

## media release

12th May 2010

### Lagardère Services Asia Pacific awarded a third concession for Billabong at Changi Airport, Singapore

The award of this latest concession follows the opening of the first Lagardère Services Asia Pacific run Billabong store at Changi Airport Terminal 3 last year and comes as the travel retailer prepares to open its second outlet for the brand, within the airport's Terminal 2, later this month.

Billabong is one of the world's leading Youth Lifestyle brands and owns ten of the world's top boardsport labels. It's products are sold in more than 10,000 outlets throughout the world. Lagardère Services Asia Pacific—a well established operator within Changi Airport—have been delighted by the brands performance and by its appeal to passengers in the busy gateway airport, with CEO Scott Raisin stating "Billabong is a dynamic lifestyle fashion brand and well suited to Changi's mix of international passengers. We are extremely pleased to be able to open these three outlets in Terminals 1,2 and 3."

The addition of Billabong to the retail mix at Changi has also been well regarded by the industry, with the Terminal 3 store receiving a highly commended accolade in the 2009 DFNI Product Awards in the category of Best New Fashion and Leathersgoods Store

Billabong General Manager Asia, Phil Nicolle said of the latest concession announcement "Changi Airport is an important step in our development plans for Billabong in Asia. With its large passenger volumes and importance as a regional travel hub it provides a great opportunity to grow awareness of the Billabong brand. We are delighted by the speed in which Lagardère Services Asia Pacific has secured these three tenancies and by the quality of their retail operations."

#### Notes to the editor:

Lagardère Services Asia Pacific is the region's leading news and books travel retailer and operator of the Relay and NewsLink concepts. Its growing portfolio of innovative specialty retail concepts includes Discover (gifts and souvenirs), Virgin (multimedia), Kaboom (toys), Lonely Planet (travel and books) and many more. The company also operates a number of branded stores including Billabong (fashion) and Smiggle (stationery). In total Lagardère Services Asia Pacific operates more than 150 outlets in Australia, China, Hong Kong, Taiwan and Singapore.

The company is part of the global Lagardère Services group, whose extensive Travel Retail expertise covers 20 countries across four continents. The group also includes duty free and luxury goods specialist, Aelia.

#### contact:

Scott Raisin, Chief Executive Officer

Telephone:

Australia +61 2 8218 1199

Hong Kong +852 3769 7499

Singapore +65 6593 1799

Email: [scott.raisin@lsaspac.com](mailto:scott.raisin@lsaspac.com)

