



DUBAI DUTY FREE

MEADFA 2022

Middle East and Africa Leaders Panel

28 Nov 2022

Ramesh Cidambi

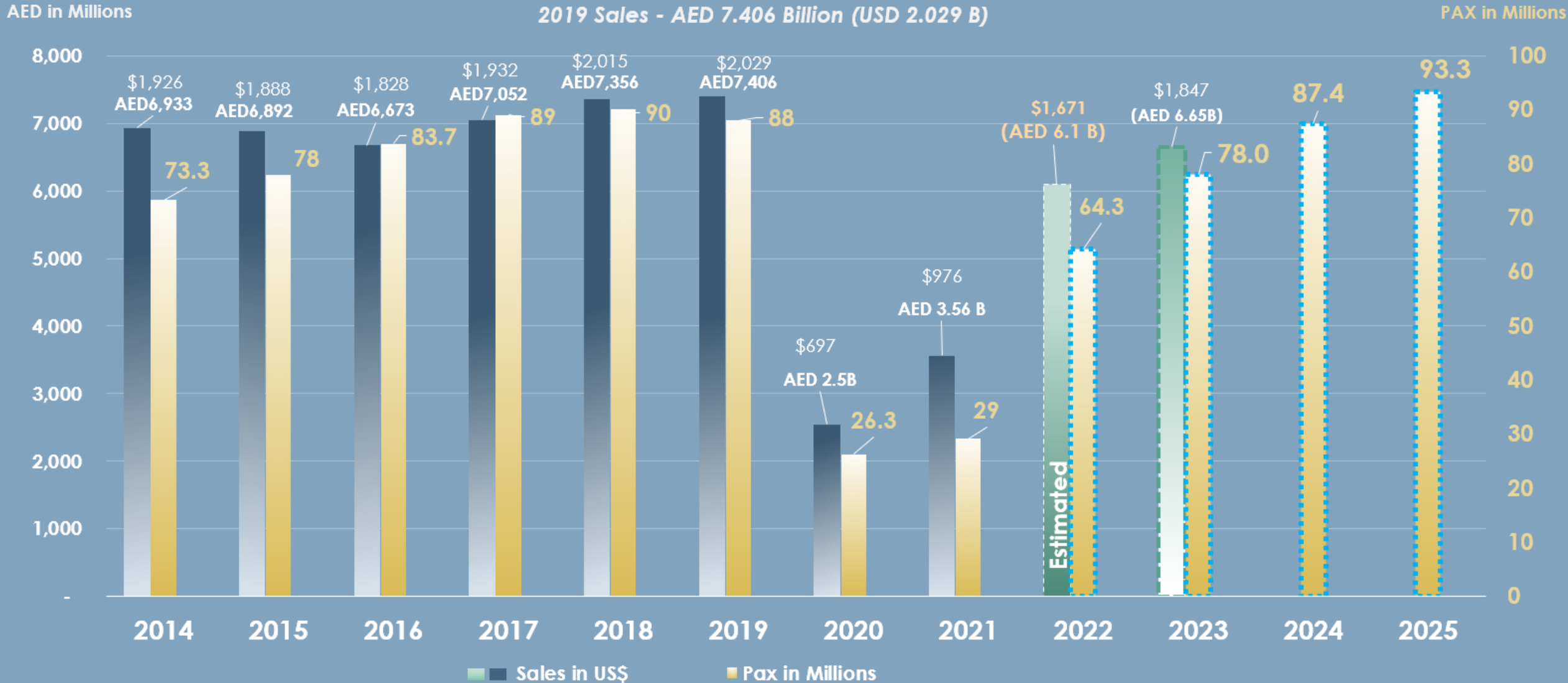
Chief Operating Officer

Dubai Duty Free



Sales vs Passengers (2014 – 2025)

Annual Sales & Passenger Statistics
2019 Sales - AED 7.406 Billion (USD 2.029 B)



