

1 July 2019

### WHSmith delivers first Australian InMotion store in Perth Airport Terminal 4



WHSmith is delighted to announce the opening of InMotion in Perth Airport's Domestic Terminal 4, the first InMotion store in Australia.

InMotion, the highly successful pure play digital accessories travel retailer, which was acquired in 2018 by WHSmith, is the largest airport-based digital accessories retailer in North America. The launch of the first InMotion store in the southern hemisphere offers an exciting retail proposition for WHSmith and Perth Airport. Offering a specialised shopping experience, customers will be able to enjoy the extensive and dedicated range of the latest headphones, power and technology accessories for their journey.

Carl Hargrave, Managing Director, WHSmith Australia commented: *"We are proud to develop our partnership with Perth Airport and to bring the highly successful InMotion experience to passengers in Perth Airport's Terminal 4. We are excited to be able to provide InMotion's special personalised shopping experience which will be hard to match in travel retail."*

The InMotion store opening comes shortly after the launch of the newest WHSmith store in the Perth Airport's Domestic Terminal 4.

The newly opened WHSmith store features the latest developments in brand store design and layout, including a Long Shot Café and Bar, creating a strong sense of place and showcasing best-in-class activations via numerous digital screens. Two of these digital screens are dedicated to highlighting local events, organisations and notable Western Australian people to passengers visiting the store.

The Long Shot Café and Bar provides a relaxing space for travellers offering specialist coffee, an extensive range of alcoholic beverages and a selection of West Australian produce from local suppliers, such as Fremantle Chocolate and Mondo Nougat.

**-ENDS-**

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**Notes to Editors:**

**About WH Smith**

WH Smith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,600 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 international business with over 400 stores across 99 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Madrid, Athens, Doha, Abu Dhabi, Delhi, Singapore, Sydney, Melbourne, Rio de Janeiro, Sao Paulo and the USA. On 30 November 2018, the WH Smith Group acquired InMotion - a market-leading, pure play digital accessories retailer in North America - comprising 116 units across 45 airports. The Company employs around 15,000 people.

Photo shows grand opening of the InMotion store, held on Friday 21 June 2019. Pictured left to right are:

Craig Pring, Development Director, WHSmith Australia  
Kate Holsgrove, Chief Commercial Officer, Perth Airport  
Carl Hargrave, Managing Director, WHSmith Australia  
Kevin Brown, Chief Executive Officer, Perth Airport  
Rebecca Cook, General Manager Retail, Perth Airport  
Robert Moorhead, Group CFO and COO, WH Smith PLC