches, smartphones (Samsung Galaxy Note10/10+), motorcycles, and food items. Each email includes clear calls to action, product images, and contact information.

- Emailers with online products as content had a better CTR (*click through rate*) as compared with informative emailers



DUBAI DUTY FREE – Customer Service and Retail Customer Engagement

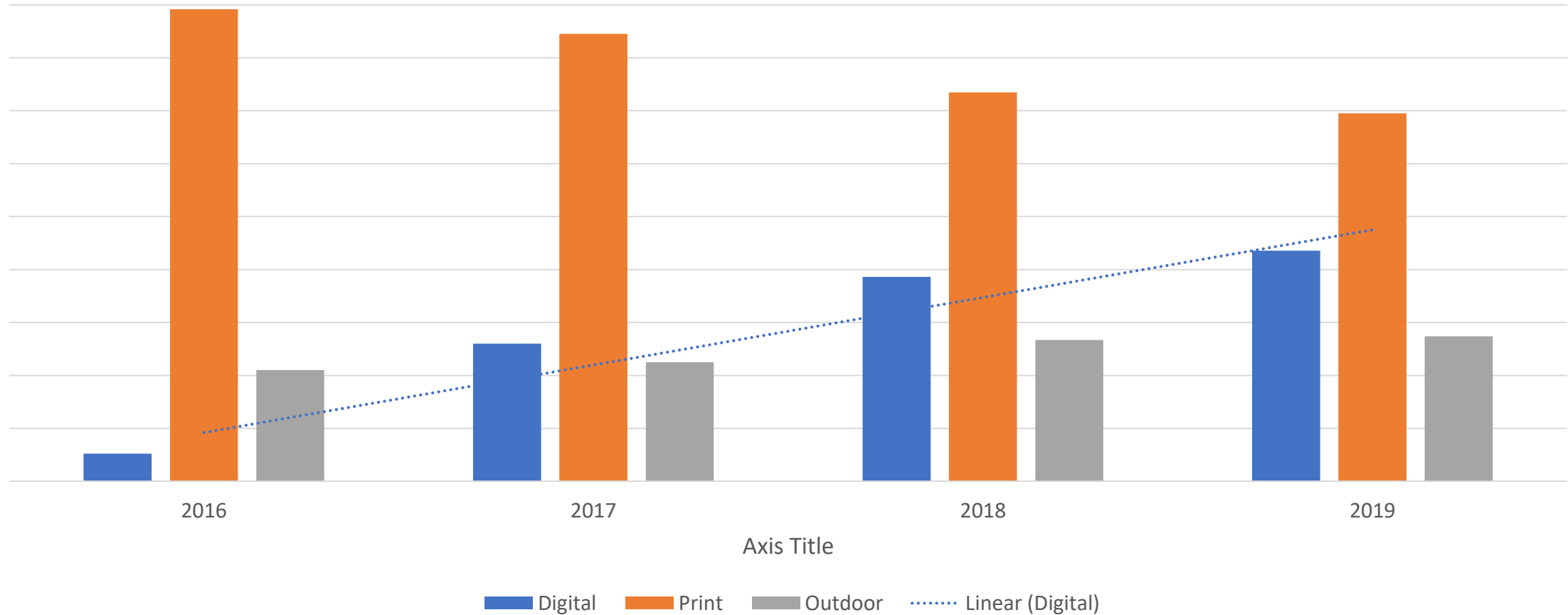
Data Sources for Retail Customer Engagement

- All data sources are connected to a single repository - ORCE.
 - POS – Instore
 - Website - Online
 - Customer registration form – Fully managed page that can be used dynamically across locations to acquire new registrants for engagement.
- 5000+ customer records with their shopping data recorded from selected stores in the first month of Go-live.
- 4000 customer records created through Customer service (Engagement Cloud) since go-live.



