

# AirAsia Shop launch aims to revolutionize duty free shopping



Pictured at the launch of AirAsia Shop at KL Sentral in Kuala Lumpur (from left): Rose Lam, Group Head of Ancillary Commercial, AirAsia.com; Karen Chan, CEO, AirAsia.com; Tony Fernandes, CEO, AirAsia Group; Pete Chareonwongsak, CEO, Teleport

AirAsia has launched AirAsia Shop in a bid to become a fully integrated one-stop digital lifestyle platform.

The e-tail platform enables customers to purchase duty free products which will be delivered to their doorstep within the next working day with the support of AirAsia's logistics arm, Teleport.

AirAsia Shop carries top brands from around the world, ranging from beauty, fragrance, liquor, gadgets, health and wellness, travel accessories as well as AirAsia merchandise.

To celebrate the launch, starting on August 27 until September 6, 2020, AirAsia Shop ([airasia.com/shop](https://airasia.com/shop)) is offering a 40% discount and gwp promotion for selected Korean skincare products from a range of popular brands including Innisfree, Sulwhasoo and Laneige, as well as free home delivery for purchases above RM100 (US\$24) within the Klang Valley region.

## Key revenue contributor

In addition, a buy-one-get-one-free promotion for selected AHC and Elizabeth Arden skincare products is also available until September 6. Exclusive monthly promotions will be held such as Deals of the Month with discounts up to 72% on selected products.

Tan Sri Tony Fernandes, CEO of AirAsia Group, said: "We set up our own e-commerce platform called

OURSHOP to offer a secure and convenient shopping experience. During the height of MCO [Movement Control Order] in April, we launched the Save Our Shops (S.O.S) campaign, to help struggling local SMEs gain access to the e-commerce world. Today, we are proud to transform this business unit to AirAsia Shop, which is an innovative business division within the AirAsia Group, offering convenient and value-for-money duty free shopping. We offer a wide range of genuine quality brands at great value prices. In addition to inflight pre-book or airport pick-up, we have introduced home delivery service and 24/7 accessibility even when shoppers are not traveling, with a plan to expand it to cross-border delivery soon.

“This duty free e-tail platform is set to be one of the key revenue contributors to the AirAsia Group, as we continue our efforts to become ASEAN’s leading digital lifestyle brand. We are also looking to expand our business further into other ASEAN countries, kicking off with Thailand soon as we have just received the necessary approvals to roll out our duty free business there.”

Shoppers can earn 1 BIG Point for every RM2 (US\$0.50) spent on AirAsia Shop or choose to redeem any products on AirAsia Shop using their existing BIG points.

Besides shopping online with the home delivery service, travelers can also opt to have their items delivered onboard an AirAsia flight or at the boarding gate, or choose self-pick-up at the airport.