

Press Release

**LOGAIR, AELIA and SERVAIR's joint subsidiary,
renamed DUTYFLY SOLUTIONS.**

The solution for managing duty-free sales on board aircraft.

Paris, 15 December 2011– AELIA, a subsidiary of the Lagardère Services group and the European leader in travel retail, and SERVAIR, the French leader and world's third largest airline catering and air transport logistics company, have consolidated and renamed their joint subsidiary: LOGAIR is now DUTYFLY SOLUTIONS.



AELIA and SERVAIR offer airlines a unique management solution for in-flight duty-free sales. DUTYFLY SOLUTIONS is owned 50/50 by AELIA and SERVAIR.

Based on the complementary nature of both companies' businesses, DUTYFLY SOLUTIONS is responsible for selecting products in agreement with the airlines concerned, for purchasing the products, for determining their selling prices and for managing their storage in bond. The company prepares and brings the trolleys to the aircraft and receives the products from their return flights. It also manages on-board sales and receipts. **DUTYFLY SOLUTIONS benefits from all the know-how imbued in AELIA's services and airline industry marketing capabilities and SERVAIR's expertise in air transport logistics. By being responsible for the on-board sales of Air France, Alitalia, Air Caribbean and Iberia, DUTYFLY SOLUTIONS is present at departure points in France, Italy and Spain. DUTYFLY SOLUTIONS will develop by drawing on Servair's international network.**

DUTYFLY SOLUTIONS uses the only secure, computerized trolley in the market, which allows for optimal supply and management of the stock. In addition, the company has innovated by offering passengers the ability to pre-order online the products they will find on board. The four product families sold on board are: perfumes/luxury goods, tobacco/alcohol, watches/jewellery and electronics.

*"Now that we have strengthened and consolidated our business, we are ready to deploy and develop it. Our ambition is for **Dutyfly Solutions to become the first on-board duty-free sales operator in Europe and Africa**, with, on the one hand, the best product catalogue possible for airlines and, on the other hand, the most attractive offerings to passengers" **said Ambrose Fondeur, Aelia's CEO.***

*“This joint subsidiary is remarkable in its complementary nature: Aelia, on the one hand, offers skills in retail, with its know-how in marketing and shopping promotion, but also with its expertise in bonded areas and transactions. And Servair, on the other hand, brings to the table its extensive knowledge of airlines, their needs, and of the way they operate, as well as its expertise in related logistics aspects. **This joint subsidiary will allow us to reinforce and enrich our offer on board. This is part of our overall strategy of diversification based on airline business lines,**”* adds **Claude Thènevin, Servair’s Deputy Commercial, Marketing and Innovation General Manager.**

AELIA is the franchisor of LS duty-free and luxury brands and concepts for travel retail in Europe, the Middle East and Africa, a division of Lagardère Services. Present on 30 platforms and in 10 countries, the Group operates nearly 200 duty-free stores offering perfumes, cosmetics, alcohol, tobacco, food, confectionery, fashion, electronics and accessories. With a turnover of €681 million in 2010, the group is one of the European leaders in the duty-free and luxury retail sector. Its business concepts are designed to meet every traveller’s needs, by combining its retail know-how with its expertise in brands (www.aelia.com).

SERVAIR is the leading French airline catering and cleaning company. In 3rd position worldwide with more than 60 sites, with its partners and subsidiaries, SERVAIR offers airlines a range of services that are vital to the air transport sector and for the comfort of passengers. Its requirements, in terms of quality and know-how, have led to SERVAIR becoming a true driving force for its 120 customer companies, helping them to improve their commercial offers to passengers, while scrupulously adhering to the constraints of air transport.

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