



Press release

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Italians more inclined to spend when traveling: new products top the bill at Autogrill

Autogrill Italy: sales rise 12.1% compared with Easter 2002 in people on the move channels

Milan, 23 April 2003 - The Easter weekend, the first in Italy's long Spring holiday period from Easter to the beginning of May, closed with a strong performance at Autogrill Italy. The week ending on Easter Sunday saw a 12% rise in sales compared with Easter 2002. The key days were Thursday, Friday and Saturday, with heavy traffic on all roads, especially the A1 and A14 motorways, where flows reached peaks normally associated with the summer exodus.

The 341 Autogrill travel plazas in Italy reported a net sales increase of 12.2% from the previous year. Sales rose by 25% in airports and by 17% in railway stations.

Spending by Italians on the move focused in particular on Autogrill's new products, such as the selection of brioches introduced just a few days ago, the Spizzico Focacci, which accounted for 10% of Spizzico sales, and the two new filled rolls (Icaro and Ulisse), which represented 25% of sales for this type of product. Excellent results were also achieved by the six Acafé outlets, a snack-bar formula whose new type of offer, service and ambience provides customers with a particularly appealing food & beverage experience.

On a curious note: lottery tickets sold like hotcakes, with sales almost double the expected volume.

"Considering that these figures do not include sales for Easter Monday, when many Italians were returning home after the holiday weekend, this is an excellent start," said Autogrill Italy Chief Operating Officer Aldo Papa. "The outlook is also extremely promising for the next two holiday weekends, 25 April and 1 May."

MEANWHILE, THE HMSHOST SUBSIDIARY OBTAINS A CONTRACT RENEWAL IN NEW ZEALAND

HMSHost, Autogrill's American subsidiary, has been awarded a renewal on its food & beverage concession at Christchurch International Airport in the departure area for all flights to the south of the country. The agreement provides for HMSHost to refurbish several concepts. Autogrill expects the 3-year renewal to generate net sales of 9 million US dollars.

HMSHost has served the passengers of Christchurch since 1991 within its family of "Downunder" airports, which also includes Auckland in New Zealand and Melbourne and Cairns in Australia.