



Gebr. Heinemann
Gegründet 1879

MEDFA Conference, Dubai

**"Great engagement: the
importance of people"**

Gunnar Heinemann

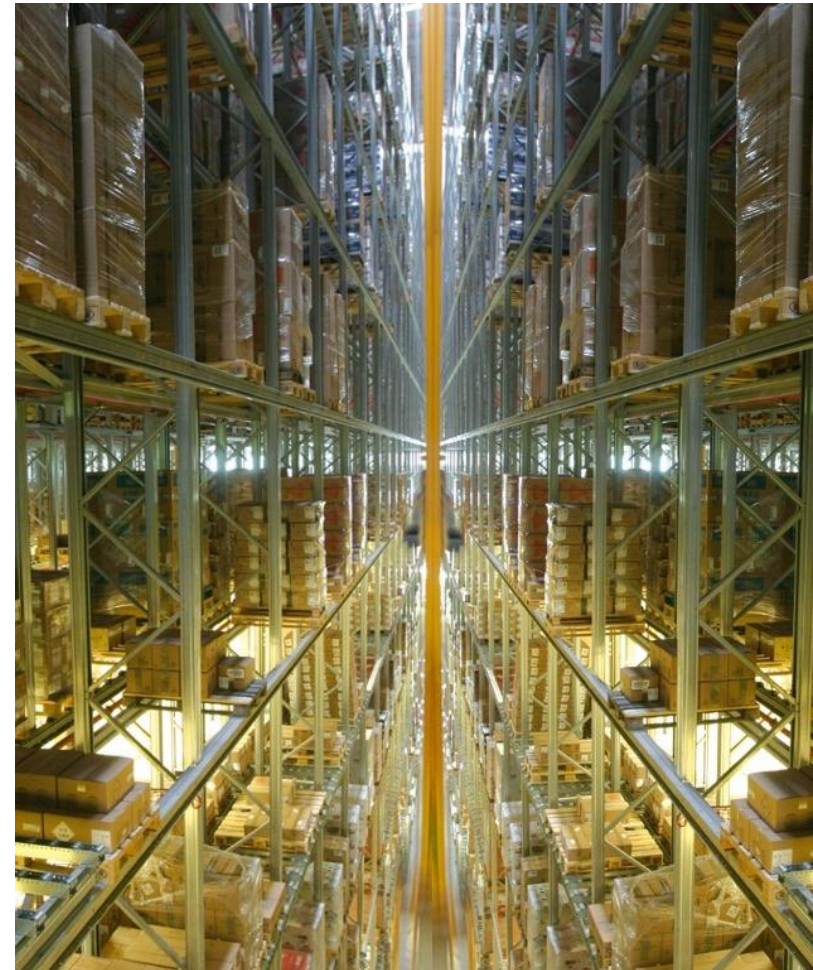


Overview

- I. Gebr. Heinemann - 132 years in four minutes....
- II. Heinemann Duty Free
- III. Our people as reference

I. Gebr. Heinemann: 132 years in four minutes

- founded in 1879 as a ship chandler
- family-owned business (4th Generation), located in Hamburg
- one of the leading travel retail companies in the following business areas
 - Distribution
 - Airport Retail as well as
 - Cruise Ship Retail
- a state-of-the-art logistics centre (guarantees a consolidated, secure and quick delivery)



Logistics Centre in Hamburg Allermoehe

I. Gebr. Heinemann:

132 years in four minutes

- consolidated turnover 2010: EUR 2,0 bn
- 235 Duty Free, Travel Value and Specialty Shops at 55 international airports
- duty free operations since 1969 (Cologne Airport)
- sales area:
 - in 2010: 64,000 sq m
 - in 2012: 75,000 sq m
- 1,000 Distribution customers (B2B) in 70 countries
- staff within Gebr. Heinemann Group:
 - in 2010: 5,000
 - in 2012: 5,500



