



ESPACE VOYAGEUR

Statement of Principles

1. “Espace Voyageur” is a geographically enclosed space at airports, physically separated within strictly controlled zones (policed area, customs and security controls), and on board aircraft and ships, exclusively reserved for passengers with a valid ticket or boarding pass, regulated by specific operating procedures and dedicated to serving the travelling public.
2. Retail concessionaires operating within “Espace Voyageur” operate under specific distribution contracts. Regulations concerning selective distribution agreements apply to sales of the relevant products. The origin and authenticity of the products are guaranteed.
3. The sale, merchandising, pricing, promotion and advertising of products benefit from marketing techniques specific to travel retail (product catalogues, special packaging, presentation of brands with international and travel appeal, communication and advertising in several languages, special promotions, etc.). Passengers benefit from a highly personalised service, particularly adapted to the travel environment.
4. Staff qualifications (including language requirements), training and working conditions (hours adapted to a 24/7 operational environment) are specifically tailored to this retail channel.
5. The operating rules for “Espace Voyageur” may not contravene Community law. The physical separation of “Espace Voyageur” facilitates the application of specific administrative and commercial rules.
6. “Espace Voyageur” is a legally registered and protected mark.