

Press Release

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Istanbul New Airport Intense Interest in Commercial Areas Continues

Istanbul New Airport that will serve 90 million passengers upon the completion of its first phase hosts the senior executives Turkey's 100 leading retailers on "İGA Retail Day". Istanbul New Airport, where nearly 100 airline companies will operate and which will join continents with flights to 300 different destinations, is to be the new hub also for retailing.

Preparing to be Turkey's showcase for the world following its commissioning, commercial contracts are being executed at Istanbul New Airport. Istanbul New Airport, the world's largest airport built from scratch under a single roof, hosted nearly 100 leading retailers of Turkey and the senior executives of these companies that operate in a wide range of activities from technology to cosmetics, clothing, decoration, luxury consumer goods, and food and drink on "İGA Retail Day".

Istanbul New Airport will incorporate the entire retailing range and brand mixture of a shopping mall and it will offer the passengers a perfect and uninterrupted shopping experience of 7/24 differently from many shopping malls and airports. Thanks to its different shopping, food and drink, and activity areas, Istanbul New Airport will have the characteristics of a living space where passengers can arrive at 4 hours prior to their flight and have a great time with their families.

"Hero Turkish brands will be at Istanbul New Airport"

In his speech, **Mr. N. Mert Başar, Chief Commercial Officer of İGA Airport Operations**, points out that there are less than 100 days before the opening and continues: *"While our construction process is continuing at a fast pace, we are also preparing for the operation period of Istanbul New Airport at the same pace. Today, we hosted the meeting of Turkey's largest retailers and we wanted them to onsite the current status of Istanbul New Airport. Our most important priority is to make the passenger comfort and shopping experience perfect. To achieve this, we are cooperating with the largest retail brands of both Turkey and also the world and closing commercial deals."*

Underlining that a portal will be opened from Turkey to the world thanks to Istanbul New Airport, **Mr. Başar** adds: *"From this fact, we can say that Istanbul New Airport*

will also be one of the most important platforms for the introduction of Turkish products and brands. Besides international brands, Turkey's hero brands will also take their place at our airport and contribute to the promotion of our country. The brands will experience the fair effect and have the opportunity of promoting their brands to the world with the international cooperation opportunities. We are offering the brands an opportunity that will not always be found. With a store they will open at the airport, they will get the opportunity to offer their products to millions of people from different nationalities as if they have opened stores in many countries of world."

Retail Areas of Istanbul New Airport in Figures

- There is a duty free store area of 39 thousand and 812 m² at the departing passenger floor, while of 13 thousand and 998 m² at the arriving passenger floor.
- There will be two-part fashion and accessory areas consisting of premium and main streams and each one of these areas will host 25 sales outlets of 3 thousand m² area each.
- At the watch, jewelry, and bijouterie area, there is a tenantable area of 30 stores with a total surface area of 3 thousand m² in total. An area of 300 m² will be serving shoppers with 3 sales outlets for children's clothing. 5 stores will serve our passengers on an area of 450 m² for home textile and accessories.
- On the other hand, there is a store area of approximately 10 thousand m² at the landside. (Car rental, tourism agencies, bank offices, hairdresser, pharmacy, etc...)