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IAAC wins Budapest Airport advertising concession, while Interchange extends FOREX partnership

Budapest Airport continues to experience impressive double-digit traffic growth into the latter part of 2016, proving once again the solidity of its expansion, while commercial developments and upgrades complement the airport's advancement.

IAAC wins advertising concession

Airport advertising specialists, International Airport Advertising Corporation (IAAC), has been brought on-board at Budapest Airport following this year's invitation to tender for sole advertising rights at the Hungarian gateway.

Following the outcome of the tender process IAAC will operate all of the advertising sites at the capital city airport from 1 March 2017 as part of the long-term concession agreement. With a proven track record in airport media sales and operations, Budapest joins IAAC's portfolio, which includes airport concessions in Malta, Cyprus, Croatia and Greece.

"We ended 2015 recording all-time high growth rates for both passenger traffic and commercial/retail revenues which led to an attractive invitation earlier this year for a new media company to partner in the continued foreseen future growth," commented Kam Jandu, CCO, Budapest Airport. "Our fantastic results drew in a selection of interested players and IAAC demonstrated their intentions to implement new and creative approaches to further increase commercial income," added Jandu.

Michael E Kyriakides, Managing Director, IAAC noted: "This contract will enable us to expand our airport advertising network, providing further opportunities for advertisers and their agencies to communicate their brand message, through premium locations and the latest technology available for brands that will soon be introduced to Budapest Airport."

Interchange extends contract

Supporting the enhancements at the Central European airport, Hungary's largest foreign exchange specialist, Interchange, has cemented its Budapest Airport partnership this week by agreeing a five year contract extension. "We have proudly served the FOREX requirements of Budapest Airport's international passengers since 2007, this extension is testament to the strong partnership we enjoy," said Janvari Krisztian, Managing Director, Interchange Hungary.

Further commenting on the announcements, Patrick Bohl, Head of Retail and Advertising, Budapest Airport, stated: "We're experiencing another record year in which we're on course to pass 11 million passengers, so we are really pleased welcome IAAC to Budapest. We look forward to working closely with our new advertising concessionaire to reveal a range of innovative, state-of-the-art promotional formats, while also continuing our ongoing successful partnership with Interchange."



Photo Caption: Budapest Airport's flagship SkyCourt - a great place to advertise: IAAC wins tender to become the Hungarian gateway's advertising concessionaire from 1 March 2017. For inquiries please contact Sales@AirportAdvertising.com



Photo Caption: Budapest Airport's foreign exchange partner, Interchange, seals a five year contract extension for its six branches currently operating at the capital city airport.

Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 55.438% stake, together with Caisse de dépôt et placement du Québec (21.228%), and Malton Investment Pte Ltd. (23.334%).
- Budapest Airport welcomed 10.2 million passengers in 2015, flying on the airport's services to 96 destinations across 36 countries.
- Monthly passenger traffic growth in the period to end-September 2016 has exceeded +8.2%.

To find out more on Budapest Airport, visit www.bud.hu

For more information:

Kerry Parks, Account Manager, Budapest Airport Aviation Development PR

PPS Publications, Media & Events

(44) 1293 783851/mobile (44) 7808 172723 or kerry@pps-publications.com