

MEADFA 2022

East Africa: Rebuilding Tourism

Lagardère
TRAVEL RETAIL



A STRATEGIC COMMITMENT TO GROWTH IN AFRICA

2017

SENEGAL



2019

GABON



2021

TANZANIA

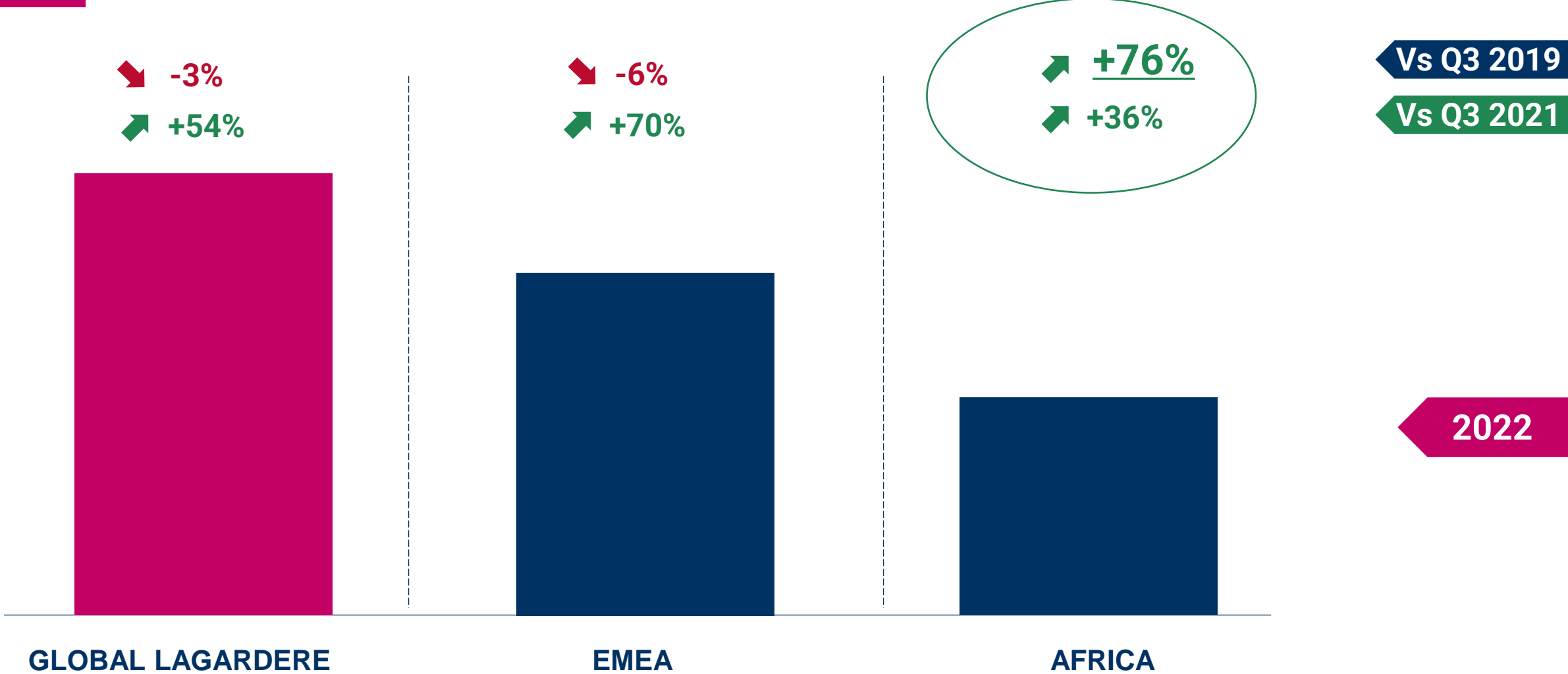


2022

MAURITANIA & GAMBIA



RECOVERY TRENDS AND AN EXPANDING NETWORK FUEL OUR PERFORMANCE IN AFRICA



Note: Data at constant rate and perimeter

THE OPPORTUNITY IN EAST AFRICA



**ECONOMIC GROWTH
INFRASTRUCTURE
DEVELOPMENT**



DYNAMIC TOURISM SECTOR



**MIDDLE CLASS GROWTH
CHANGING CONSUMER
DEMAND**



**IMPROVING BUSINESS
PRACTICES**

