



الأسواق الحرة الأردنية  
JORDANIAN DUTY FREE SHOPS

COMPANY PROFILE





## WARM WELCOME

The Jordanian Duty Free Shops Company was established in 1997, with only one shop in Jordan's capital of Amman. Evolving from a locally focused outlet into one of Jordan's top public shareholding companies, the JDFS proudly grew to operate 19 shops, strategically located at the kingdom's land and sea borders, all setup to serve both arriving and departing tourists and diplomats, with only one focus in mind:

*“Meeting our customer’s retail shopping needs”*

From its modest beginning, the Jordanian Duty Free Shops acquired an immaculate growth momentum through strategic planning and development. Where now, the company offers a comprehensive and exciting range of products including the best in Fragrances, Cosmetics, Accessories, Confectionary, Liquors, Cigarettes and Tobacco.

Committed to providing its range of customers with an extensive shopping experience, the Jordanian Duty Free Shops serves diplomats, non-residential foreigners, and passengers ranging from tourists, businessmen to pilgrims. Moments after stepping into the Jordanian land, JDFS welcomes you with a smile to explore a multitude of destinations. The Company's significant growth and business position caught the attention of the Jordanian government that ended up supportively contributing to the company's mission, by providing strategic spaces for our shops at all borders. Consequently, the JDFS has built a prominent and respectable reputation and a name for itself in the market and among its loyal customers.

Located at the heart of the Middle East, Jordan is in the centre of the communication routes between five surrounding countries and four continents. With the advantage of political and economic stability, Jordan made its mark as a favoured tourist and investment hub; ultimately presenting the JDFS with the tremendous opportunity



**8,985,849**  
*visitors in 2019 leading to  
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129\$ Million*

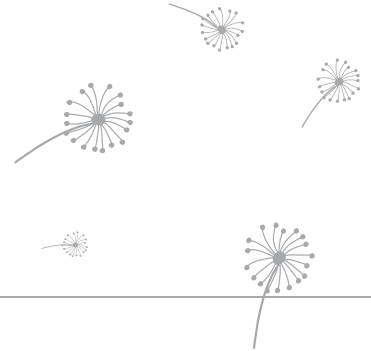
for trade and development. Over the years, the JDFS has observed an increase in footfall with 8,985,849 visitors in 2019 leading to a total annual sales of 129\$ Million. With a perfect balance of inviting deals, remarkable product offerings and quality service, the JDFS is determined to set a new benchmark of performance.

## VISION

"With a mind-set focused on excellence and leadership, the JDFS aspires to become the leading Duty Free Shops Company for the region's land and sea borders".

## MISSION

"We are persistent to consistently offer our customers a unique shopping experience by providing a luxury of innovation, variety, quality and value at great prices; all wrapped up with delightful and accommodating customer service".





## SHOPPING AT THE JDFS

With a customer-focused philosophy, the JDFS carefully selected their shops' prime locations to guarantee convenience that transcends the traveller's shopping experience to a very special part of every journey. Friendly customer service is a great benefit you can enjoy while shopping at our shops. By utilizing innovative customer communication to a new level, the JDFS is in the process of developing an online pre-order purchase service with the customers' best interest in mind. The process of ordering a purchase online and collecting the purchases at the nominated shop as you depart or return to Jordan, enables us to tailor our services at your convenience.

The JDFS is very keen on serving diplomats with utmost proficiency, therefore expert knowledge, unparalleled customer service and comprehensive product ranges, harmonized with the planned synchronization between customs and shop cashiers, to comprehensively simplify and optimize the diplomats' purchase cycle with every shop visit. A dynamic team of +500 employees are dedicated and working across our kingdom's outlets are well trained to make your visit an enjoyable experience, always dedicated to assisting our guests with their needs. Our customer satisfaction is our testimonial to delivering the finest service to our diverse customers, with an urge towards reaching travel shopping distinction.



