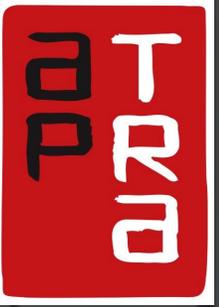




# Introducing the APTRA Index Initiative

**Stephen Hillam**  
**Managing Director**  
**Pi Insight**

A new initiative...



**An initiative to provide APTRA members & participating retailers with the ability to monitor the performance of the airport Duty Free sector in the Asia Pacific region**

# Today's Presentation



**Background  
& Proposed  
Methodology**

**Benefits of an  
Anonymized  
Index**

**Next Steps  
and Index  
Requirements**

# Today's Presentation



**Background  
& Proposed  
Methodology**

Benefits of an  
Anonymized  
Index

Next Steps  
and Index  
Requirements

## Initiative background...



**Anonymized monitoring Index to track regional unit & value sales performance**

**Based on direct retailer participation**

**Follows the successful re-launch of the ETRC Index in Europe in Q4 2021**

# Proposed Coverage...



Channel	Category	Geography	Frequency & Period
Airport airside retail from stores operated by the Duty Free retailer	Total sales with breakdown of Beauty, Liquor, Food, Tobacco, Fashion & Other	Based on total APAC with no further breakdown by sub-region or country	Quarterly frequency with coverage period proposed for 2017 to present day

# Proposed Methodology...



**Retailer Sales  
Data**

**Pi Insight  
Consolidation &  
Modelling**

**Passenger  
Statistics**

**APTRA Index**

# Today's Presentation



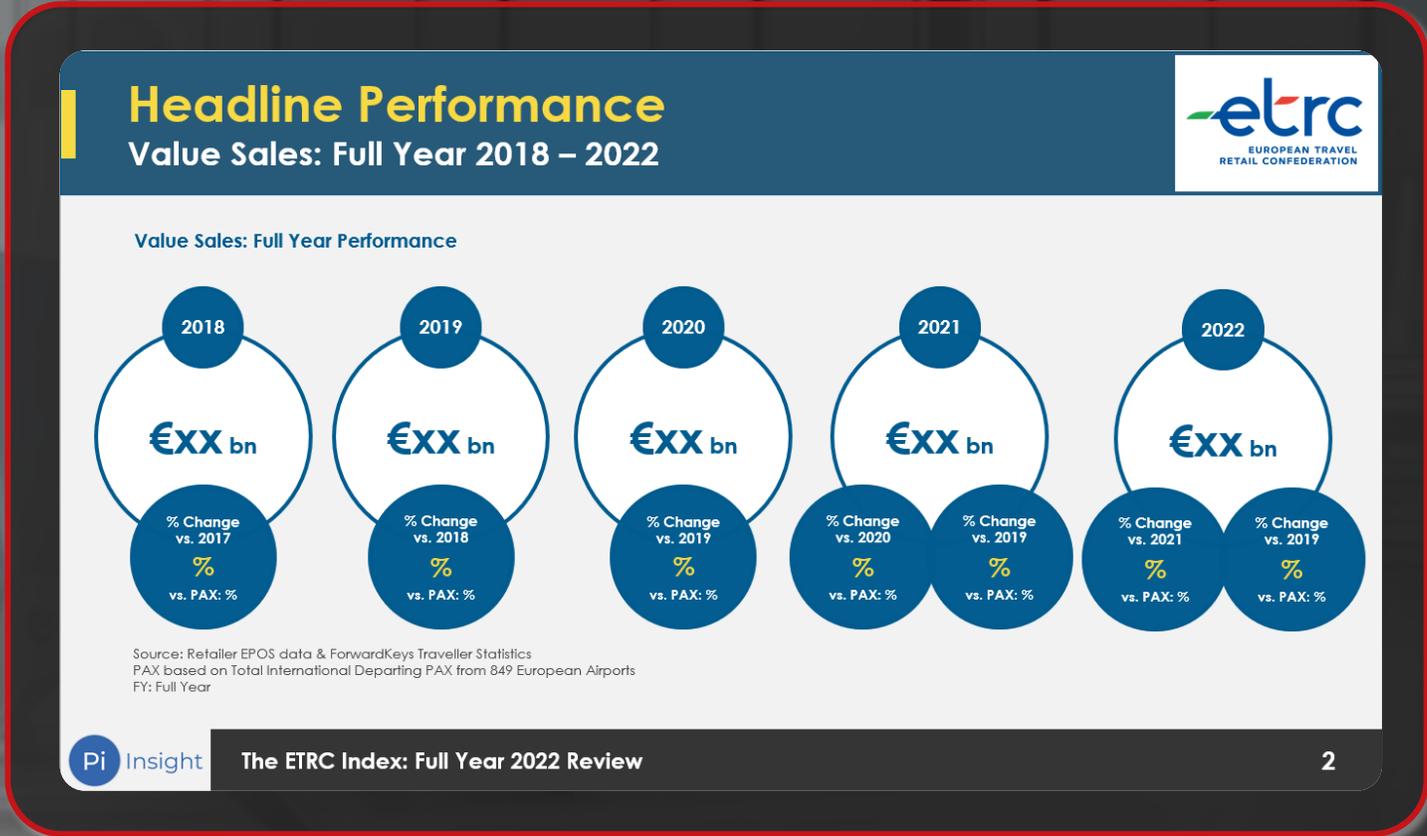
Background  
& Proposed  
Methodology

**Benefits of an  
Anonymized  
Index**

Next Steps  
and Index  
Requirements



To understand the current market performance & recovery from the COVID-19 pandemic