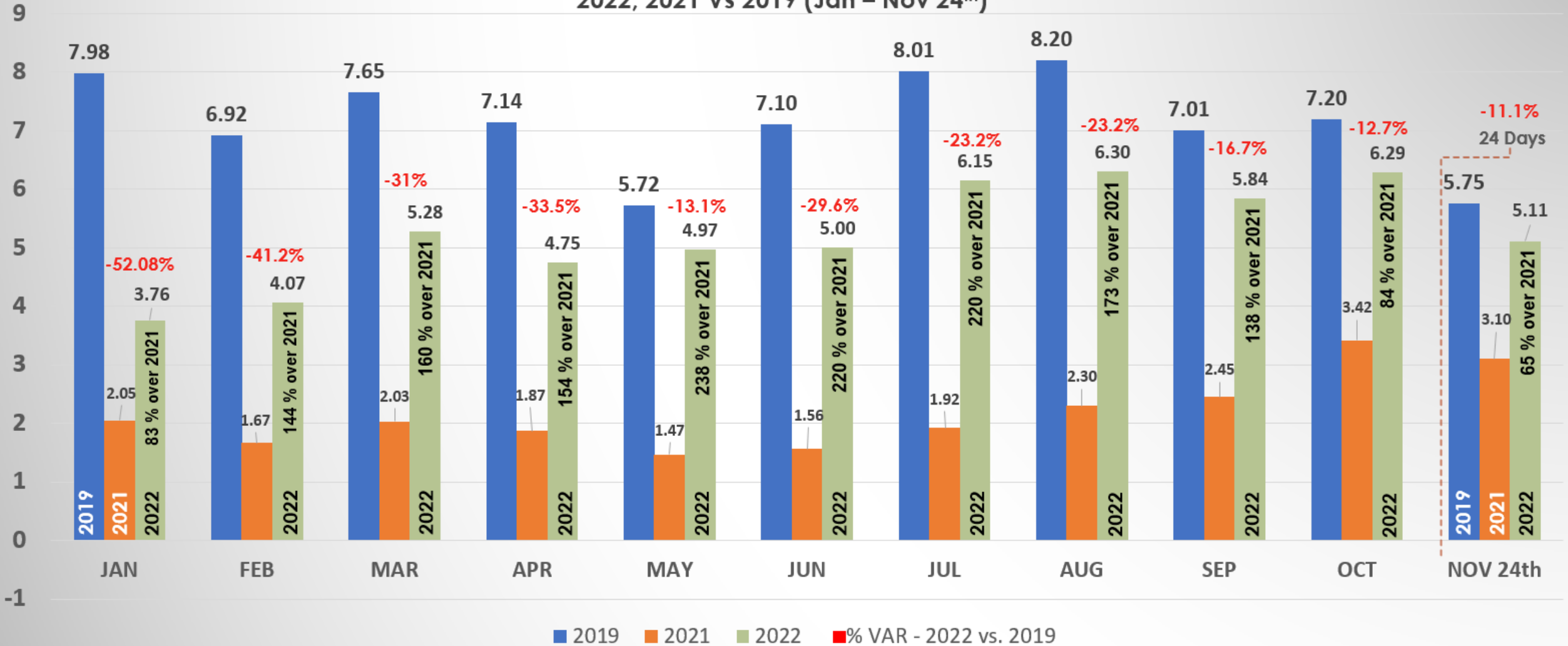
10.3% average sales growth over 37 years.



DDF | PAX Statistics JAN to NOV 24th

Monthly Passenger Statistics (Depts + Arrivals)
2022, 2021 Vs 2019 (Jan - Nov 24th)

