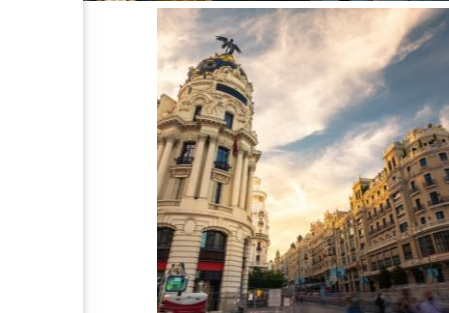
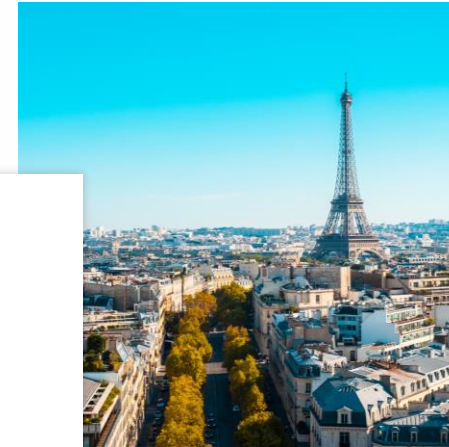


COMPARISON
OF THE **UK RECOVERY**
WITH ITS **EUROPEAN**
NEIGHBOURS

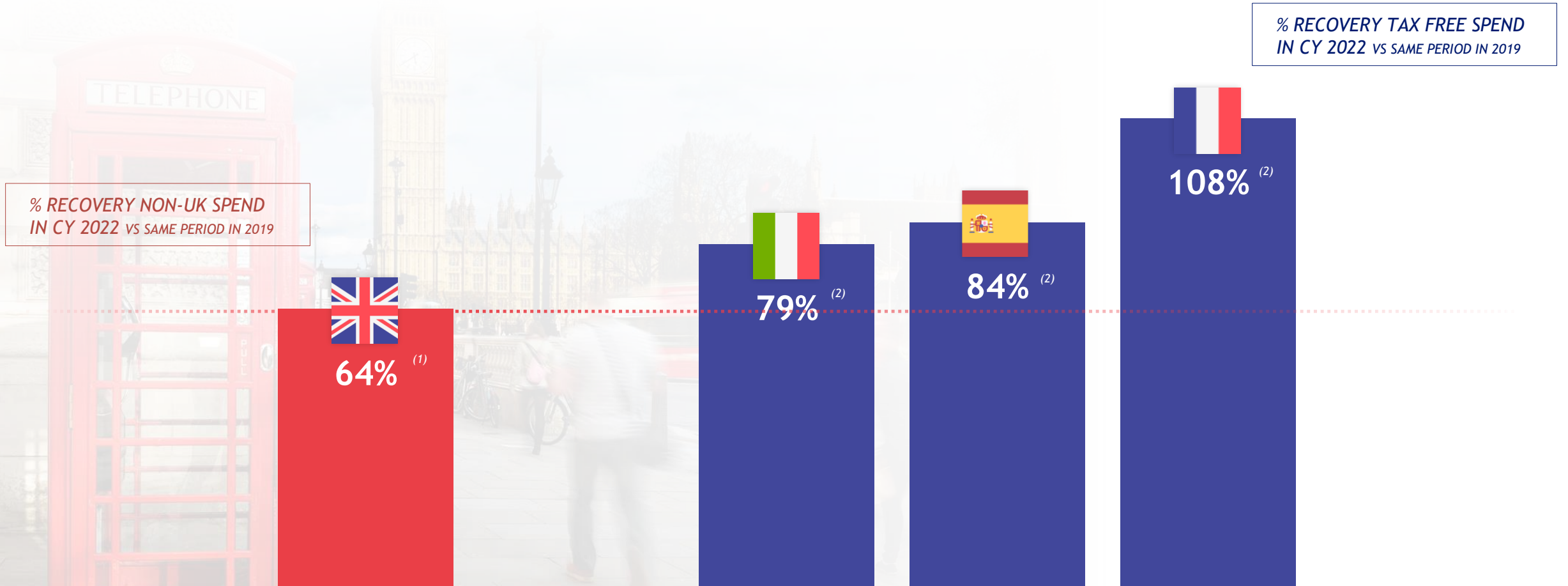


1

Comparison of UK recovery with EU27 in 2022

2. Relocation of Non-UK / Non-EU shoppers Spend from UK to EU27
3. Willingness of Chinese to travel UK & EU27 in the next 12 months
4. UK shoppers' Spend in EU27

