



ABOUT US

What is Tax Free Shopping?

Governments waive VAT/GST for goods bought by international visitors, to encourage foreign tourists shopping expenditure. Tax Free Shopping enables these international travellers to reclaim VAT/GST on the purchases they take with them at the end of their trip.

Who is Global Blue?

Global Blue is the leader of financial services dedicated to international tourist, which means it manages the administrative process of each tax refund on behalf of travellers, merchants and local governments, making it faster, simpler and more secure for those involved.

Global Blue invented the concept of Tax Free Shopping almost 40 years ago and is now the worldwide industry leader, enhancing the International traveller experience and creating value for governments, retailers and partners through a range of products and services, including:

- Global Blue's **Tax Free Shopping** solutions allow thousands of retailers, including most of the world's leading luxury, fast fashion and department store brands, to quickly and securely offer Globe Shoppers savings of up to 20% when shopping in 305,000 stores around the world.
- Global Blue's **Dynamic Currency Conversion** solutions allow merchants or ATM operators in 123,000 point of sales around the world to offer foreign travellers a simple way to pay or withdraw money in their domestic currency
- Global Blue's **Intelligence & Marketing Services** enable merchants to increase brand awareness and drive more international visitors in-store using data analytics and developing targeted marketing campaigns.

Global Blue is the number one Tax Free Shopping provider globally:

- 32 million transactions during the April 2016 to March 2017 period
- 21,5 DCC transactions during the April 2016 to March 2017 period worldwide
- 305,000 stores trust Global Blue

In addition, thanks to a large range of Intelligence insights, Global Blue helps merchants better understand Globe Shoppers' spending habits and behaviours. From such unique tools, Global Blue has created a large range of multi-channel marketing products including digital services (14 million visits on our websites), a portfolio of printed and outdoor advertising products (3.2 million SHOP magazines and 4.4 million SHOP maps, a network of VIP lounges) supported by marketing services (in-house marketing agency and cultural trainings) to improve brand awareness.

Global Blue operates in 52 countries, employing 1,900 people worldwide.

For more information, visit <http://www.globalblue.com/corporate/>