# Key Dynamics



## Key Metrics

### Performance Comparison

Unit, Value & PAX Percentage Changes vs. 2019



Actual Quarterly Percentage Change: Q1 2020 to Q2 2022 vs. Same period in 2019

	Q1 2021 % Change vs. Q1 2019	Q2 2021 % Change vs. Q2 2019	Q3 2021 % Change vs. Q3 2019	Q4 2021 % Change vs. Q4 2019	Q1 2022 % Change vs. Q1 2019	Q2 2022 % Change vs. Q2 2019	Q3 2022 % Change vs. Q3 2019	Q4 2022 % Change vs. Q4 2019
Units	-xx%							
Value	-xx%							
PAX	-xx%							



Source: Retailer EPOS data & ForwardKeys Traveller Statistics  
PAX based on Total International Departing PAX from 849 European Airports

## Spend Per PAX

### Spend Per Passenger

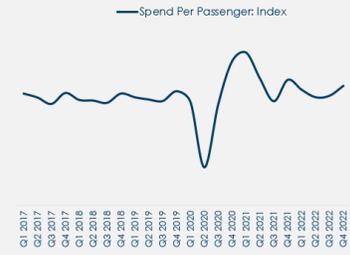
Spend Per Passenger: Actual Change & Indexed Performance



Spend Per Passenger & Percentage Change: FY 2019 – FY 2022

	2019		2020		2021		2022	
	% Change vs. 2018	% Change vs. 2019	% Change vs. 2018	% Change vs. 2019	% Change vs. 2020	% Change vs. 2019	% Change vs. 2021	% Change vs. 2019
Spend per PAX	+xx%	-xx%	+xx%	+xx%	-xx%	+xx%	-xx%	+xx%

Spend Per Passenger: Performance Index



Source: Retailer EPOS data & ForwardKeys Traveller Statistics  
PAX based on Total International Departing PAX from 849 European Airports  
FY: Full Year

# Key Dynamics



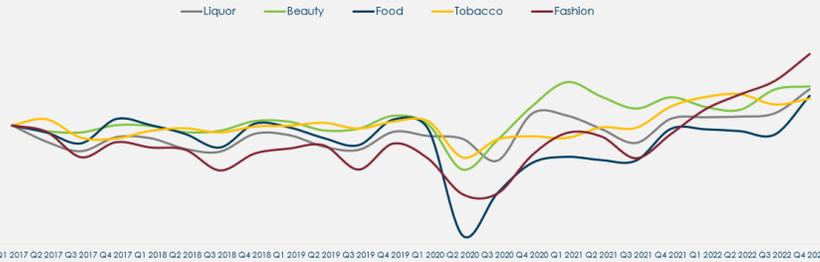
## Spend per Item

### Average Category Selling Prices

Average Category Selling Price Index



Average Category Selling Prices Index: Q1 2017 – Q4 2022



Source: Retailer EPOS data

## Seasonality

### Performance Index

Evolution of Unit, Value & PAX Index



Evolution of Indexes: Unit Sales, Value Sales & PAX



Source: Retailer EPOS data & ForwardKeys Traveller Statistics  
PAX based on Total International Departing PAX from 849 European Airports  
FY: Full Year

# Category Performance



Relative category shares and share evolution over time

## Category Shares Full Year Category Sales & Value Share



Category Value & Share of Total Sales: Full Year 2019 – 2022

	Beauty Share of Sales	Liquor Share of Sales	Tobacco Share of Sales	Food Share of Sales	Fashion Share of Sales	Other Share of Sales
2019	xx%	xx%	xx%	xx%	xx%	xx%
2020	xx%	xx%	xx%	xx%	xx%	xx%
2021	xx%	xx%	xx%	xx%	xx%	xx%
2022	xx%	xx%	xx%	xx%	xx%	xx%

Source: Retailer EPOS data

# Today's Presentation

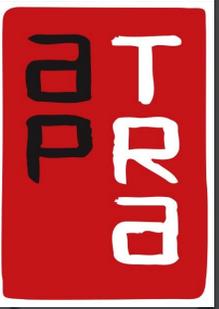


Background  
& Proposed  
Methodology

Benefits of an  
Anonymized  
Index

**Next Steps  
and Index  
Requirements**

# Requirements



1

**Retailer  
Participation**

2

**Passenger  
Statistics**

# Requirements



1

**Retailer  
Participation**

2

**Passenger  
Statistics**

## Retailer Participation...



**Require retailer coverage to cover 70%+ of regional departing PAX**

**At this stage, we are not asking for any data, just an intention to be involved**

**Propose a round-table call to go through more specific details**

# Requirements



1

**Retailer  
Participation**

2

**Passenger  
Statistics**

# Passenger Statistics...



**Leading Passenger Statistics & Travel Insight provider,  
ForwardKeys have confirmed that they will provide the passenger  
statistics required for the APTRA Index**

In summary...



**An anonymized, quarterly index to track the trends & performance of the Asia Pacific Airport Duty Free sector based on direct retailer participation**

**Index to provide insights including APAC market size & growth, evolution of key market dynamics & category performances**

**Retailer participation is the key requirement & a follow up round table will be proposed to discuss specific retailer details**



# Thank you!

Stephen Hillam  
Managing Director  
Pi Insight