I. Gebr. Heinemann: 132 years in four minutes

- Brand development of generic discount brand Travel Value & Duty Free into “Heinemann Duty Free“
- Brand values closely related to company values:
 - individual
 - surprising
 - service-oriented
- Premium brands at privileged prices



Heinemann Duty Free shop at Hamburg Airport



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II. Heinemann Duty Free Human Resource Strategy

- Higher revenues for the landlord based on better customer service and better motivated and experienced sales people
- Finding the right – open minded – people is absolute necessary for the success of every duty free operator



II. Heinemann Duty Free Training programs

▪ Regular training courses include consolidated training units to convey:

- product know-how
- Customer service (incl. complaint management)
- sales techniques
- language skills
- knowledge in airport's passenger structure
- the respective safety measures
- Heinemann & Me

In total (Retail & Distribution) 10 Trainer are working within the Gebr. Heinemann Group, organizing over 1,000 trainings per year



II. Heinemann Duty Free Corporate Fashion



II. Heinemann Duty Free

Value Workshops – Before you win the customer you got to win your own people

Contents	
<u>Objective:</u>	<ul style="list-style-type: none">▶ Leaders and employees understand that our values are a crucial connecting factor in daily contact▶ Leaders and employees are motivated to implement the brand in relation with the value orientation▶ Leaders and employees exchange with each other and discuss to which degree values are being lived and where room for optimization may be found
<u>Contents:</u>	<ul style="list-style-type: none">▶ Values in balance▶ Definition of barriers▶ The concrete implementation of Gebr. Heinemann values▶ Derived course of action
<u>Participants:</u>	All employees and leaders, including logistics and administration
<u>Duration:</u>	approx. 2-4 h / modular composition
<u>Execution:</u>	<ol style="list-style-type: none">a) RM with leadersb) Leaders with employees



II. Heinemann Duty Free „Beste Heinemannschaft“



II. Heinemann Duty Free

„Beste Heinemannschaft“

- In order to increase the Heinemann turnover figures again, we create staff member contests.
- In doing so the contest is not carried out by individuals but by teams, while all pursue the same objective: the maximum increase in turnover.
- Promotion period: Jul – Sep 10 and Oct – Dec 10
- Based on 2 product baskets:
 - 2 times app. 35 centrally selected products and 2 times app. 5 regionally
 - selected specialities in a time span of six months.
- Communication plan
- Placement on impulse zones (impulse zone strategy)

II. Heinemann Duty Free „Beste Heinemannschaft“

„Meine Empfehlung für Trendsetter:
Der neueste Duft von Davidoff –
Davidoff Adventure Eau Fraiche, ein
Eau de Toilette im 100 ml Flakon.“