The absence of TFS scheme in the UK penalise its recovery compared to Continental Europe

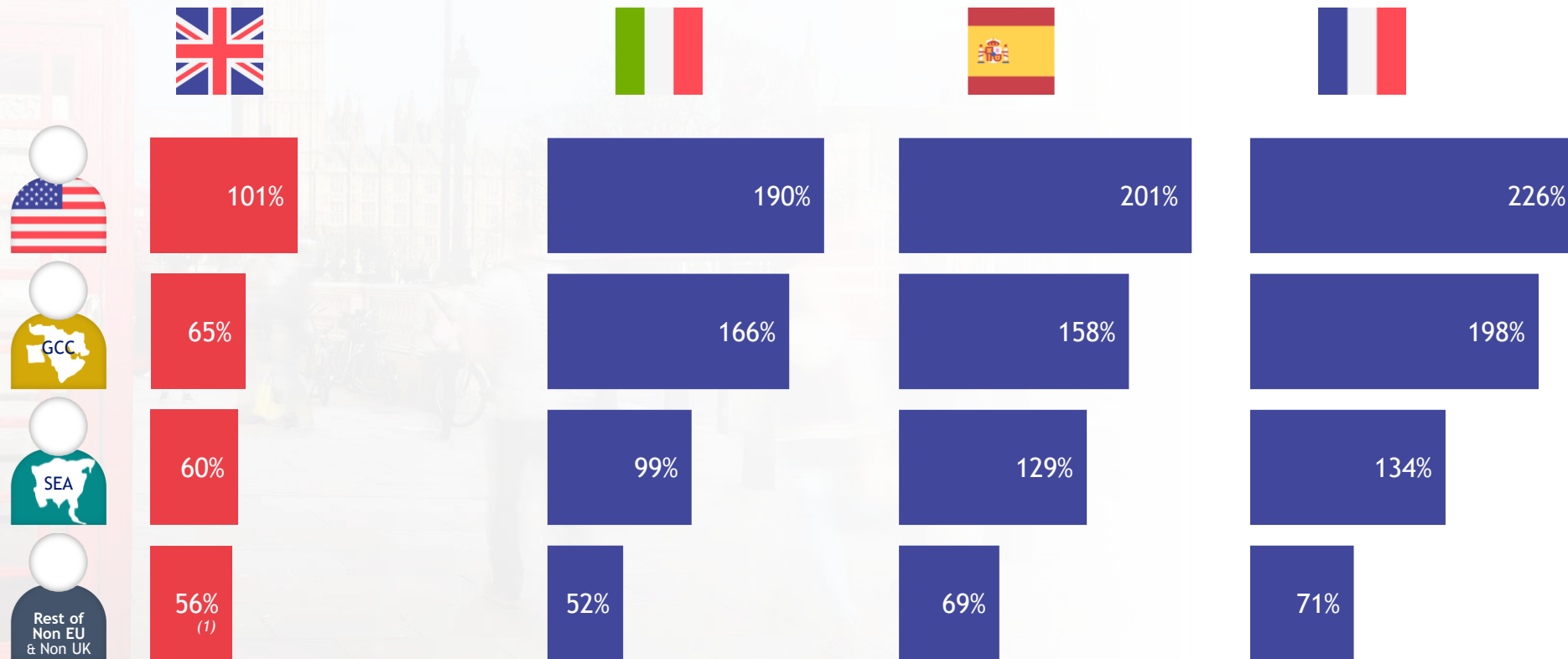


(1) UK data collected from a sample of 11 Retailers representing ~£ 500 M SIS

(2) France, Italy and Spain Global Blue data

It is even more visible when comparing the recovery by nationalities as the absence of Chinese & Russian weight equally for UK and its European neighbours (including in rest of Non EU)

OVERVIEW OF INTERNATIONAL SHOPPERS IN THE UK & COMPARISON WITH EUROPEAN NEIGHBOURS



(1) The difference between UK and Continental Europe is smaller for « rest of Non-EU & UK shoppers » given the lack of Chinese and Russian shoppers in all markets.
Chinese + Russian shares in 2019 in UK : 23% / in Italy: 37% / in Spain : 35% / in France : 31%

1. Comparison of UK recovery with EU27 in 2022

2

Relocation of Non-UK / Non-EU shoppers Spend from UK to EU27

3. Willingness of Chinese to travel UK & EU27 in the next 12 months
4. UK shoppers' Spend in EU27

Almost 10% of UK spending in 2019 has already been relocated to EU27 by international shoppers

2019

(Non EU / Non UK shoppers)