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## JDFS PRODUCT OFFERING

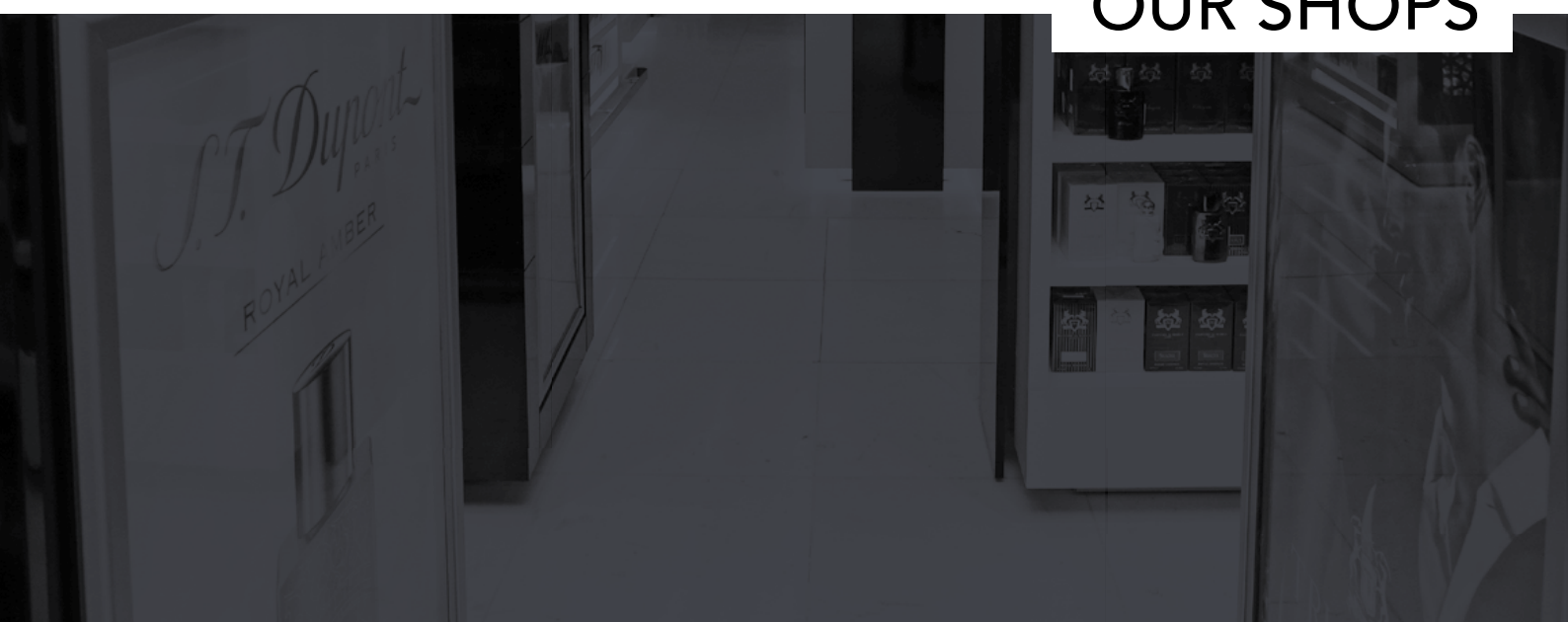
With millions of travellers visiting our shops every year, it is an ongoing priority to particularly choose the suitable set of stocks (SKU's) to explicitly answer our customers' different needs, preferences, and tastes. Needless to say, a variety of over sixteen thousand SKU's are bound to form the perfect mix of unique products and brands. Aligning years of expertise and with a profile of top of the line brands, the JDFS has become the best choice for travellers looking for a package of quality, uniqueness, and value.

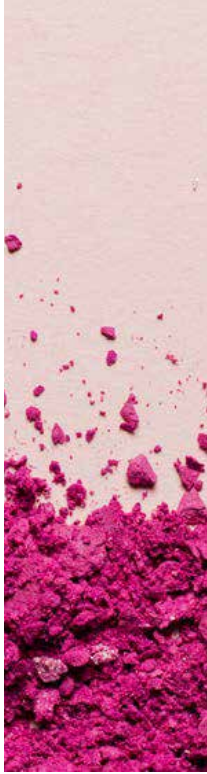
Setting our core business strategy to focus on providing our customers with the latest and most prestigious world known brands; the JDFS exclusively works directly with world renowned companies and high profiled suppliers, offering you the best of Fragrances, Cosmetics, Accessories, Confectionary, Liquors, Cigarettes and Tobacco.





OUR SHOPS





## OUR SHOPS

The JDFS has gone a long way from its modest beginnings back to over two decades ago with its distinguished management and operation of its kingdom-spread shops, to owning and operating more than 19 shops, including:

- **The Boulevard Shop (1):** Located at the heart of Amman Business District: "Al-Abdali Boulevard", the 1,250 Sqm contemporary renovated 3 story shop is set to serve all non-residential foreigners and accredited diplomats in Jordan, with a VIP lounge dedicated to spoil our customers with top of the line serviced shopping.
- **King Hussein Bridge Shops (2: Departures and Arrivals):** 70 km's (43 miles) west of Amman, both arrivals and departures shops are set to serve passengers traveling between Jordan and Jerusalem.
- **Sheik Hussein Shop (1):** 90 km's (56 miles) North-West of Amman, it serves passengers traveling between Jordan and Israel.





- **Aqaba Shops (7):** 350 km's (217 miles) North-West of Amman, you can find us in 7 different locations severing passengers traveling within the city of Aqaba from the surrounding countries as follows:

- Aqaba Gateway: serving both locals and foreigners.
- Durra Shop.
- Tala Bay Shop.
- Ship Chandlers Shop.
- Passengers Station Shop.
- Southern Crossing Shop – Arrivals.
- Southern Crossing Shop – Departures.
- 330 km's (205 miles) South of Amman, it serves passengers traveling between Eilat and Jordan (Aqaba, Wadi Rum and Petra).

