

COLLEZIONI

BY MCARTHURGLEN™

This is a brief list of some frequently asked questions about the Collezioni concept from McArthurGlen Luxury Retail. This is a short summary only and should be read in conjunction with the details on our website (www.mcarthurglengroup.com) and any other presentation materials we may have sent you.

1. Who are McArthurGlen Luxury Retail (MGLR)?

A division of the McArthurGlen Group, one of the world's biggest developers and managers of designer outlet centres, working with over 750 brands, across our 18 shopping centres across Europe, hosting more than 400,000m² of sales space, selling to 70 million visitors a year. A further 3 centres are currently in development.

2. Why was MGLR set up?

To specialise in developing and managing prestige fashion retail outlets in travel retail locations, especially airports.

3. Who runs MGLR?

The Group has hundreds of employees at its centres and its head office in London. Each of the operating regions has its own managing director with a semi-autonomous team including sales, marketing, leasing, and finance executives.

The Chairman of MGLR is Brian Collie, former BAA Main Board Director who successfully introduced wide ranges of specialist stores (including many of the world's leading fashion brands) to open and run their own stores across BAA's 20 airports in the UK, Europe, USA and Australia. Brian is also supported by a team of experienced airport managers and airport retailers.

4. What does MGLR offer airports?

The ability to source, deliver and manage a selection of individual fashion retail stores. The minimum space we can operate within is 500 sq. metres, but can confidently develop, let and manage up to 15,000 sq. metres.

5. What is Collezioni?

The collective name that describes MGLR's portfolio of prestige fashion retail brands. Also the name we can use to define the total airport space that we fill with a selection from this portfolio of brands.

6. What will MGLR do for the airport?

- Negotiate our own individual contracts with each of the Collezioni fashion brands.
- Help design and develop individual units for each of them.
- Work with the Collezioni brands to fit out their units, stock their units with their latest merchandise and staff with their own people. The brands manage their own shops.
- Appoint a locally based MGLR Retail Director, to interface with you, oversee the performance of the 'Collezioni' retailer brands and support them on a day-to-day basis. The retailers are answerable directly to MGLR.
- Provide overall marketing, PR and promotional support for the "Collezioni" retailers.

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7. What are the benefits for the airport?

- We take all the initial negotiating and ongoing management burden away from the airport.
- You only have to negotiate one contract and one financial agreement (with MGLR).
- You get the best brands because we have years of experience working with them and they trust us to help them maximise opportunities in airport retail.
- Your customers get the genuine brand owner's retail experience; the "REAL THING", not a third party general retailer buying-in products.
- The "REAL THING" can deliver a higher level of performance against every KPI including sales per m². So you can enjoy higher revenues.
- You work with an MGLR team with a long and successful track record in airport retail.

8. The benefits for the brands

- They avoid the major challenge of negotiating a 'one-off' unit with each airport – MGLR handle everything for them.
- We help them manage the complex demands and everyday operational challenges of trading on Airport. Our Retail Director is there to help them.

For further information or queries please do not hesitate to contact the Collezioni team at: collezioni@mcarthurglen.com or on +44 (0) 207 535 2300.