

# DDF celebrates 37th anniversary with annual pre-Christmas sale



Available to all departing, transiting and arriving passengers at Dubai International Airport, Dubai Duty Free will offer a 25% discount on a wide range of products from December 18 - December 20

In what has become an annual shopping spree, Dubai Duty Free will offer a special 25% discount on a wide range of products over three days from December 18 - December 20 to mark its 37<sup>th</sup> anniversary. The 25% discount offer will be available to all departing, transiting and arriving passengers at Dubai International Airport, starting at midnight on December 17 and ending at midnight on December 20. The offer will extend to Dubai Duty Free's Home Delivery service, available for UAE residents.

"The DDF anniversary promotion is traditionally a highly-anticipated event with travelers choosing to travel on the days when the 25% discount is offered.

While shopping with us might look a little different right now, we're as committed as ever to marking this anniversary celebration and thanking our customers, whether in-person or online, for shopping with us," says Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free.

The promotion applies to major categories including perfumes, cosmetics, watches, confectionary and leather goods, with the exclusion of certain categories such as gold, electronics and select fashion brands. The three-day offer will also extend to Dubai Duty Free Millennium Millionaire and Finest Surprise tickets.



During the three-day anniversary celebration, the offer will extend to DDF's Home Delivery service, Click & Collect service and Millennium Millionaire and Finest Surprise tickets

For convenience, traveling customers can avail this offer online by using the Dubai Duty Free's Click & Collect service to pre-order their goods before traveling for collection and purchase on the anniversary dates.

As part of the anniversary celebration, Dubai Duty Free will conduct two Millennium Millionaire draws and Finest Surprise draws on the final day of the pre-Christmas sale.

The anniversary discount offer, which began with Dubai Duty Free's 20th Anniversary in 2003, has proved so successful and popular that it has now become a much-anticipated travel day.