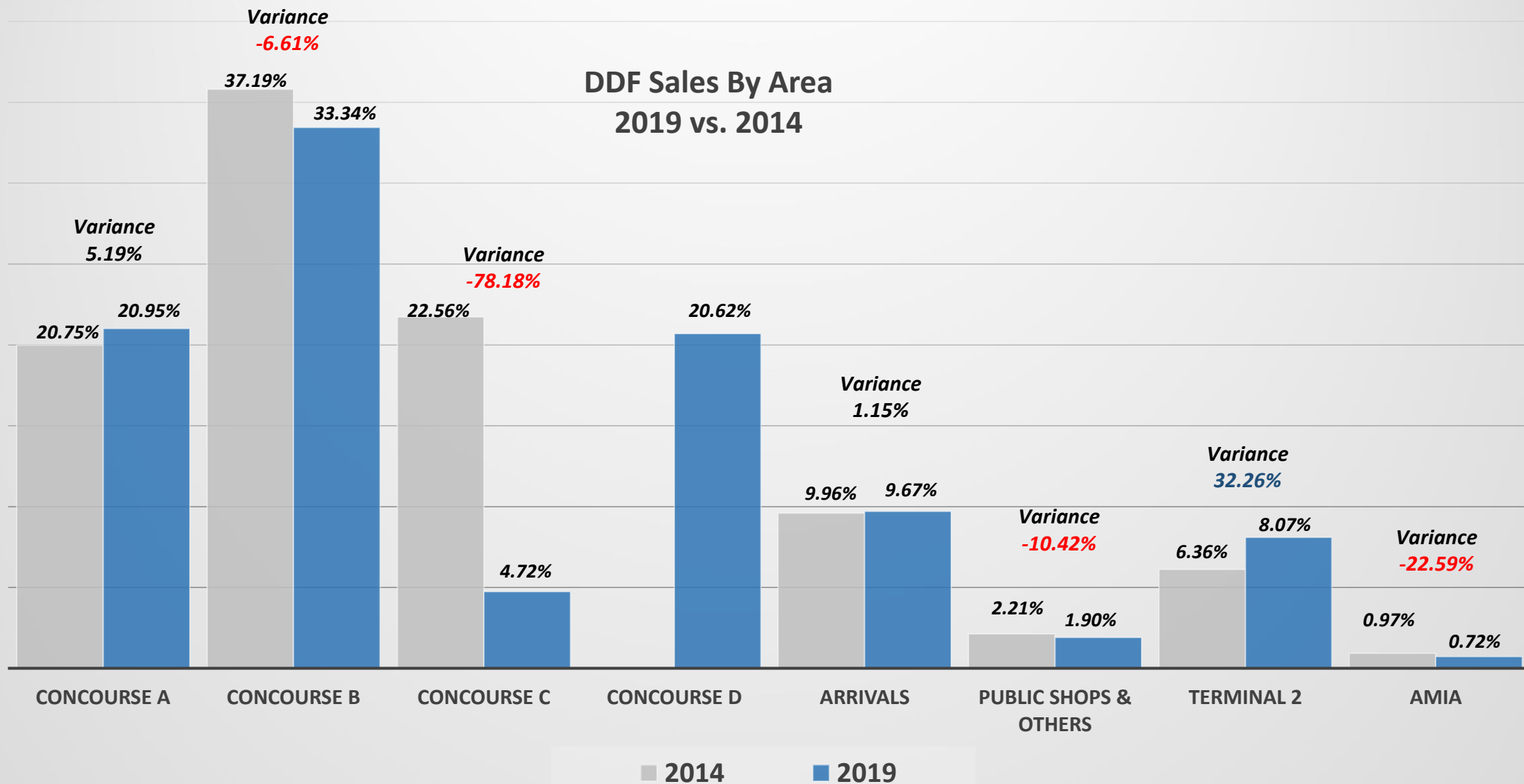
DUBAI DUTY FREE – Digital Media Advertising Spend 2016 – 2019

Our Shift in Value of Digital vs Print Media



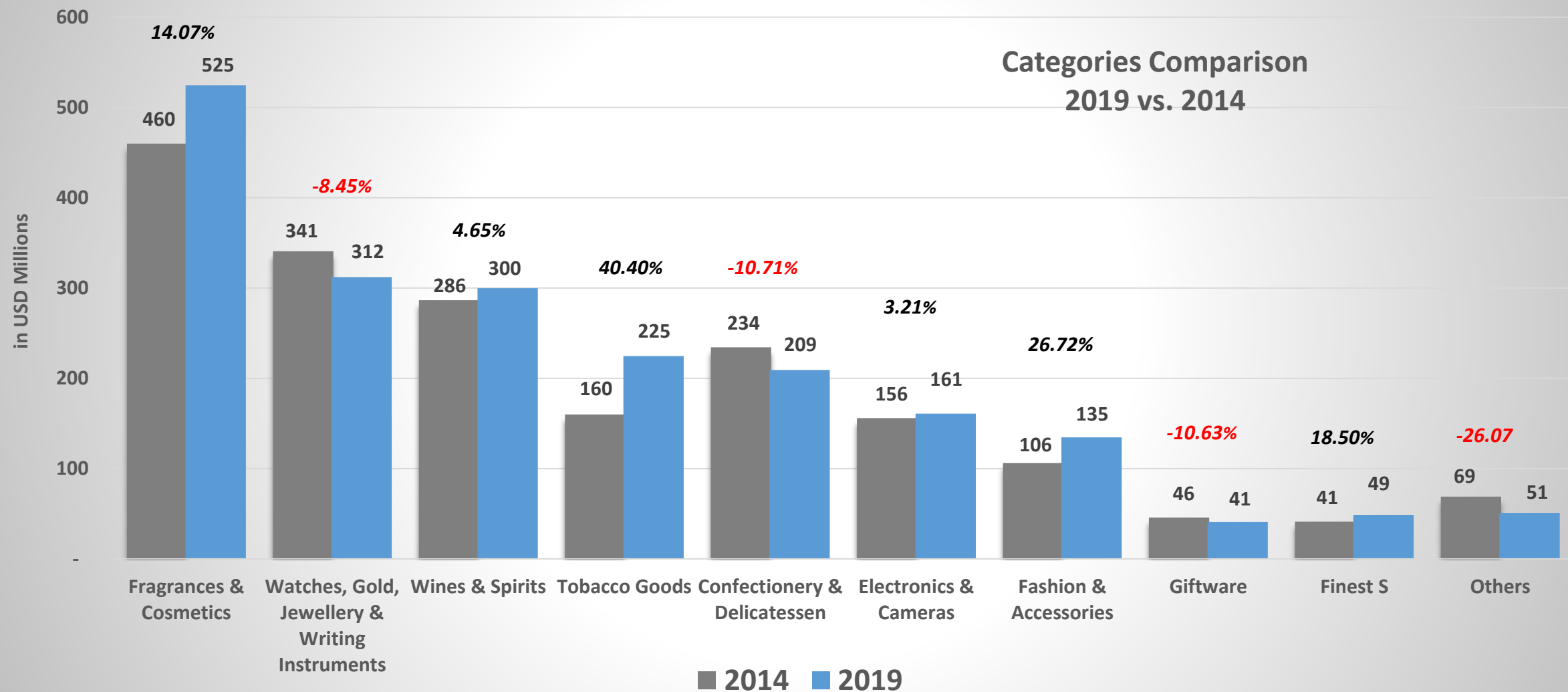
- Print Advertising includes Local, International and Trade publications.
- Outdoor – Events outdoor (DDFTC, DDF Irish Derby, DDF Irish Open), JC Decaux airport screens.

