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## Budapest Airport opens exclusive Victoria's Secret shop – the first in Hungary

(Text prepared by Budapest Airport)

The secret is out: Heinemann Duty Free has opened another brand shop at Terminal 2A of Budapest Airport, adding the American-owned Victoria's Secret to the existing Burberry, Hugo Boss, Longchamp, Mont Blanc and Ralph Lauren shops. The new outlet offers perfume, cosmetics, beauty products, accessories and exclusive lingerie.

Another trendy perfume and accessory brand shop has opened at Terminal 2A of Budapest Airport. With the new Victoria's Secret shop, American fashion retail giant L Brands has entered the Hungarian market. The shop is operated by Heinemann, the largest commercial partner of Budapest Airport. This time, at the 82m<sup>2</sup> facility, they have brought to Hungary a renowned women's beauty and accessory brand, with more than 1,000 outlets worldwide. Victoria's Secret has more than 10,000 items in stock in Budapest alone, with approximately 60% on offer being fragrances and make-up, 20% accessories and 20% exclusive lingerie. The shop is run by a staff of two managers and six sales assistants, who help customers in selecting the right products and sizes.

With more than 9.15 million passengers last year and a healthy outlook of further steady growth in passenger numbers this year, not only the airport operator, but its commercial partners are also looking to the future with confidence, ready to further develop the travel and shopping experience at Terminal 2. Quarterly independent, anonymous passenger surveys show that travellers appreciate the shopping opportunities at the airport, both in terms of choice and value for money, which will now be further enhanced by the new Victoria's Secret outlet.

"We are delighted to see the opening of yet another world-class brand shop here at the airport, managed by Heinemann, especially since this is the first Victoria's Secret shop in Hungary," said Fritz Janach, Managing Director, Heinemann Duty Free in Hungary. He added: "I am sure that the exclusive products offered here will be very popular amongst travellers, be it ladies shopping for themselves, or gentlemen purchasing nice gifts for their loved ones before departing Budapest."

"We would like to congratulate our colleagues from Heinemann Duty Free, who managed to bring yet another global brand, making its debut in Hungary, to the airport," said Kam Jandu, Chief Commercial Officer, Budapest Airport. He added: "With more than 60% of the outbound travellers departing through this area, I am sure that the new Victoria's Secret shop will be a hit among our passengers, and will add to the unique shopping experience that goes with air travel through Budapest Airport."



Photo caption: Kam Jandu, Chief Commercial Officer, Budapest Airport (left) congratulates Fritz Janach, Managing Director, Heinemann Duty Free, Hungary on the opening of the Victoria's Secret shop – the global brand making its debut in Hungary.

Further photos of the event can be downloaded from here: <http://goo.gl/wNTNeD>

### Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 52.66% stake, together with Caisse de dépôt et placement du Québec (20.17%), Malton Investment Pte Ltd. (22.17%) and KfW IPEX-Bank GmbH (5%).
- Budapest Airport welcomed 9.1 million passengers in 2014, flying on the airport's services to 88 destinations across 35 countries.
- Monthly passenger traffic growth in the period to end-December 2014 has exceeded +7%.

To find out more on Budapest Airport, visit [www.bud.hu](http://www.bud.hu)

For more information:

**Kerry Parks, Account Manager, Budapest Airport Aviation Development PR**  
PPS Publications, Media & Events  
(44) 1293 783851/mobile (44) 7808 172723 or [kerry@pps-publications.com](mailto:kerry@pps-publications.com)