

WH Smith marks entry into the Netherlands in Amsterdam Airport Schiphol



WH Smith is delighted to announce the opening of its first store at Amsterdam Airport Schiphol, the third busiest airport in Europe. The new store, which opened on 18th February, marks entry into the Netherlands, a new European country for WH Smith, the UK's leading News, Books and Convenience travel retailer.

The store, located in Pier F, offers customers a tailored range of products, including national and international newspapers, magazines and books, as well as confectionery, drinks, coffee, sandwiches, travel essentials and digital accessories. WH Smith has focused on providing a store environment and offering that will delight and exceed the expectations of all passengers and the wider airport community.

A further two WH Smith stores are scheduled to open in Amsterdam Airport Schiphol in 2020 and 2021.

Tanja Dik, Director of Consumer Products & Services at Amsterdam Airport Schiphol, commented: *"We are delighted to welcome WH Smith as a new retail operator at Amsterdam Airport Schiphol. WH Smith's expertise in the categories Books, Magazines and Convenience and as a well-known brand in travel retail will help Amsterdam Airport Schiphol improve the customer experience at our non-Schengen concourse. We are looking forward working together towards the opening of WH Smith's second and third store in 2020 and 2021."*

WH Smith's Managing Director, International, Phil McNally commented: *"We're very pleased to have opened our first store in Amsterdam Airport Schiphol. This is a significant contract win for the WH Smith International business as we expand our presence in a major European airport, recognised for its state of the arts retail proposition. We welcome customers to visit the new store to enjoy our fantastic product ranges."*

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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 internationally, 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 77 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Madrid, Athens, Doha, Abu Dhabi, Delhi, Singapore, Sydney, Melbourne, and Rio de Janeiro. The Company employs around 14,000 people.