

## WH Smith Opens Seven Stores in Muscat Airport



WH Smith, in partnership with Ajit Khimji Group from Oman, has successfully opened seven stores at Muscat International Airport's new terminal. The seven stores consist of five WH Smith News Books and Convenience (NBC) outlets, a landside convenience store "Express by WH Smith" and a dedicated souvenir store "Souq of Oman". The opening of these seven stores further demonstrates WH Smith's long term commitment to the Middle East, where it already has airport stores in UAE, Qatar, Jordan, Saudi Arabia and Kuwait.

The "Souq of Oman" is the first dedicated souvenir store within the region and demonstrates further category expansion. The "Express by WH Smith" store will also be the first of its format to open in the Middle East and will have a product offering targeting landside customers.

WH Smith International Chairman, Louis de Bourgoing, commented: *"We are proud to open seven stores in the fantastic new Muscat airport. We have been innovative in terms of our product offering, sense of place and store environment - and these latest store openings strengthen our 10 year partnership with the Ajit Khimji Group."*

Rishi Khimji, Managing Director-Business Development, Ajit Khimji Group added: *"We are delighted with our continued presence at Muscat International Airport which is testimony to the high standards we have achieved for over a decade. Muscat was the first Middle East destination for WH Smith and we are very proud of our association."*

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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 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 airport business with over 280 stores across 74 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Alicante, Athens, Doha, Abu Dhabi, Muscat, Delhi, Singapore, Sydney and Melbourne. The company employs around 14,000 people.