REBUILDING TOURISM THROUGH WORLD-CLASS TRAVEL RETAIL & BUSINESS STANDARDS



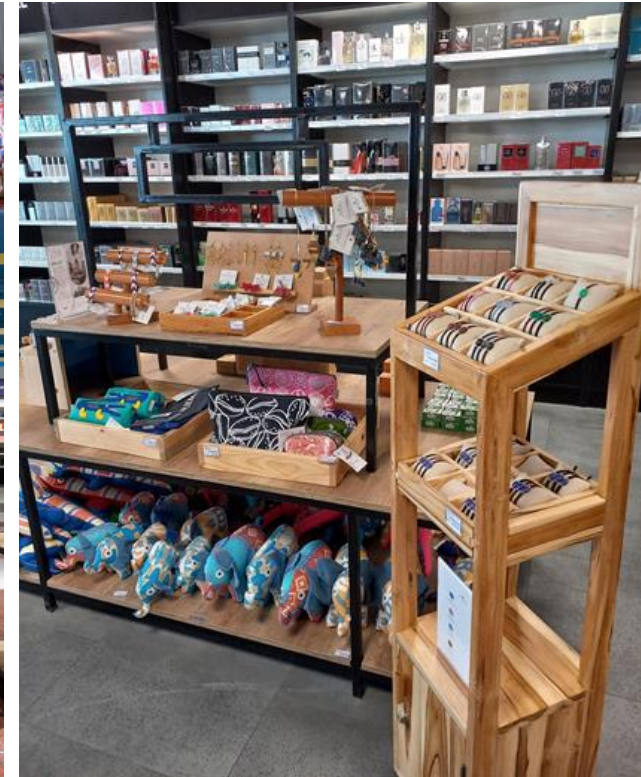
LOCAL AUTHENTICITY IS AT THE HEART OF OUR MODEL



DAKAR

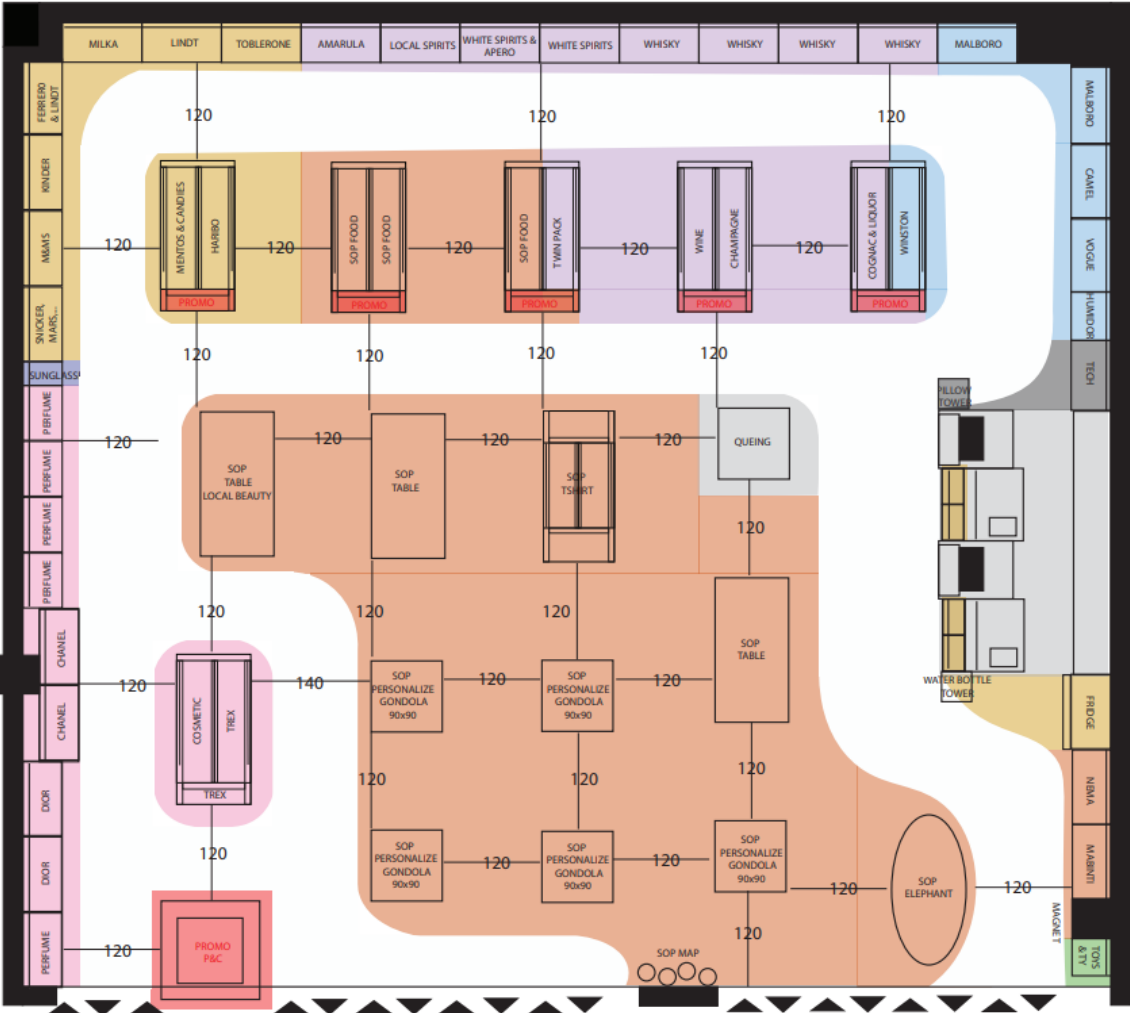


NOUAKCHOTT



DAR ES SALAM

DAR ES SALAM: A STORE FOCUSING ON SENSE OF PLACE



BRINGING TOGETHER PERFORMANCE & PURPOSE

Sense of Place represents over 20% of all our Duty Free sales in Africa.

In Tanzania, we work with 30+ local producers, over 1 in 2 with a social purpose.



Lagardère
TRAVEL RETAIL

**Experience
new horizons,
every day**

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