DUBAI DUTY FREE – Sales By Area



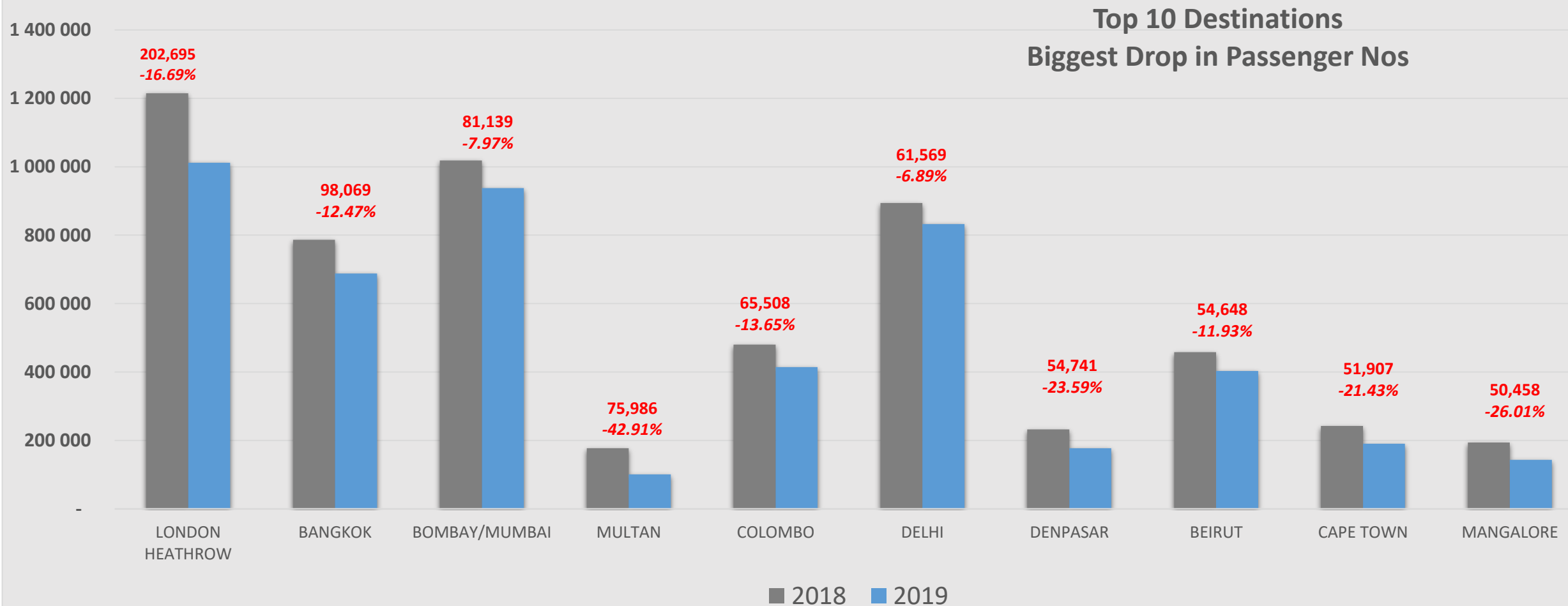
DUBAI DUTY FREE – Sales by Category

Categories Comparison 2019 vs. 2014



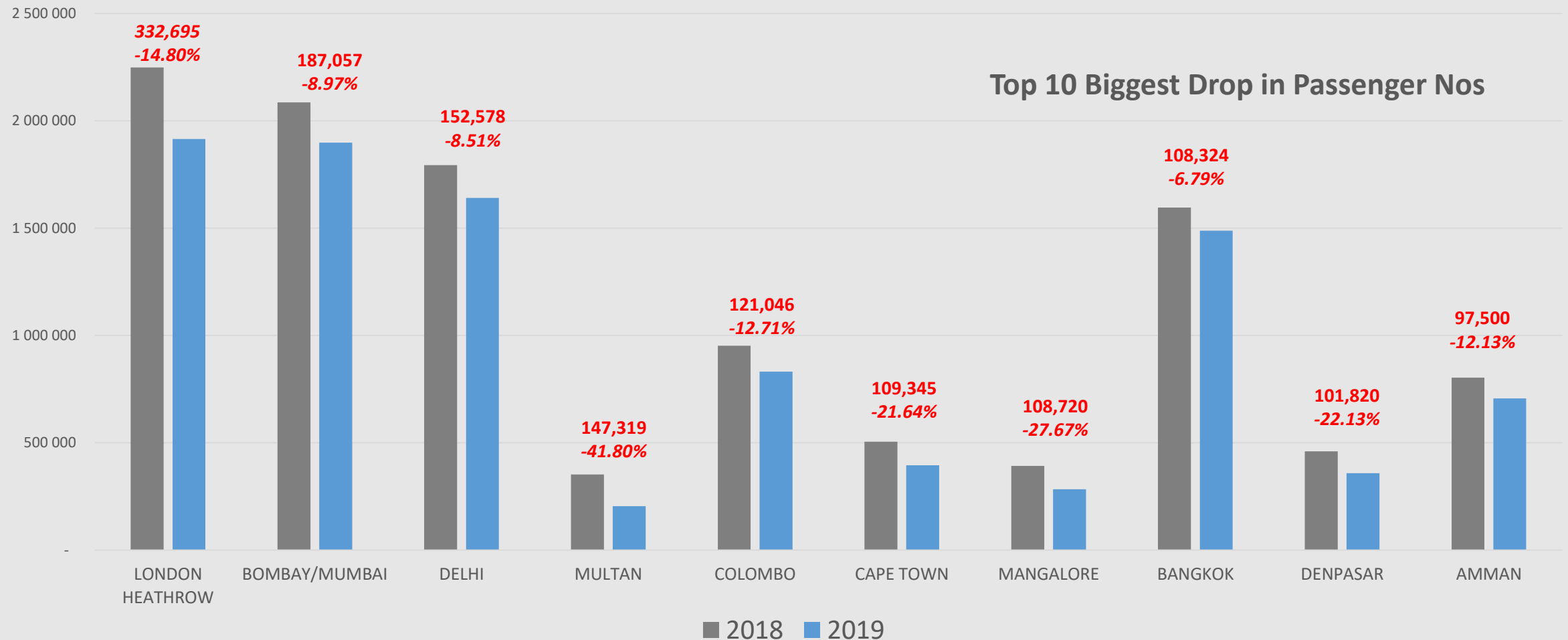
DUBAI DUTY FREE – Traffic Comparison by Destination