Jan Muster, HEINEMANN-Verkäufer am Airport Hamburg



Davidoff
Adventure Eau Fraiche
100 ml € 44.00

**HEINEMANN
DUTY FREE**

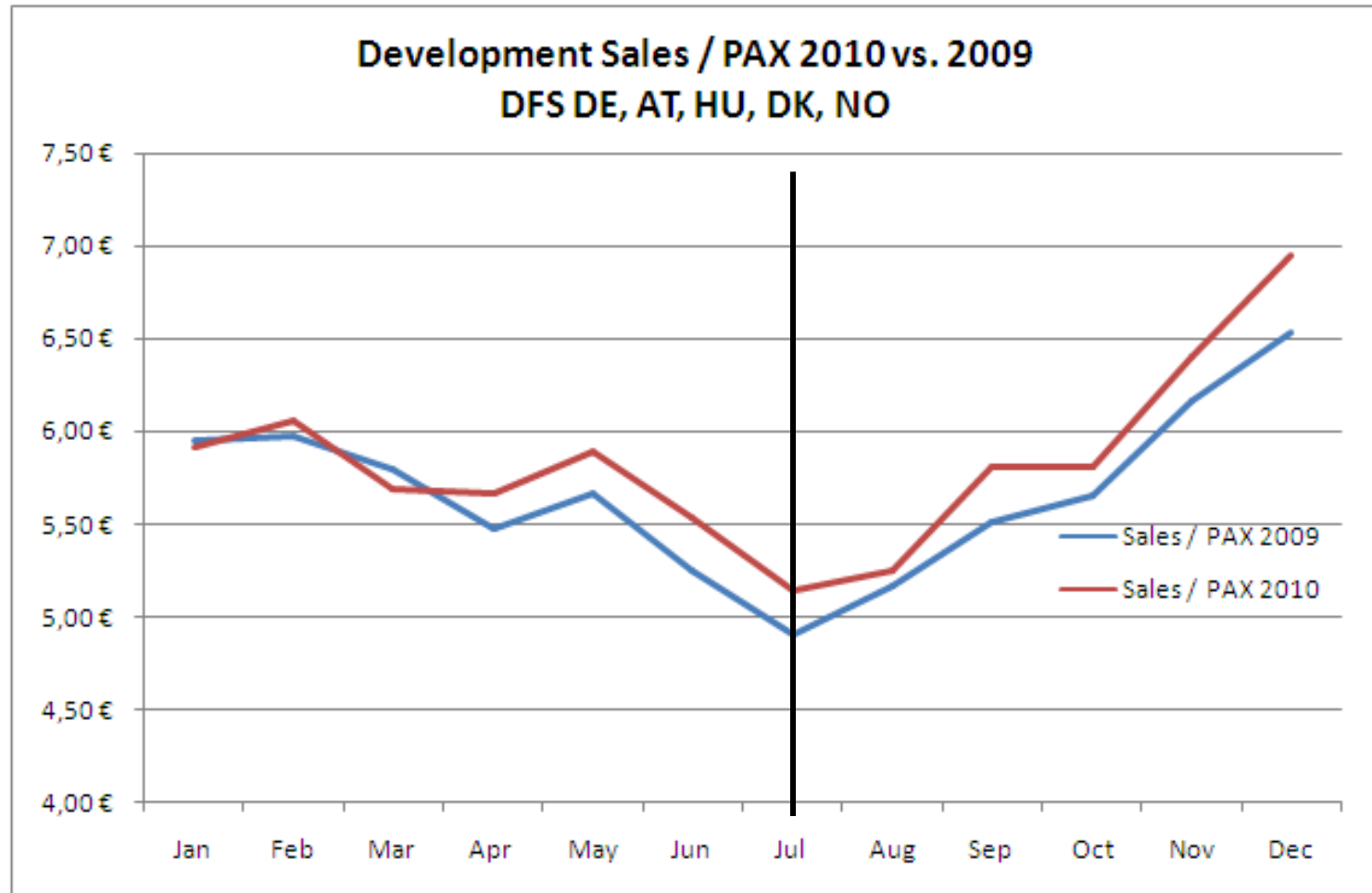
HEINEMANN

Recommendations for
placements together
with communication-
tools instore.

Recommendation and
statement from one of
our employees.



II. Heinemann Duty Free „Beste Heinemannschaft“



II. Heinemann Duty Free „Beste Heinemannschaft“

- The sales / PAX winners are
 - Heinemann Duty Free Frankfurt Airport (FRA): +7%
 - Heinemann Duty Free Berlin Tegel Airport (TXL): +12%
 - Heinemann Duty Free Bratislava (BTS): +46%
- BTS gets the title “Best Heinemannschaft 2010”

II. Heinemann Duty Free

What comes next?

- Roll-out of Heinemann Duty Free in 2012 ff.
- Additional 10,000 sq m by June 2012 e. g. Berlin, Frankfurt, Vienna and others
- Introduction of HEINEMANN DUTY FREE in Norway
- Integration of 400 new staff members in the existing sales organisation
 - ⇒ Launch of our new career website incl. a youtube channel to push the hiring process

