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WH Smith opens its first InMotion store in Europe at Alicante-Elche Airport



WH Smith is delighted to announce the official opening of its first InMotion store in Europe, in Alicante-Elche Airport, the fifth largest airport in Spain.

InMotion, the highly successful pure play travel retailer, was acquired by WH Smith PLC in November 2018. As the largest airport-based retailer of digital accessories in North America, InMotion's expansion into Europe marks an exciting development for WH Smith and Alicante-Elche Airport.

The new store, which is located in the airside lounge, brings the unique InMotion customer service model to Europe for the very first time. The store design reflects the principles of the InMotion stores in the USA including the 'headphone bar', which will allow customers to test products with their own devices before making their purchase. The range in store will offer passengers all the products that a customer would expect to find in a consumer electronics store from power banks and adaptors to headphones and products for the home. Continuing its reputation for best-in-class customer service, the new InMotion store in Alicante-Elche Airport is staffed by a team of experts in the consumer electronics market, who have participated in a dedicated InMotion training programme to provide passengers with an excellent customer experience in Alicante.

Phil McNally, WH Smith Managing Director, International, commented: *"The opening of our first InMotion store in Europe is a major step for us and demonstrates our ability to offer the InMotion brand to customers and landlords. We are keen to bring the unique capabilities of the InMotion*

brand in terms of product offer and customer service to a global audience. This exciting development marks the start of our expansion plans for the InMotion brand outside of the USA.”

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Enquiries:

WH Smith International

E: Andrew.thomas@whsmith.co.uk

WHSmith Press Office

T: +44 (0)1793 563354

E: press.office@whsmith.co.uk

Notes to Editors:

WH Smith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,600 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 115 units across 43 airports. The Company employs around 15,000 people.