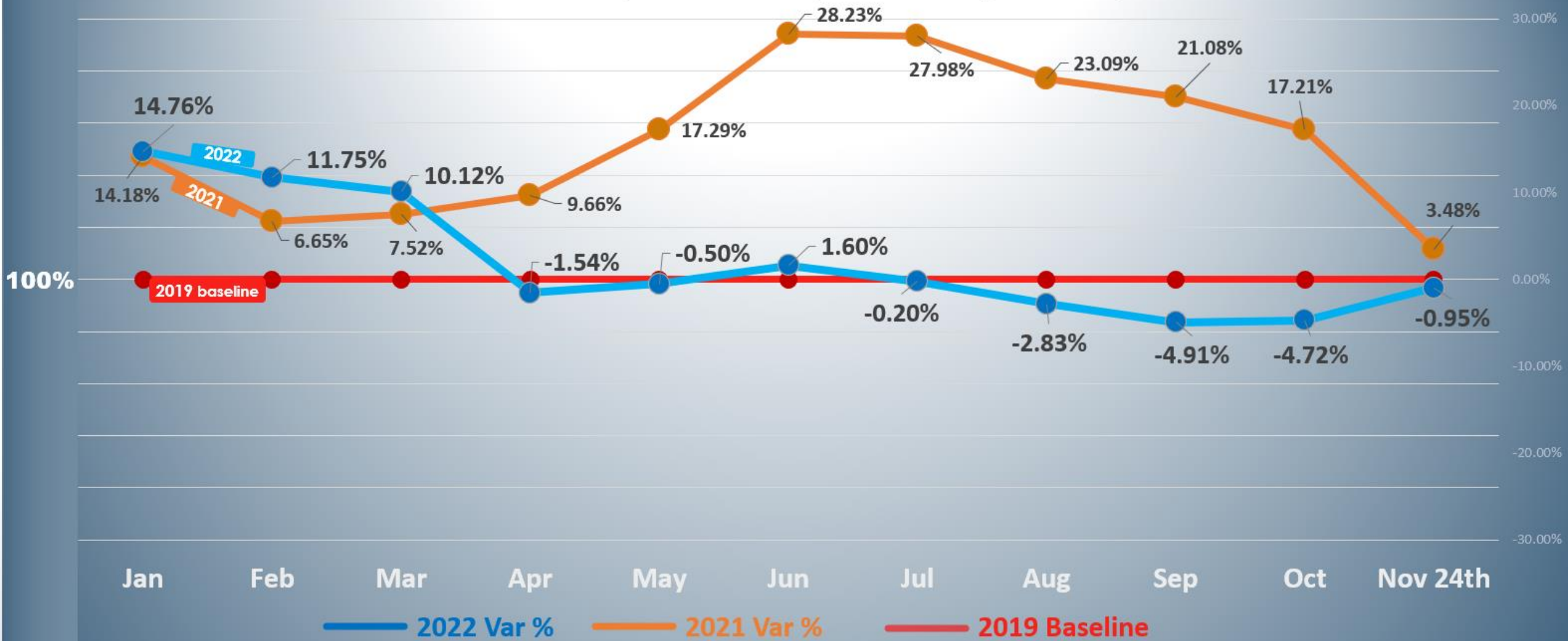
PAX in Millions





Retail Business – Penetration Rate

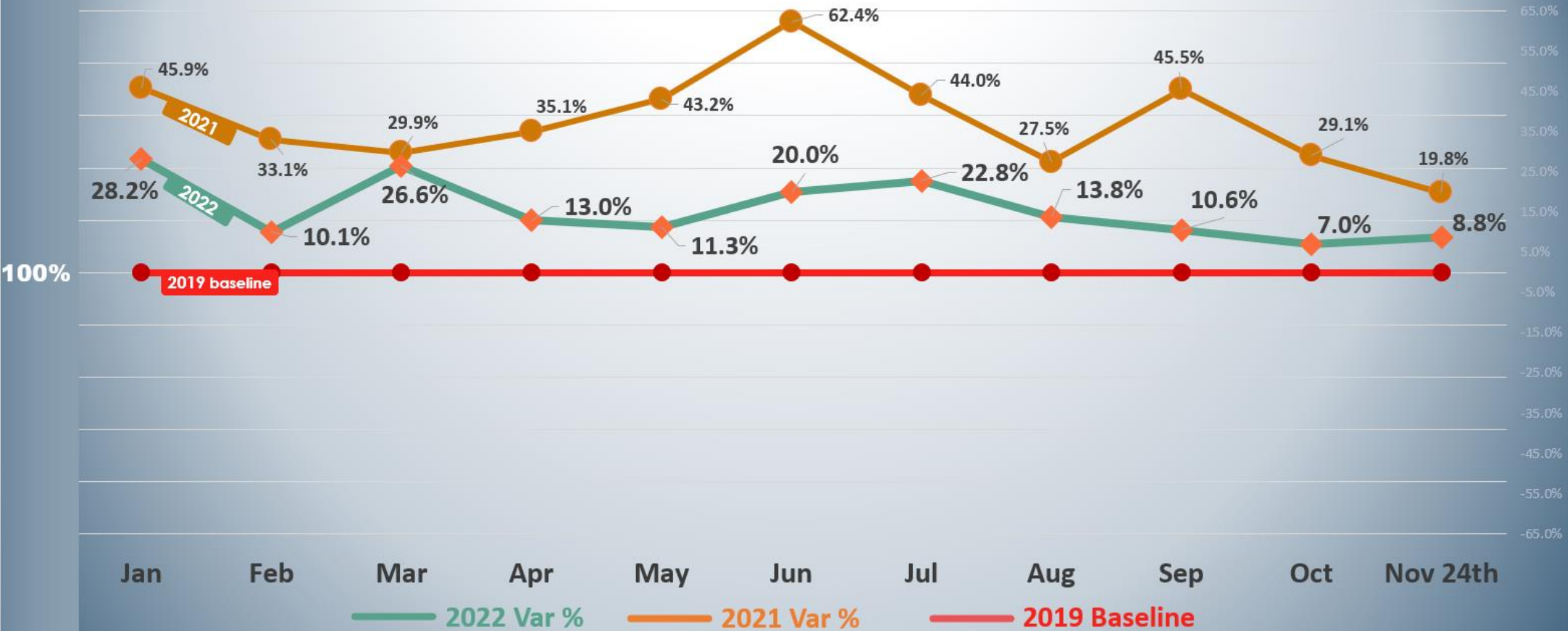
2022, 2021 (Jan – Nov 24) % To 2019 (baseline)