DEPARTING

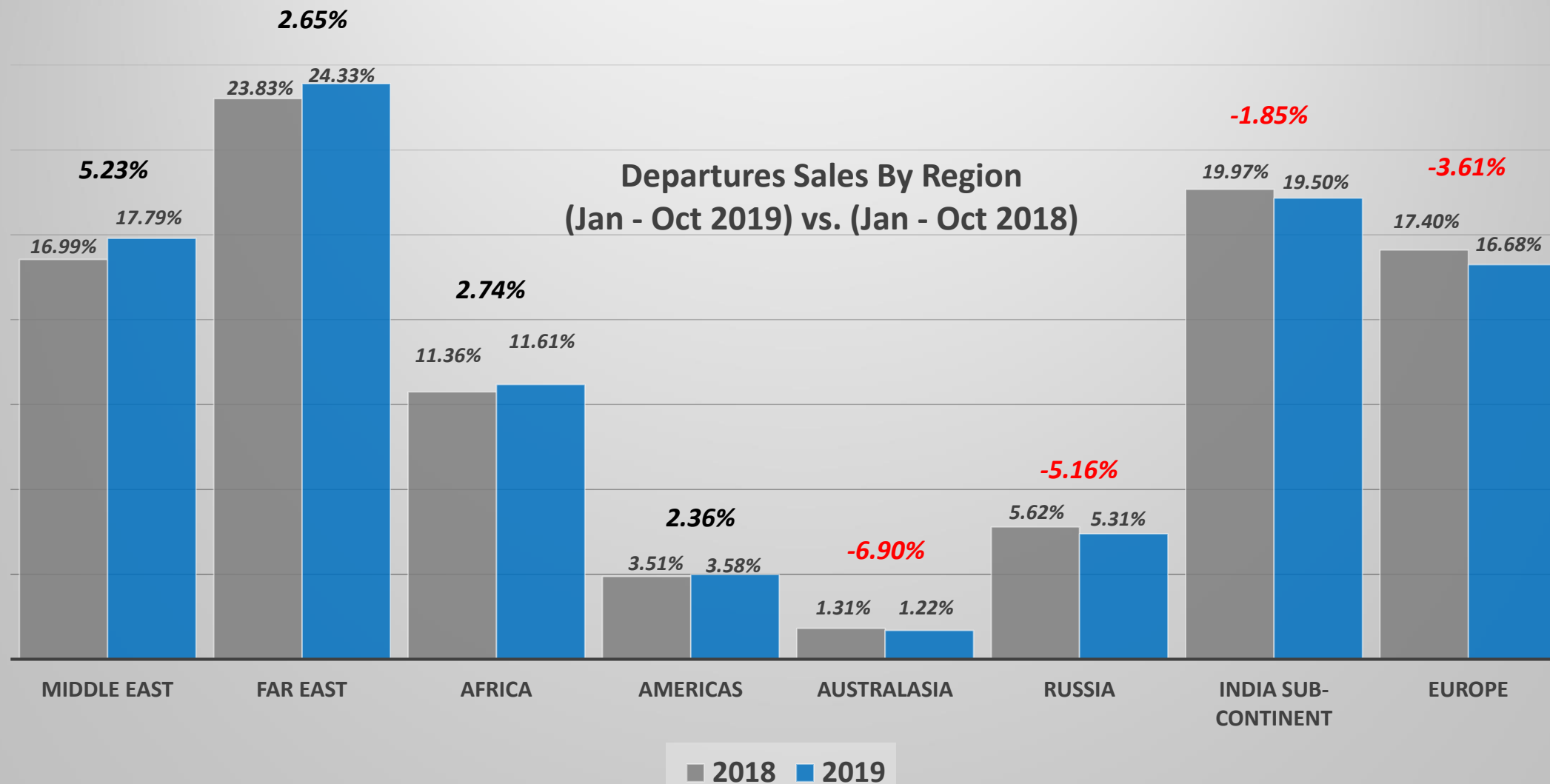


DUBAI DUTY FREE – Traffic Comparison by Destination

DEPARTING and ARRIVING



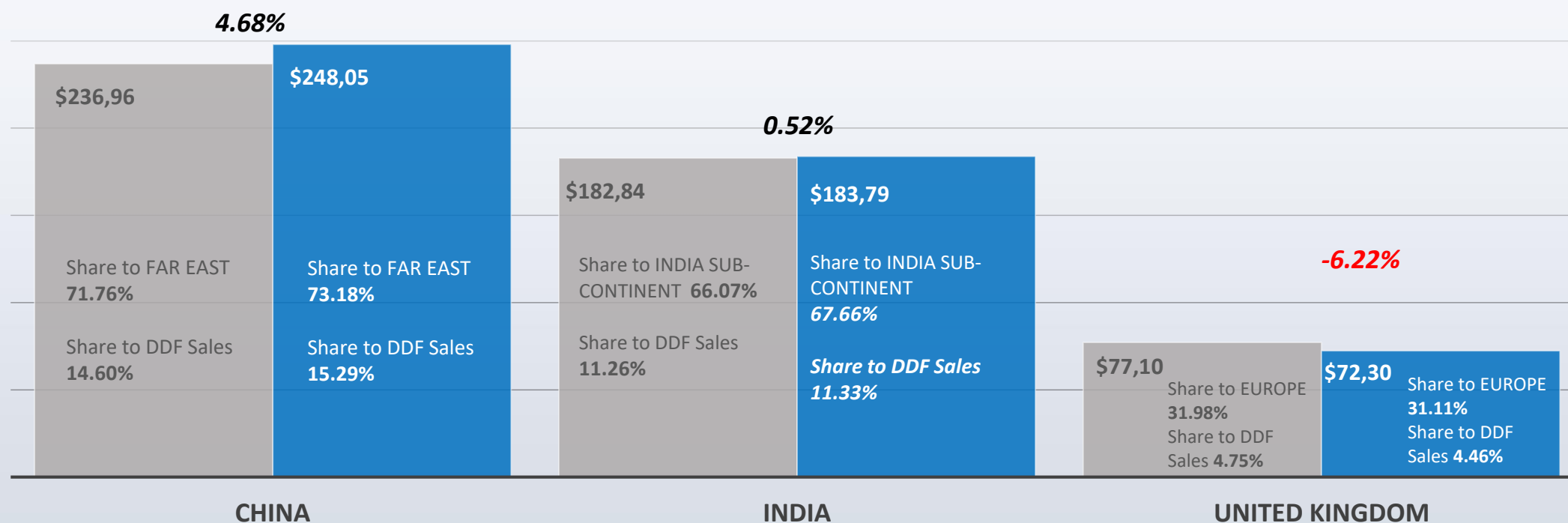
DUBAI DUTY FREE – Departures Sales By Region





