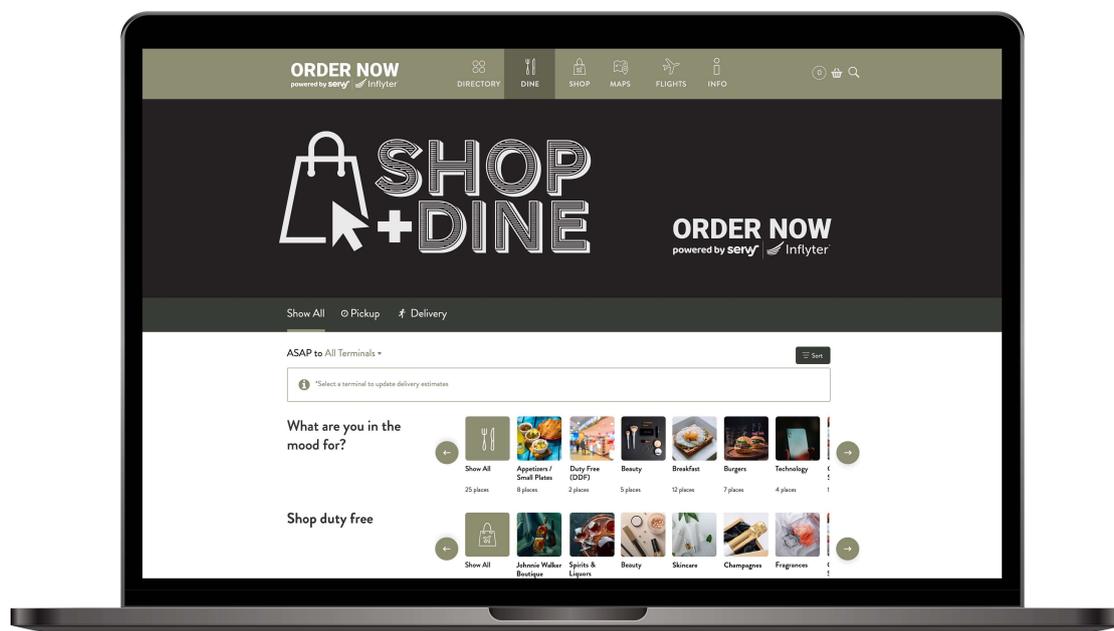


Servy and Inflyter team up for airport digital shopping



Users will be able to pre-order and purchase in the Servy/Inflyter platform

[Servy](#) and travel retail technology expert [Inflyter](#) have formed a strategic partnership to develop a fully-integrated e-commerce platform offering travelers a more convenient and connected digital experience.

The newly-created alliance aims to present an integrated online marketplace with a single online shopping and pre-ordering service that will showcase all retailers, brands and products available at the airport – from food and beverage and travel essentials to duty free categories of fashion, cosmetics, electronics and more.

Travelers will have the ability to browse all commercial offerings before they leave home and pre-order and purchasing in advance or even while they are waiting to depart.

The platform is designed to offer travelers greater convenience, choice and control over how and when they shop, and allows them to receive goods at a time and place that best suits their needs. It includes multiple delivery and collection options including in-store collection, and delivery at gate and in-lounge.

“Our new joint proposition with Inflyter presents a fantastic opportunity for us to elevate the airport experience for travelers while also strengthening the business and commercial value for our airport and hospitality and retail partners,” said Jeff Livney, Chief Experience Officer at Servy, in today’s announcement. “With our combined airport, retailer and brand relationships, this partnership offers a way to fast track the delivery of a truly integrated, omnichannel, e-commerce marketplace across all shopping categories, creating more streamlined digital, in-store and in-airport solutions for travelers.”

Wassim Saadé, Founder and CEO of Inflyter, added; “With purchases and time at the airport being increasingly planned, we know travelers want to have advance access to an integrated digital

shopping solution to help them reduce stress before departure (or minimize anxiety at the airport). Combining our ecommerce expertise and mobile and digital duty free shopping experiences with Servy's leading omnichannel approach in hospitality, will offer the digital online shopping platform travelers want, and create a single airport ecommerce platform to drive incremental and online retail revenues for all partners in the airport ecosystem."