Retail Business – Spend per PAX

2022, 2021 (Jan – Nov 24) % To 2019 (baseline)





Retail Business — Region Wise | 2022 Vs 2019

USD Millions

\$1,800.00

\$1,600.00

\$1,400.00

\$1,200.00

\$1,000.00

\$800.00

\$600.00

\$400.00

\$200.00

\$0.00

Comparison of Cumulative Totals Region-Wise & Total Company Jan – Nov 24th (2022 vs 2019)

-15.4%
\$1,767.19

\$1,494.85

-69.9%

\$366.10

\$109.86

FAR EAST

-17.9%

\$176.13

\$144.59

AFRICA

-1.3%

\$18.02

\$17.78

AUSTRALASIA

-2.1%

\$268.60

\$262.95

MIDDLE EAST

-3.3%

\$253.04

\$244.70

EUROPE

7.4%

\$295.19

\$317.09

INDIA SUB-CONTINENT

24.6%

\$54.45

\$67.85

AMERICAS

48.6%

\$83.98

\$124.77

RUSSIA

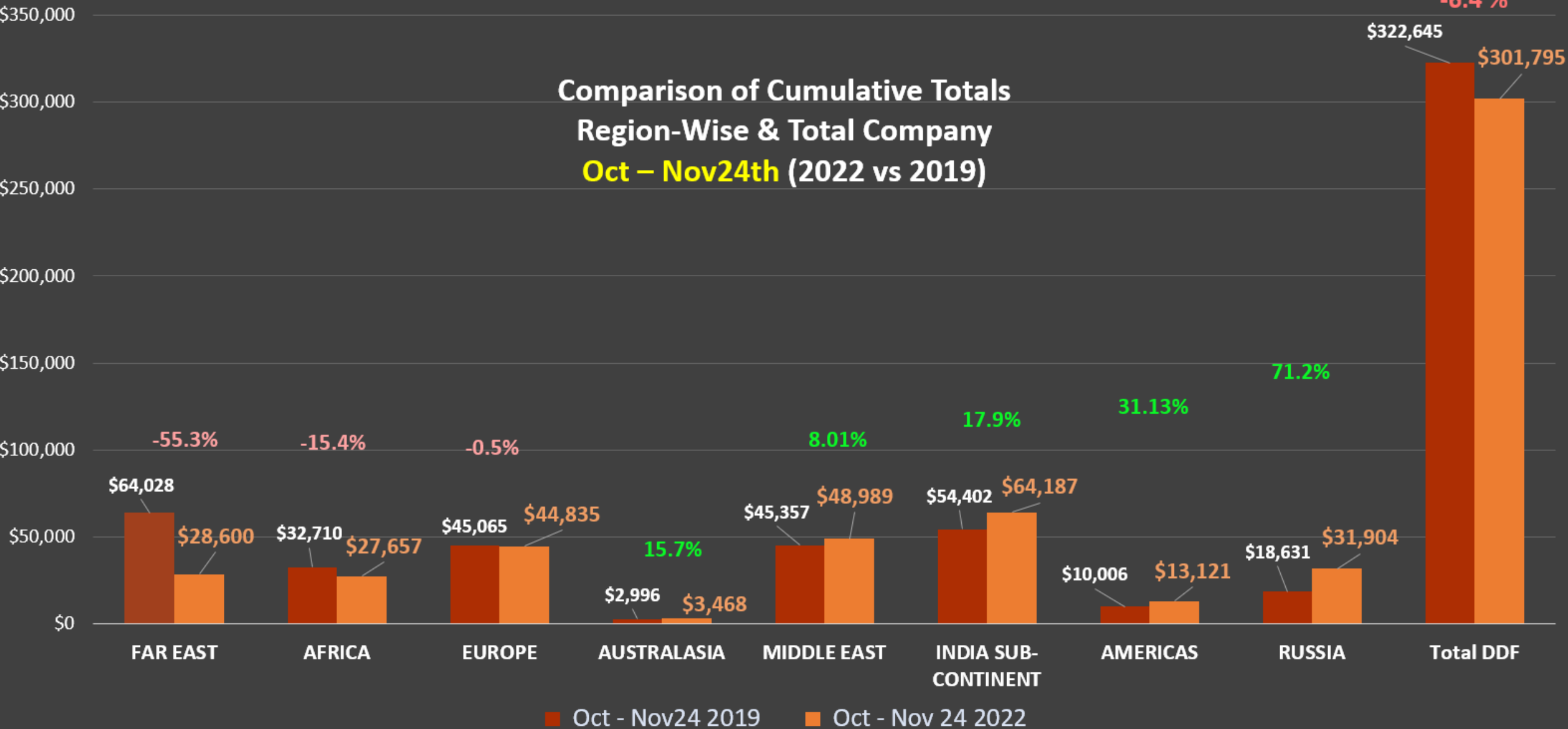
Total DDF

2019 2022



Retail Business – Region Wise | Oct – Nov24th 2022

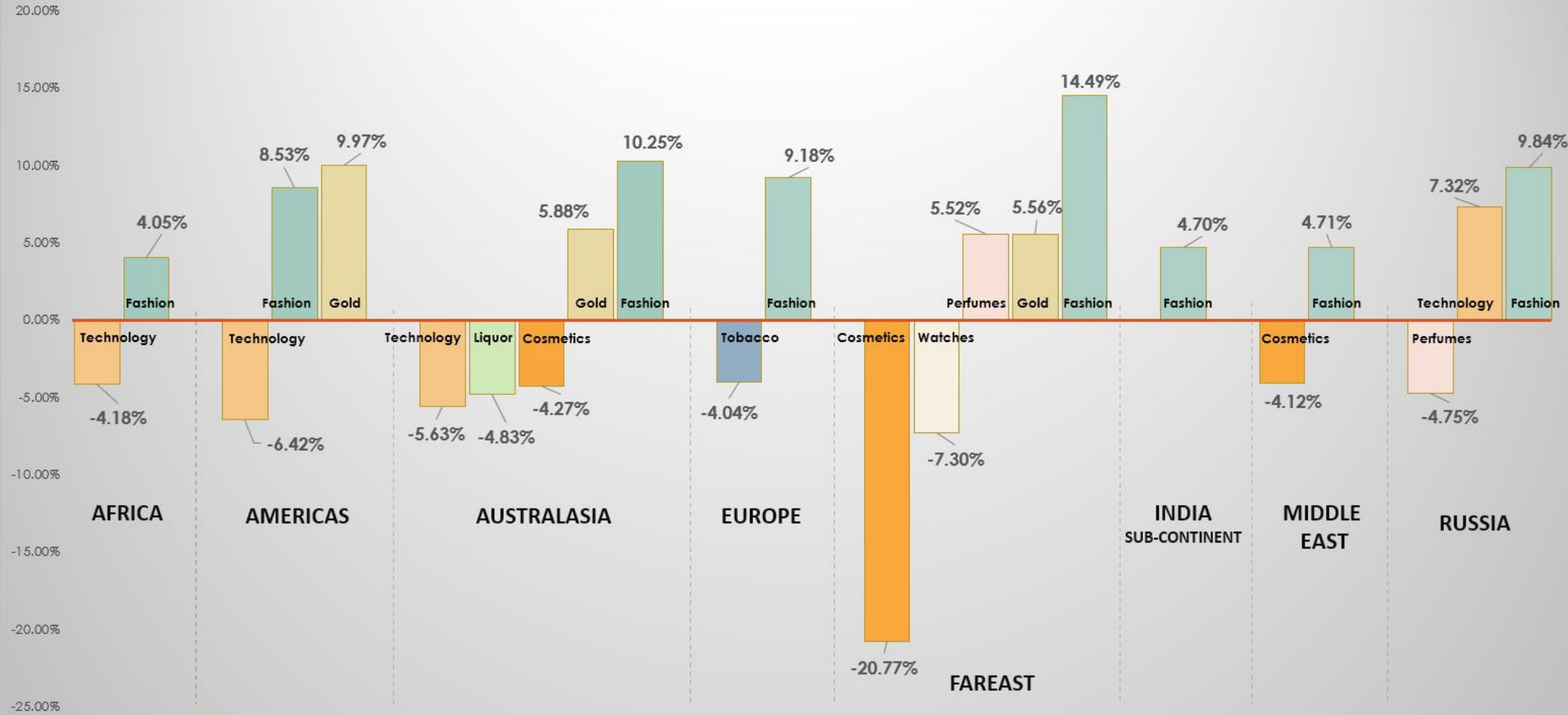
Thousands





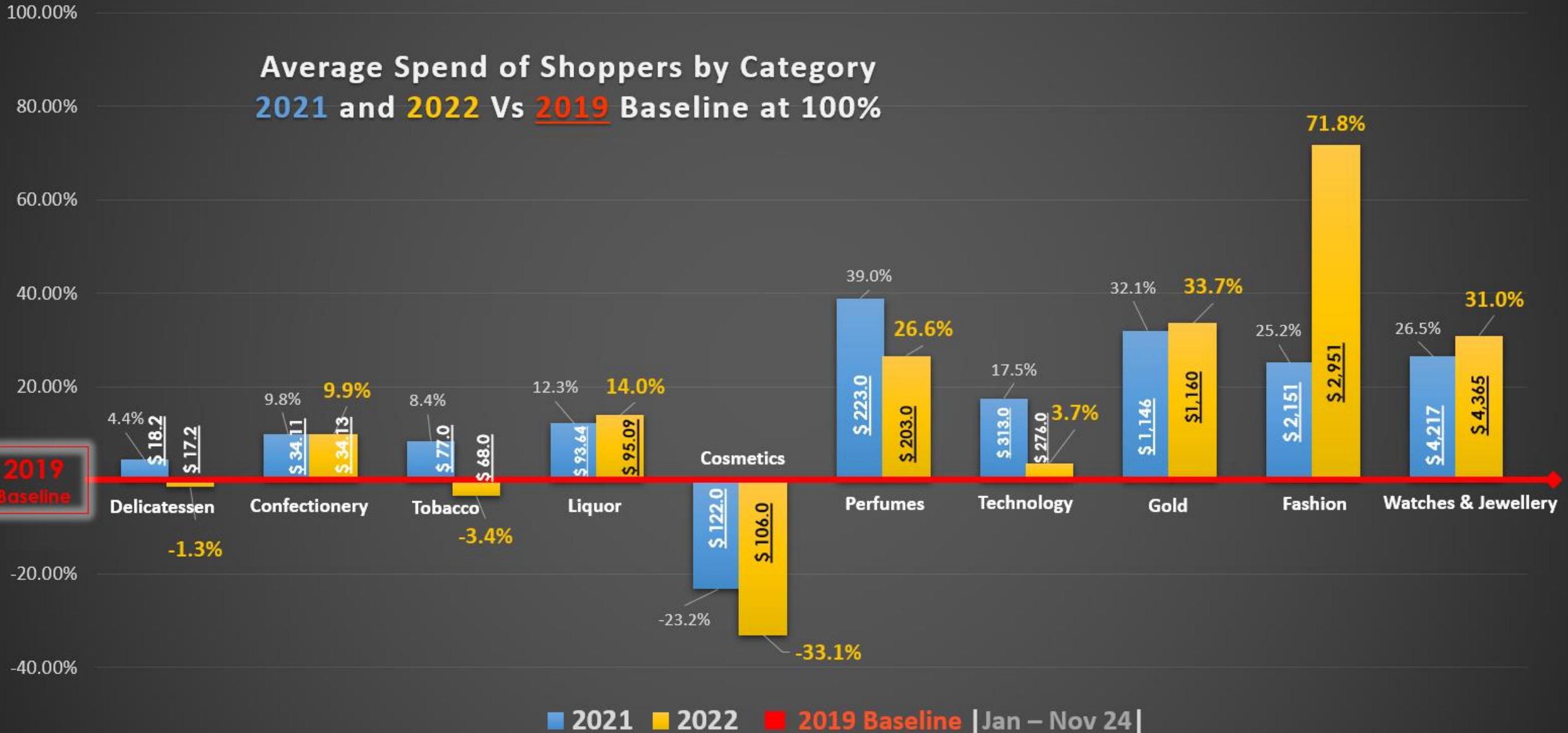
Retail Business – Region Wise on Categories | 2022 Vs 2019

