

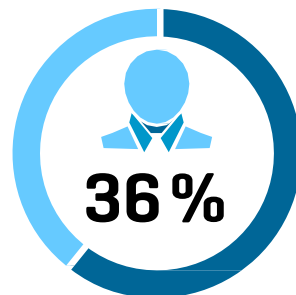
# WHAT MAKES MUNICH AIRPORT'S ADVERTISING UNIVERSE THE IDEAL TOUCHPOINT?

## Germany's gateway to exclusive target groups

Highest quota of business travellers in Germany

Above-average car value in Comfort and Secure parking zones approx.

€65,000



Affluent, brand-conscious passengers with above-average incomes

In Europe's most exclusive airport environment

M

Europe's only five-star Airport



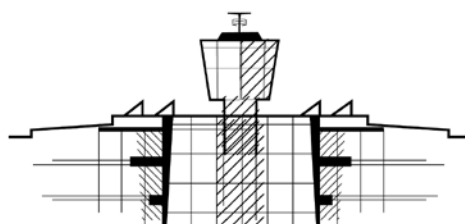
5 Star Airport



Munich has more headquarters of DAX-listed corporations than any other German city



Europe's Best Airport (Skytrax rankings) 2019



Exclusive architecture

# Efficient, high-impact advertising

\* GFK survey at Munich Airport, October 2018




**70%**

Experienced contact with advertising media during Customer Journey\*



**74%**

Perceived advertisers' messages at Munich Airport as high-quality, non-intrusive advertising\*



**66%**

Remembered the advertising media that they passed along the way\*



**90%**

Find digital advertising media appropriate for airport surroundings\*

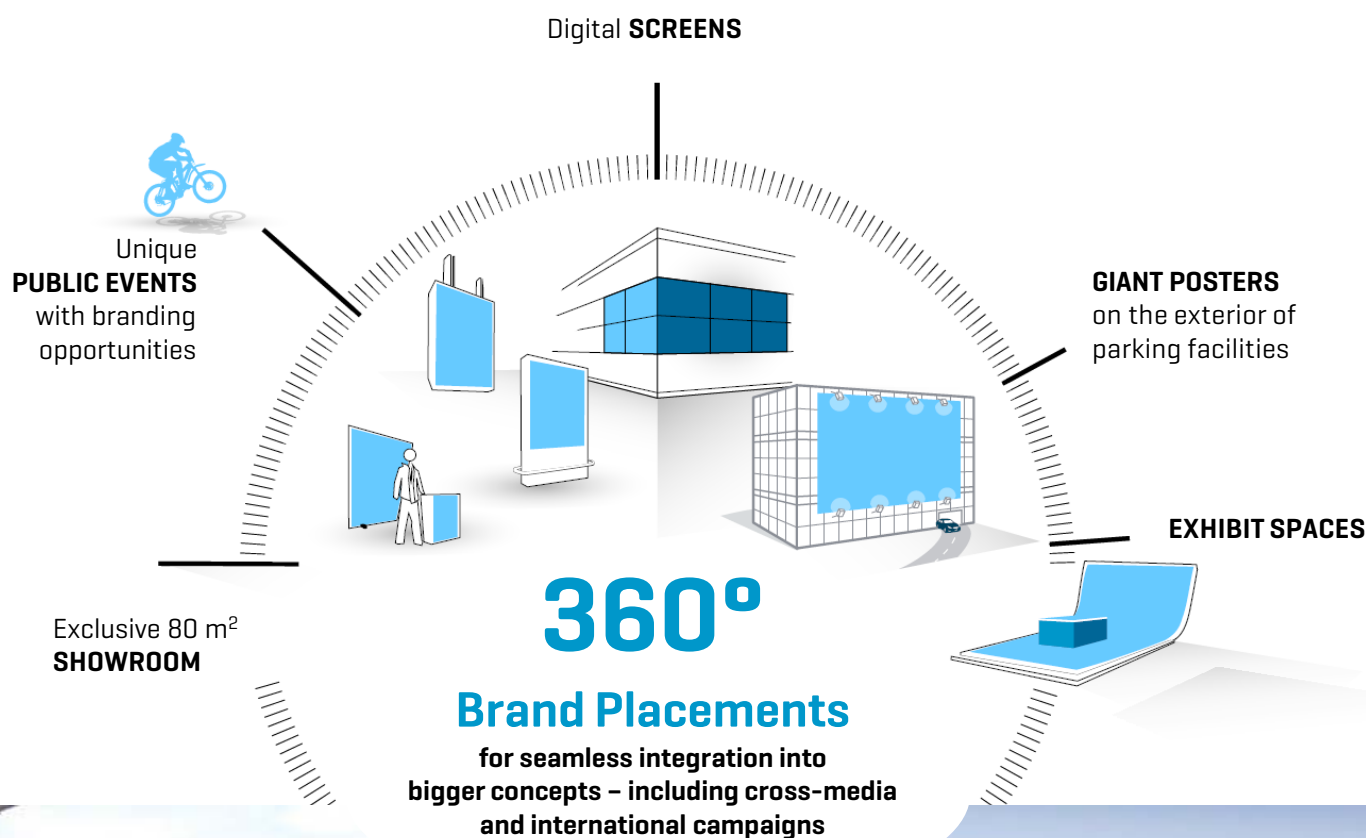


**79%**

Say that moving images are more eye-catching than conventional ads and posters

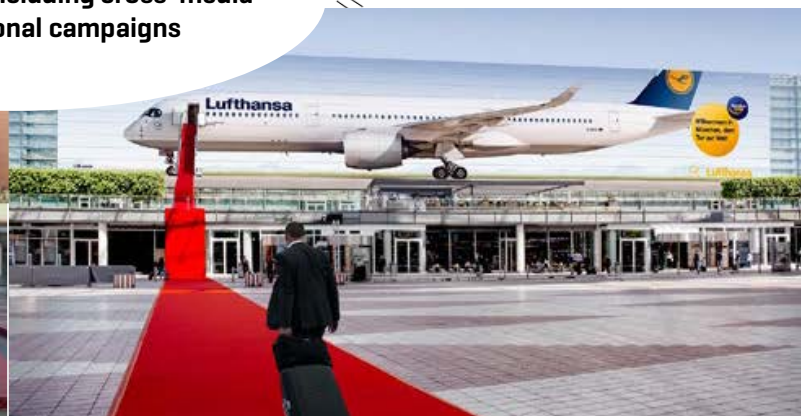


## Innovative advertising platform covering the entire passenger journey



Europe's largest covered outdoor space:  
Our MAC-Forum

**10,000 m<sup>2</sup>**



Germany's biggest advertising surface:  
Our West Facade

**3,400 m<sup>2</sup>**