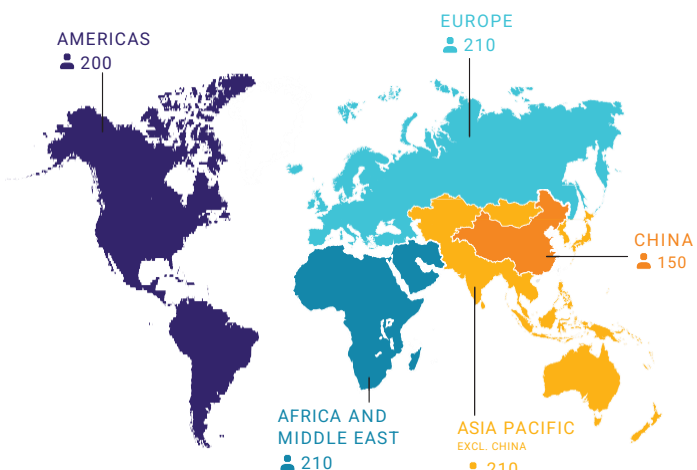


THE AIRPORT SENTIMENT TRACKER

MARCH 2021 – Wave 2



980 Air Travellers Surveyed, through Attest consumer research online platform, who have:

- Flown at least once in the last 4 months (i.e. between Dec.2020 and March.2021),
- Whether domestically or internationally,
- Whether for leisure or for business.

1 DOMESTIC LEISURE TRAVEL SPEARHEADED THE AIR TRANSPORT RECOVERY especially in China

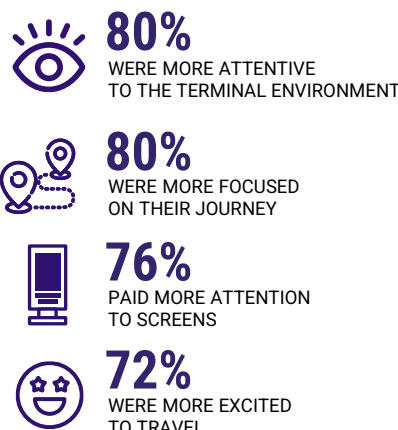


2 AIRPLANE IS SEEN AS THE SAFEST NON-PERSONAL MEANS OF TRANSPORT

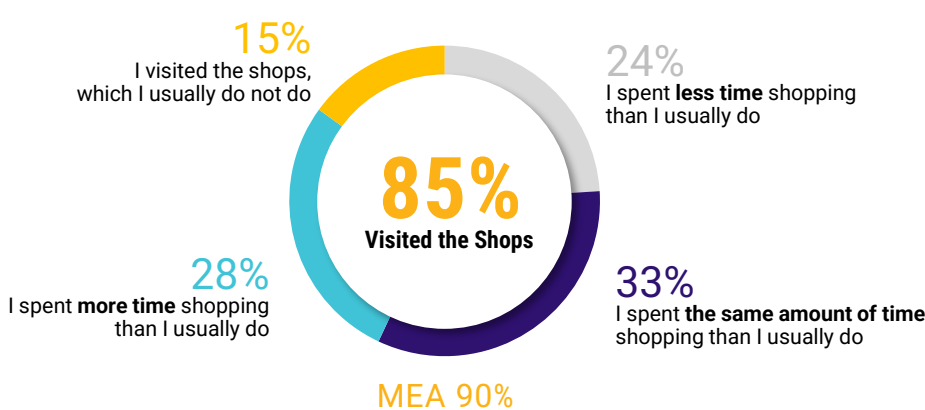
- #1 CAR/ VAN 82%
- #2 AIRPLANE 78% (+4% vs. Nov 2020)
- #3 BICYCLE 72%
- #4 METRO / TRAMWAY 68%
- #5 TRAIN 63%
- #6 TAXI 63%
- #7 SHARED VEHICLE 62%
- #8 BUS 60%



3 PASSENGERS STILL ENJOY THE AIRPORT EXPERIENCE... AND ARE IN A MORE ALERT AND ATTENTIVE MINDSET



4 VISITING THE SHOPS IS STILL AN IMPORTANT PART OF THE AIRPORT EXPERIENCE



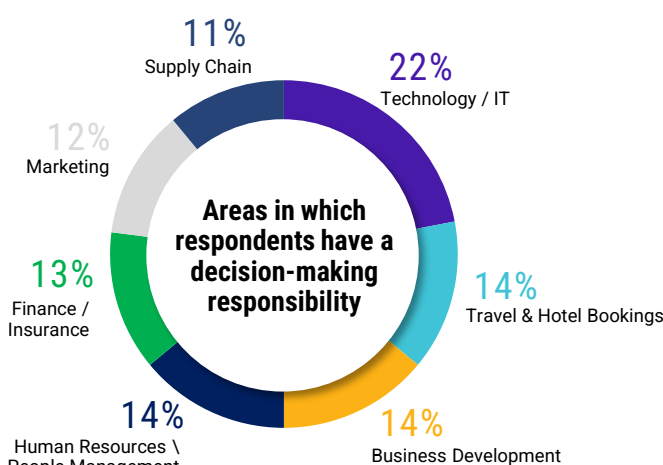
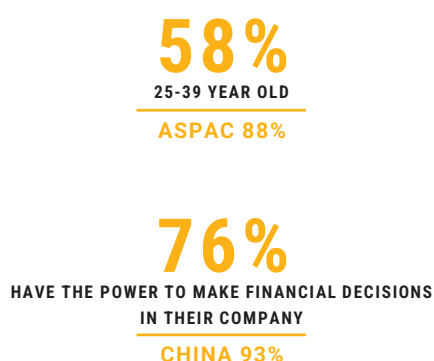
5 THE MAJORITY OF PASSENGERS ARE STILL PURCHASING ACROSS ALL CATEGORIES IN AIRPORT STORES

63% DID PURCHASE* BUSINESS TRAVELERS 68%

*Base: 834 respondents i.e. those who visited the shops

| | Purchased spending more than usual | Purchased spending the same than usual | Purchased spending for the first time |
|---|------------------------------------|--|---------------------------------------|
| ELECTRONICS | 31% | 35% | 12% |
| BEAUTY (Fragrances, Cosmetics, etc.) | 29% | 38% | 9% |
| ALCOHOL | 29% | 36% | 11% |
| TOBACCO (alternative tobacco & other nicotine products) | 31% | 35% | 10% |
| FASHION & ACCESSORIES | 33% | 32% | 10% |
| CONFECTIONERY | 29% | 36% | 9% |
| JEWELLERY & WATCHES | 29% | 34% | 10% |

6 A YOUNG AND ACTIVE AUDIENCE WITH A HIGH PROPORTION OF BUSINESS DECISION MAKERS



For more information, please contact:

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