% Product Share to Total For The Region
% Variance (Jan-Nov 24, 2022 vs. 2019)



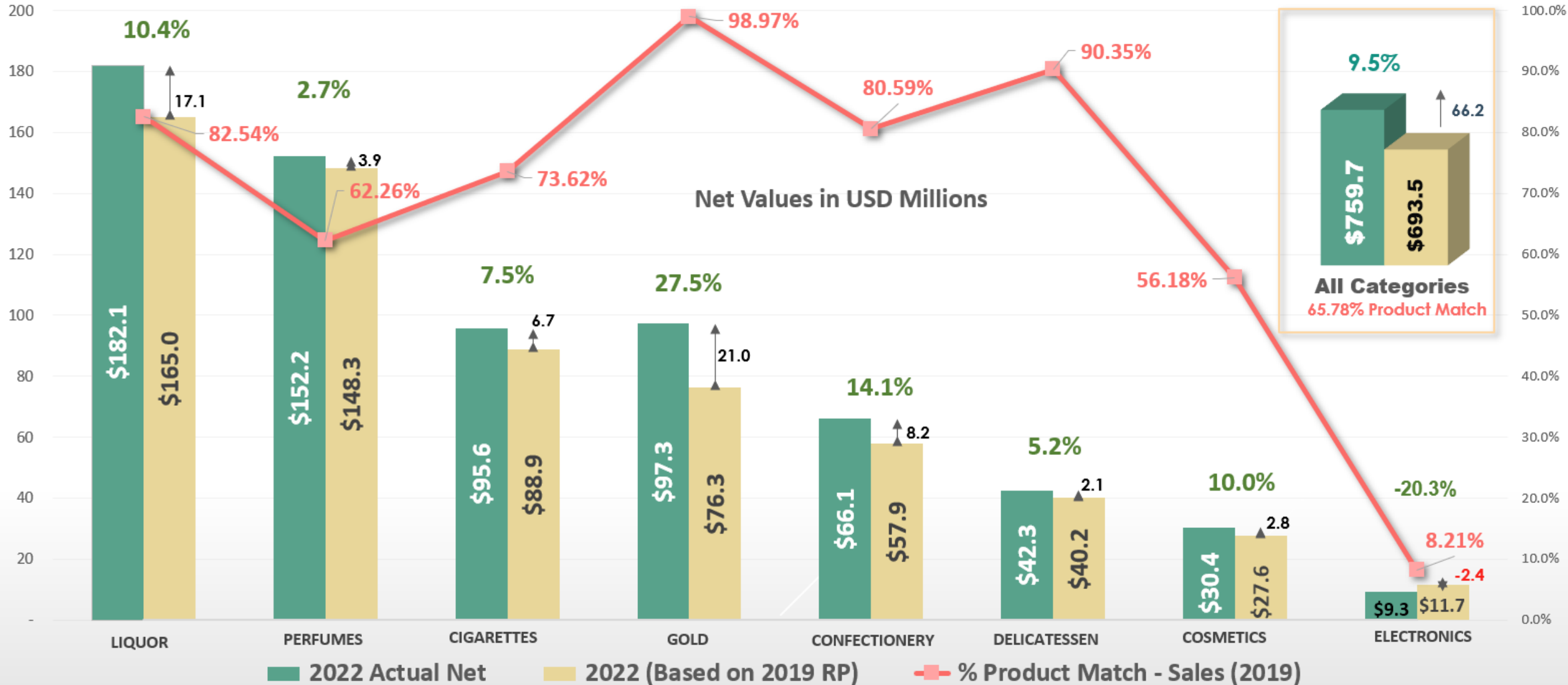
Retail Business – Category Avg spend by shopper

Average Spend of Shoppers by Category
2021 and 2022 Vs 2019 Baseline at 100%





Retail Business - Impact of Price Increases | Jan – Nov 24th





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