



El-Assad Joins WH Smith To Lead United States Expansion

WH Smith is pleased to announce the appointment of Ziad El-Assad to the role of Senior Vice President of Business Development - USA.

El-Assad's principal duties will be to lead WH Smith's travel retail expansion within the United States, formulate brand partnerships and establish operating joint ventures. Prior to WH Smith, El-Assad served as Vice President of Business Development for NewsLink Group.

"I am thrilled to join WH Smith and lead expansion efforts within the US. With all the recent consolidation in the travel retail industry, this is an opportune time for a world-class organization with a long and rich history in travel retail to enter the US market, and offer both airports and passengers alike fresh and innovative travel convenience and retail concepts." said El-Assad.

Phil McNally, Managing Director, WH Smith International, said *"Since WH Smith's acquisition of InMotion Entertainment in November 2018, we have been developing our plan to enter the US News and Gifts Travel market with the WH Smith brand. I am delighted that Ziad, with his many years of experience in the industry, has decided to join WH Smith at this very exciting time. The appointment of Ziad is a crucial step towards our goal of establishing a meaningful presence for the WH Smith brand in the US."*

WH Smith has over 225 years of experience as a leading global retailer in news, books, gifts and convenience in Travel and High Street locations. With more than 1,400 stores in 32 countries, WH Smith caters to the world's travelling customer with a wide range of market specific news, convenience, electronics, and specialty retail concepts.



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