DUBAI DUTY FREE – CHINA | INDIA | UK

Focus on China, India, UK
Jan - Oct 2019 vs. Jan - Oct 2018



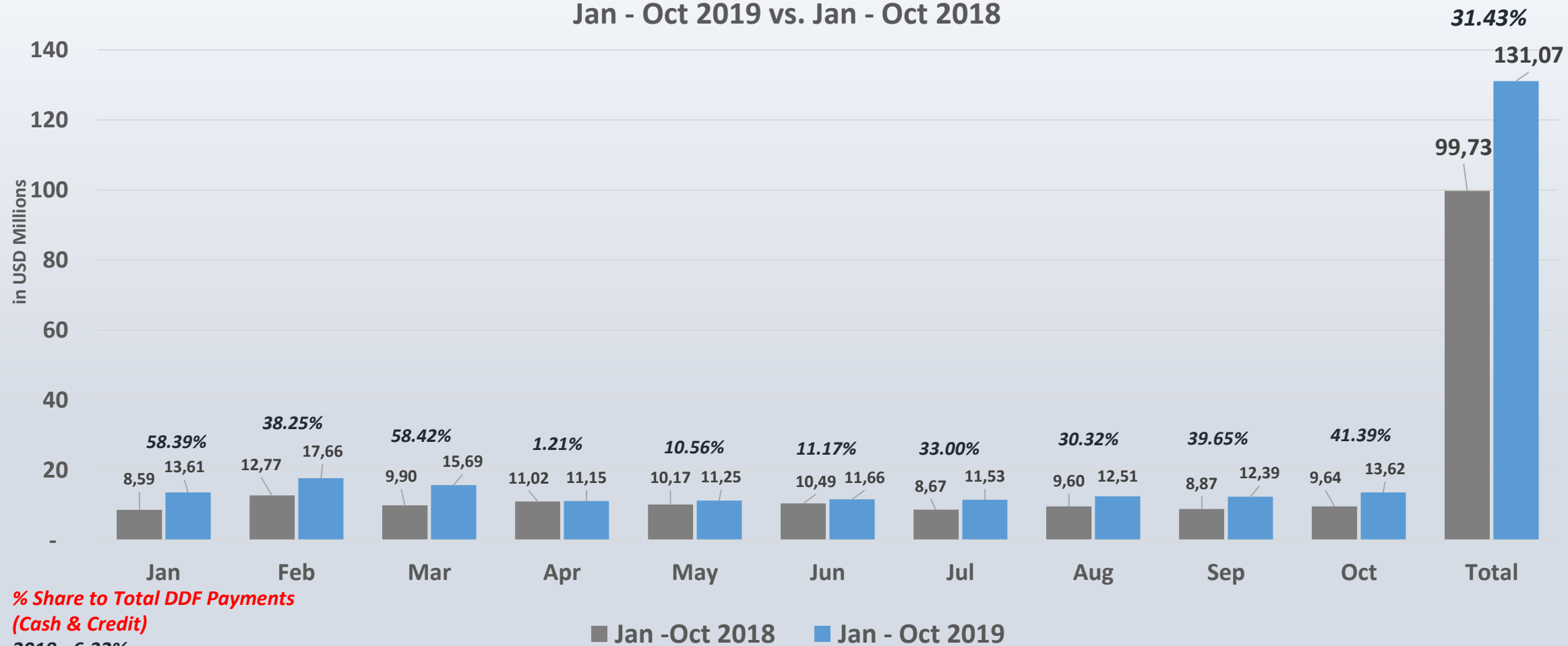
Sales in USD Millions

■ 2018 ■ 2019



DUBAI DUTY FREE – UnionPay | AliPay

UnionPay & Alipay
Jan - Oct 2019 vs. Jan - Oct 2018

