



Aena announces the first edition of the international travel retail awards Enjoy Aena Awards

- Through these awards, the airport operator will reward the excellence of the brands that operate in its network through an international seal of quality and guarantee
- The Enjoy Aena Awards, which will have an external professional jury, will recognise the best practices of brands in customer service and the design of spaces adapted to airport terminals; the application of ESG policies, the best specialised offer aimed at travellers, the best marketing campaign and the airport with the best commercial offer

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Aena, the world's leading airport operator in terms of passenger numbers, leader in terms of experience, capacity and professional team, through the commercial and real estate management of its airports, today announced the first edition of the international travel retail awards: Enjoy Aena Awards. Through these awards, Aena, which currently operates 64 airports around the world and hosts more than 100 retail operators, aims to recognise the excellence of the retail brands operating in Aena airports, which contribute to improving the travel experience of its customers.

In the words of M^a José Cuenda, Aena's Commercial and Real Estate Managing Director, "these awards demonstrate our commitment to our customers and to improving their experience, creating a broad, varied and valuable leisure space", adding "at Aena we work hard to offer a proposal of quality and well-being to every traveller at all our airports around the world".

In the first edition of the Enjoy Aena Awards, Aena will give a total of seven awards: five travel retail awards that recognise the excellence of the restaurant and shop brands operating in the network; an award for the Aena airport with the best commercial offer and passenger experience; and an honorary award for the person or company brand outside the Aena network which through its activity supports and positively influences society. For the awards ceremony, Aena will hold a gala, the date of which will be announced shortly.

An international seal of quality

The travel retail sector is currently one of the most dynamic and fastest growing sectors with the greatest growth and development potential. Aena, as the world's leading airport operator, will distinguish the winning and runner-up brands with an



Press release

Enjoy Aena quality seal. As M^a José Cuenda explains, “with this recognition, we want to thank and publicise the commercial efforts and good work of airport retail operators through an international seal of prestige from Aena that will become a benchmark in the sector at a global level, easily recognisable by passengers”. The Enjoy Aena seal will be visible in the physical and digital spaces of each brand.

A professional jury and the travellers' vote

The Enjoy Aena Awards will have an independent professional jury made up of personalities from different professional fields. It will also have the opinion of the passengers themselves, who will be able to vote for the Aena airport with the best commercial offer during the summer campaign.

The registration period is now open

All retailers operating in Aena will be eligible for the first edition of the Enjoy Aena Awards, in any of the five retail award categories. For the submission of applications, Aena has already made the website www.enjoyaenaawards.com available to retailers.

About Enjoy Aena

Enjoy Aena manages the commercial services of Aena's airports, a leading company due to its experience, capacity and professional team in the management of airport services. Enjoy Aena offers its customers and users an efficient, comprehensive service of the highest quality to make their stay at the airports a pleasant experience. The airports in the Aena network are modern and functional, and have the latest technologies designed to make passengers' stay at the airport easier, together with a wide range of top quality commercial and catering services. Aena's airports are designed for everyone, with full accessibility and a dedicated care service for people with reduced mobility.