

## WH Smith successfully opens ten stores across Singapore Changi International Airport



WH Smith International Travel is pleased to announce the successful opening of ten stores across all four terminals at Singapore Changi International Airport. Operating from a combined store area in excess of 1,800 square metres, the WH Smith stores range from 66 square metres up to 282 square metres.

The stores at Singapore Changi International Airport exhibit a unique international store concept, with strong visual cues to draw the customers' line of sight into the store with the use of architectural fins, which connect the stores external brand fascia through to the customer service desks. Large navigational signage has been installed, designed to internally illuminate, ensuring that customers can easily access the product category they are looking for.

WH Smith extends its gratitude to Singapore Changi International Airport, who ensured a smooth transition period, in a timely manner, with nine of the ten stores having been constructed over a short period of three months.

The stores product merchandise has been developed to cater to travelling customers across the respective terminals. The stores comprise a diverse book department to cater for all book lovers, including the latest and bestselling magazine titles, with a full face-out display to provide an extensive choice for our customers on the go. Customers will also find zones for digital products, gifts and souvenirs, confectionery, drinks as well as WH Smith's proprietary branded travel essentials ranges.

International Chairman, Louis de Bourgoing said: *"Securing the Singapore contract is a key strategic step for our Asian strategy and we are very proud to have been awarded all the ten stores across the four terminals in such a prominent airport. In partnership with Changi, we have built a new upscale design and are looking to provide a compelling retail offer and excellent customer service. With stores in*

*Singapore, Malaysia, Indonesia, Philippines and China, either directly run and through strong partners, we have built a unique network maximising synergies and expertise.”*

**Notes to Editors**

WH Smith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,400 stores across the globe, WH Smith offers customers a wide range of books, newspapers & magazines, travel accessories and food and drink. The company has a growing airport business with over 280 stores across 74 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Alicante, Athens, Doha, Abu Dhabi, Delhi, Singapore, Sydney and Melbourne. The company employs around 14,000 people.

**Enquiries:**

WH Smith Press Office:

+44 207 406 6350

WH Smith International:

Louis.deBourgoing@whsmith.co.uk

Head of Business Development Asia:

Amy.chan@whsmith.co.uk