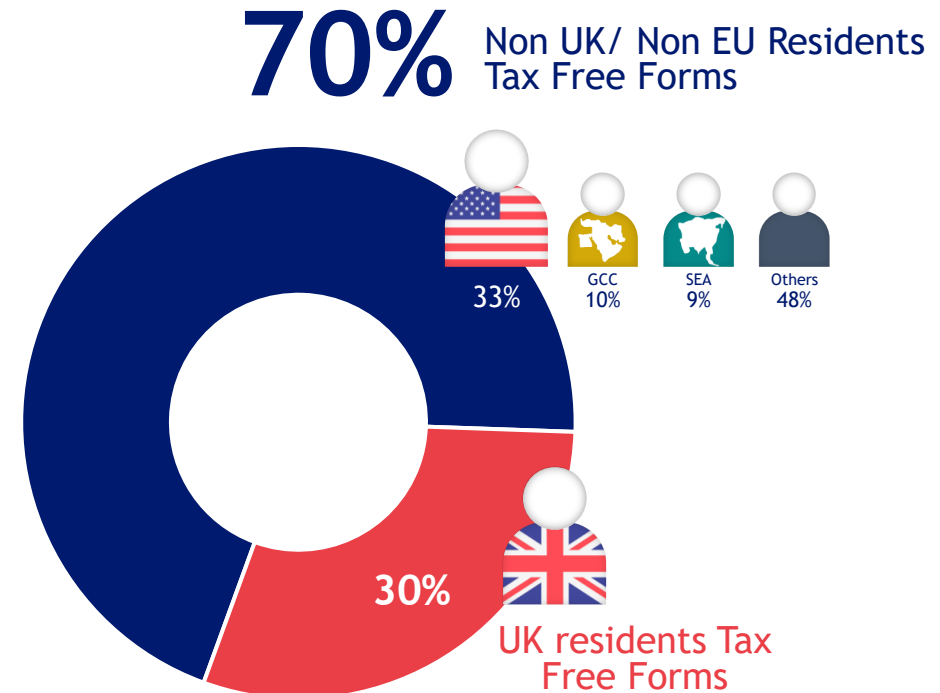
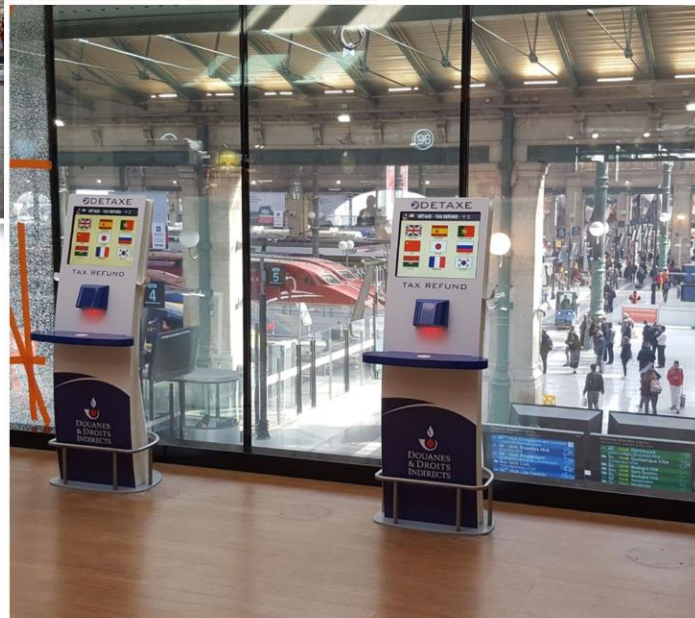
2022 relocation



35K Non EU/non UK shoppers that have purchased only in the UK in 2019 have relocated their spending in EU27 representing **~10%** of 2019 spend.

Non EU/UK shoppers who used to shop in UK & EU27 in 2019 have increased their tax free spent in 2022 in EU27 by **+30%**.

2/3 of travellers' validating their Tax Free Form in Paris Gare du Nord are not UK resident !



