

WHSMITH OPENS AUSTRALIA'S FIRST CURI.O.CITY STORE AT PERTH INTERNATIONAL AIRPORT



Bringing a uniquely Western Australian retail experience to departing passengers now.

WHSmith is proud to announce the launch of its first curi.o.city store in Australia at Perth Airport Terminal 1 International. This landmark store introduces a premium gifting and souvenir concept to Australian travellers, offering a distinctively local experience that celebrates creativity, discovery, and the vibrant identity of Western Australia.

Building on WHSmith's global expertise in premium souvenir retail—honed through curi.o.city locations in major travel and retail hubs such as London Gatwick Airport and the UAE and Qatar—curi.o.city Perth sets a new standard in curated gifting. The store showcases a handpicked selection of high-quality gifts and keepsakes from local makers, regional artisans, and iconic Australian brands such as Stateside Sports and Budgie Smugglers.

And for a fun farewell photo, travellers are invited to snap a selfie with Mocha the Quokka, the store's cheerful giant mascot and a nod to the state's most iconic marsupial.

Developed in close partnership with Perth Airport, the store's design reflects the energy and elegance of Western Australia through a vibrant palette, sophisticated materials, and a distinctly urban-chic aesthetic—creating an engaging, premium environment for every customer.

Carl Hargrave, Managing Director of WHSmith Australia, said:

"I am incredibly proud to introduce our first Australian curi.o.city store at Perth Airport—a testament to our strong collaboration with the Perth Airport team. While WHSmith is well known as a leader in news, books, and convenience retailing in Australia, curi.o.city marks the next evolution of our souvenir and gifting offering. This flagship store is the first of its kind in the country, designed to provide visitors with a genuine sense of place through a broad, localised product range and a stunning store environment. We are excited to welcome passengers to experience our latest and best-in-class retail concept at Australian airports."

Perth Airport Chief Commercial and Aviation Officer Kate Holsgrove noted that: "Our international passenger numbers are continuing to grow, so we are thrilled to have our valued and long-term

partner WHSmith be part of our significant refurbishment and refresh of the customer offering at T1 International.

The team at WHSmith has delivered a world-class store that will provide our passengers the opportunity to have a fantastic retail experience within a space that represents Western Australia.”

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Notes to Editors:

About WHSmith

WHSmith is a leading global retailer in news, books, and convenience for the world’s travelling customer. With more than 1,700 stores across over 30 countries worldwide, WHSmith offer customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink.

The Company has a growing international business with over 580 stores primarily across the world's leading airports.

High Res Imagery of curi.o.city Perth store is available here:

<https://www.dropbox.com/scl/fo/dcjzszgnxkpbekds1witrn/ACIHYjIPT7zSLzKRCVVbJaQ?rlkey=te8wzqxsf5l0f2hogbq00py5f&st=413ujzwr&dl=0>

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