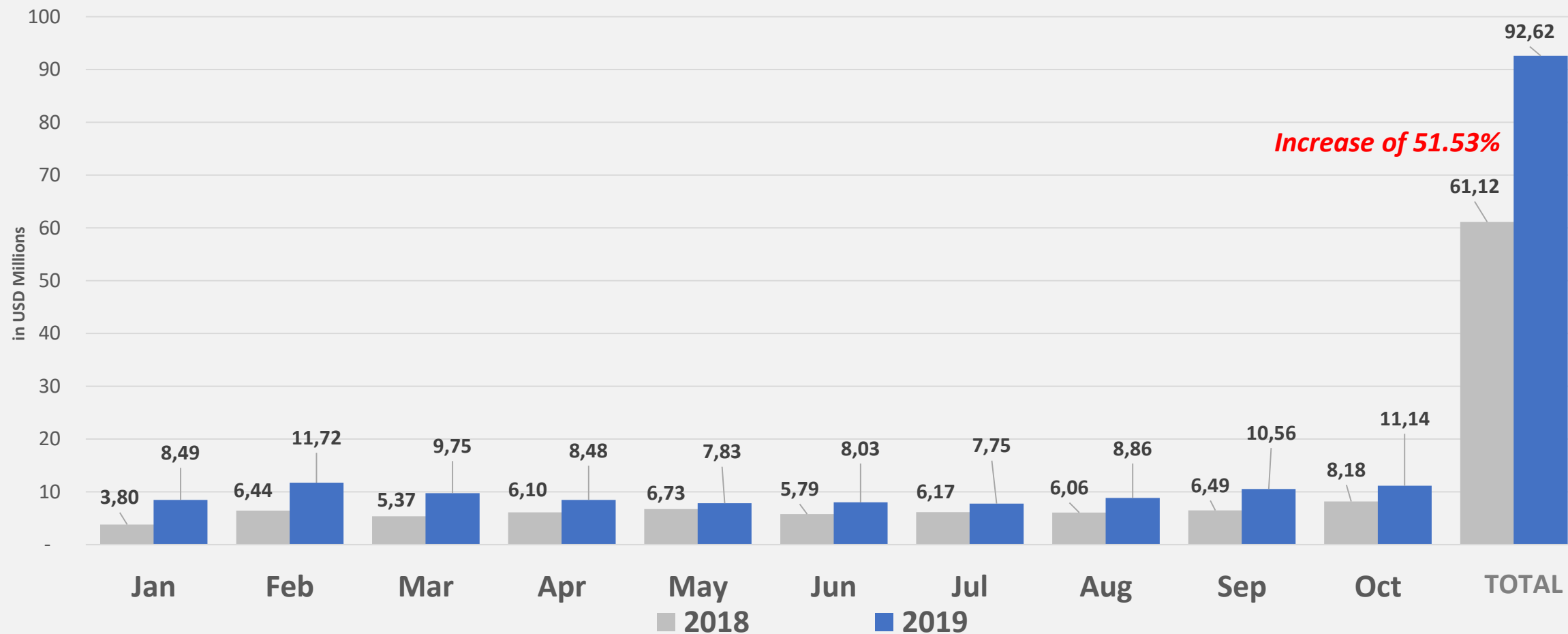


**% Share to Total DDF Payments
(Cash & Credit)**
2018 - 6.32%
2019 - 8.40%

■ Jan -Oct 2018 ■ Jan - Oct 2019

DUBAI DUTY FREE – Ctrip

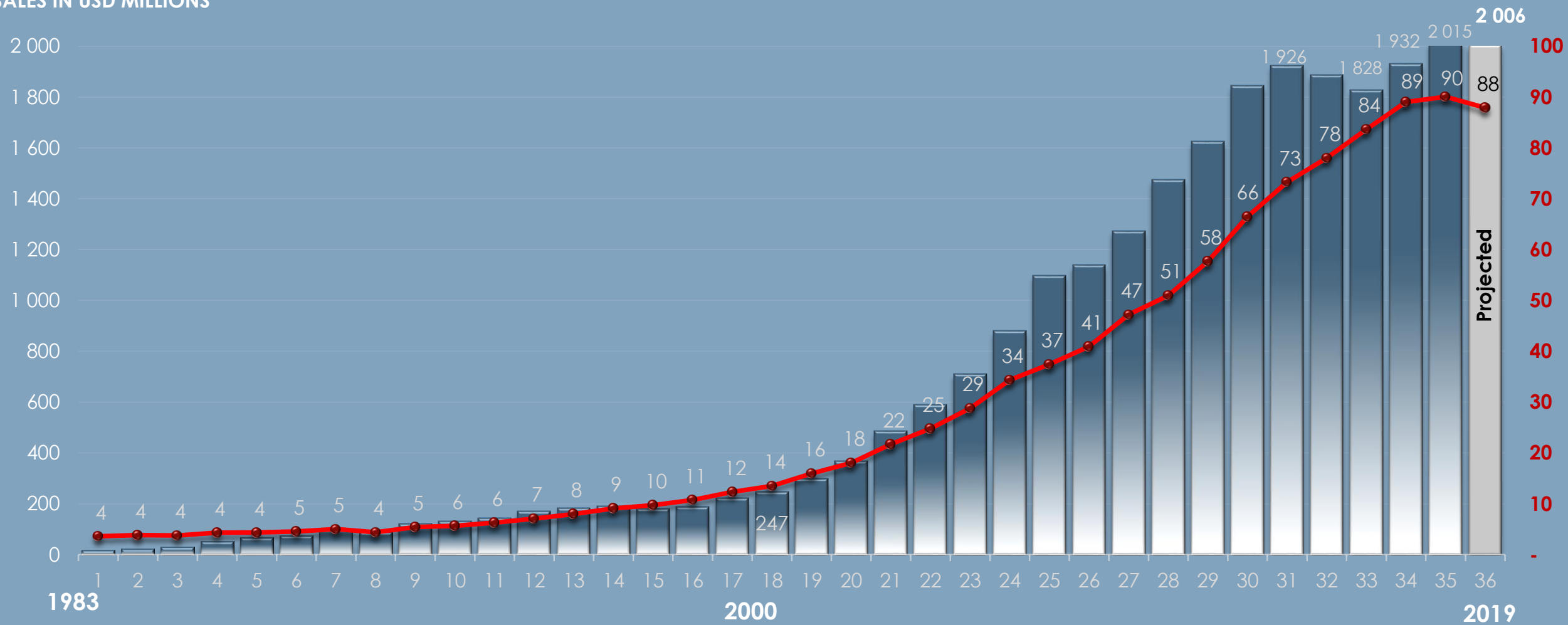
Sales to Ctrip
Jan - Oct 2019 vs. Jan - Oct 2018