1. Comparison of UK recovery with EU27 in 2022

2. Relocation of Non-UK / Non-EU shoppers Spend from UK to EU27

3

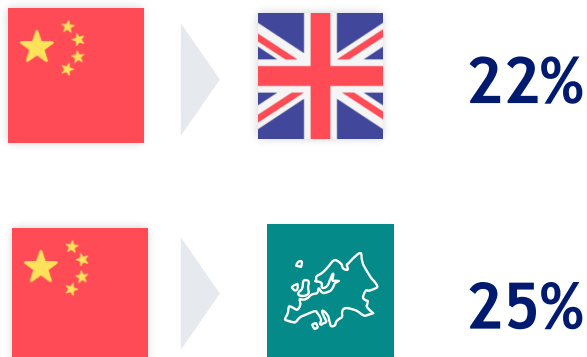
Willingness of Chinese to travel UK & EU27 in the next 12 months

4. UK shoppers' Spend in EU27

UK is the least favoured destination for Chinese among large European countries for their future 2023 trip ... While it was the 2nd most visited country in Europe in 2019

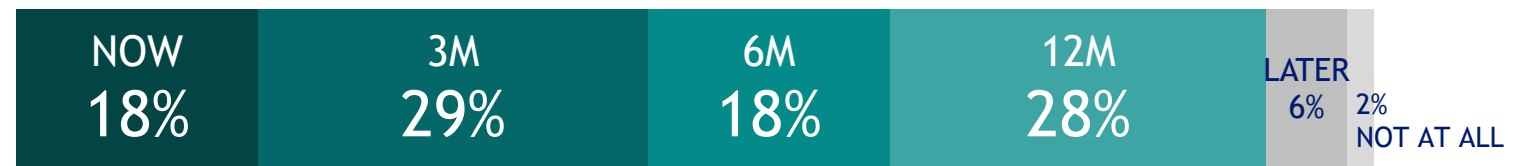
2019 WEIGHT

Mainland Chinese travelers' weight in 2019 Tax Free spent in UK and Continental Europe

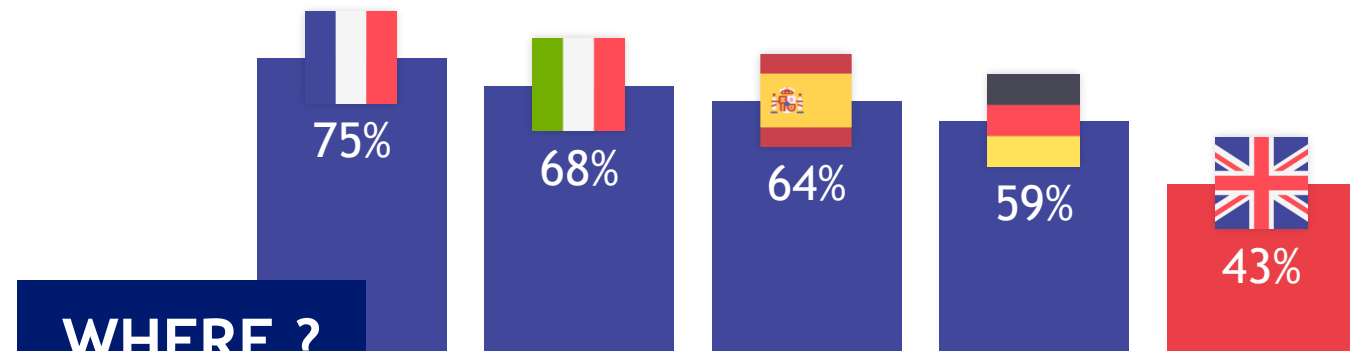


WHEN ?

92% of Chinese plan to travel in the next 12 months



WHERE ?



- 
1. Comparison of UK recovery with EU27 in 2022
 2. Relocation of Non-UK / Non-EU shoppers Spend from UK to EU27
 3. Willingness of Chinese to travel UK & EU27 in the next 12 months

4 UK shoppers' Spend in EU27

~€ 500M spend by UK shoppers in Continental Europe in 2022 representing an increase of ~200% vs. 2021

Main KPIs⁽¹⁾ of UK shoppers in Continental Europe

| | # SHOPPERS | NUMBER OF TRANSACTIONS | TAX FREE SPEND | AV. TAX FREE SPEND PER SHOPPER |
|-------------|------------|------------------------|----------------|--------------------------------|
| 2022 | 174,502 | 466,037 | € 486M | € 2,787 |
| 2021 | 36,298 | 94,805 | € 160M | € 4,411 |
| | +381% | +392% | +204% | |



(1) Extrapolation of market figures based on GB market share

Conclusion

- 1** In 2022, the absence of a Tax-Free Shopping Scheme **has penalized** the UK's international shopping level recovery vs. its main European neighbors (France, Italy and Spain).
- 2** International shoppers who used to shop only in UK prior Tax-Free Shopping Scheme abolition in 2021 **have reallocated part of their spending in Continental Europe**, France being the big winner of this shift.
- 3** **UK is no longer a key destination for Chinese shoppers who will travel in Europe in 2023.**
- 4** The number of UK shoppers in Europe has significantly increased in 2022.