DUBAI DUTY FREE – Sales 1983 - 2019

SALES IN USD MILLIONS

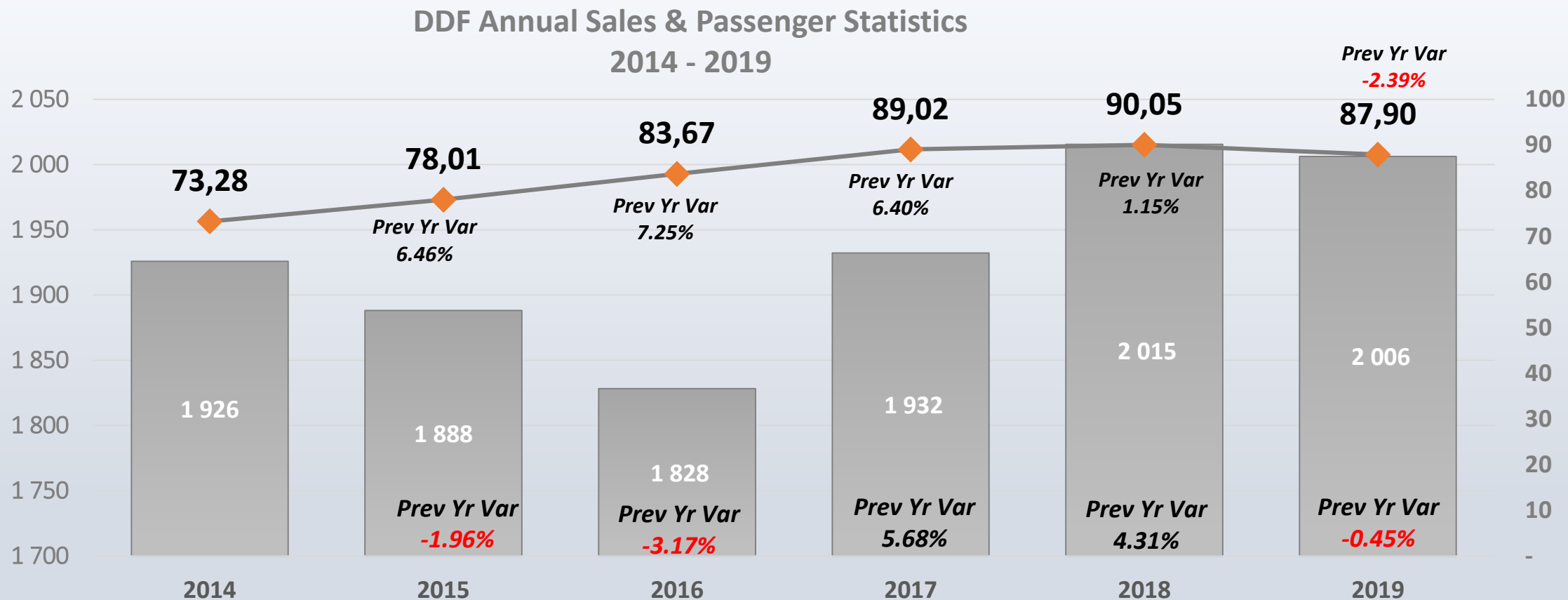
PAX IN MILLIONS



■ 14.2% average sales growth over 35 years.



DUBAI DUTY FREE – Annual Sales and Passengers



Growth 2019 vs. 2014

Pax 19.95% Sales 4.18%

CAGR 2014 - 2019

Pax 3.71% Sales 1.10%

CAGR 1984 - 2019

Pax 9.50% Sales 14.20%

■ Revenue in USD Millions

◆ Passengers in Millions

Strong Dollar: The Trend Is Not Your Friend

The greenback's rising trend against developed currencies is very persistent



Source: Bloomberg

China Is Really Slowing Down

Bloomberg's China Real Activity Index is at a new low



Source: Bloomberg



Dubai Duty Free

- End of report -