- **Jaber Shops (2: Departures + Arrivals):** 90 km's (56 miles) North of Amman, both arrivals and departures shops are set to serve passengers traveling between Jordan and Syria.

- **Al-Karameh Shop:** 331 km's (206 miles) East of Amman, it serves passengers traveling between Jordan and Iraq.

- **Al-Omari Shops (3: Arrivals + Departures + Shipping):** 155 km's (96 miles) South-East of Amman, the three shops Arrivals, Departures and Shipping Shops are set to serve passengers traveling between Jordan and Saudi Arabia.

- **Al Mudawara Shops (2: Passengers + Shipping):** 322 km's (200 miles) South of Amman, Both Passengers and Shipping Shops are set to serve passengers and pilgrims between Jordan and Saudi Arabia.



## SUBSIDIARY COMPANIES

*“FSC is currently in the construction phase of building an iconic Commercial and Entertainment Complex called “The Fountain”.*

Due to the company's immaculate growth since the years of establishment, and in order to expand its operations in Jordan and the region, the JDFS has sought to establish two sisters companies completely owned by the JDFS:

### 1. The First Shops Company (FSC):

First Shops Company, was established in 2008 as a Limited Liability Company in the city of Aqaba under the supervision of Aqaba Special Economic Zone Authority (ASEZA). The objective of the company is: public investments, commercial agencies, imports and exports with a capital of 6,000,000 JOD. FSC is currently in the construction phase of building an iconic Commercial and Entertainment Complex called “The Fountain”.

The Fountain sits on a piece of 13,000 Sqm land, with a total built up area of 21,000 Sqm that includes 9,000 Sqm of parking. The Complex is designed to the highest architectural and engineering specification. It offers most of the green building feature and contains its own renewable energy project.





## YOUR GATEWAY TO JORDAN

Jordan has grown into a modern nation which has enjoyed a remarkable measure of peace, stability and economic growth in the recent decades. Located at the heart of the Middle East, Jordan is a well-travelled bridge between sea and land, east and west; making the country one of the most preferential locations for investment.

Half way between Syria, Iraq, Saudi Arabia and Palestine, Jordan has direct access to all major Middle Eastern markets. A precious land covered all the way with stunning attractions, Jordan offers so much more for a modern traveller. Jordan is a land of compelling beauty and contrast; from the fascinating city of Amman to the lowest point on earth the Dead Sea, heading south to the famous world wonder, Petra, to the haunting wilderness of Wadi Rum, and Aqaba, the perfect spot on the shores of the Red Sea; it admirably presents an inviting destination for people of different cultures and interests.

The JDFS pleasantly draws a smile on every visitor's face, whether it be on his journey to Jordan or from Jordan, we always manage to leave a lasting impression as a reflection of Jordan's essence, warmth, and hospitality.

# Jordan





## COMPANY SOCIAL RESPONSIBILITY

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Jordan River Foundation / MADRASATI Initiative

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Families of Martyrs Support Fund

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Kings Academy

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King Hussein Cancer Foundation

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Local Schools Donations

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Hashemite Charity Foundation

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Jordan National Soccer Team

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Al-Fuhais Cultural Festival

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Local Sports Clubs and Sports events

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Jerash Festival of Arts and Culture

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UM-Ali Charity Foundation

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Various Social and Cultural Clubs and Initiative donations

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**TOTAL: \$1,407,046 USD**

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Period from (2018 - 2010)





## AWARDS & CERTIFICATIONS

JDFS's attention to details and responsiveness to the needs of the customers are key elements of our philosophy. In addition to acquiring the latest product brands, JDFS has proven precise dedication to work and development. By focusing on a well-planned scope of work, JDFS successfully earned numerous awards and certificates including:

- ISO 2000 /9002
- 2000: Gulf-Africa Duty Free Magazine (Most Distinctive Retailer Border Stores Middle East/ Africa).
- 2002: Gulf-Africa Duty Free Magazine (Most Distinctive Retailer Border Stores Middle East/ Africa).
- 2008: Gulf-Africa Duty Free Magazine (Most Distinctive Retailer Border Stores Middle East/ Africa).
- 2015: Gulf-Africa Duty Free Magazine (Most Distinctive Retailer Border Stores Middle East/ Africa).
- 2016: Finalist in the Frontier Awards (Best Downtown Shop) for the Boulevard Shop.
- 2018: Enterprise of the year, Global Club of leaders – Socrates Awards.
- 2018: Manager of the year, Global Club of leaders – Socrates Awards.

*“JDFS has proven precise dedication to work and development. By focusing on a well-planned scope of work, JDFS successfully earned numerous awards and certificates.”*





<i>JDFS Today</i>	<i>1997</i>	<i>2019</i>
Employees	10	620
Shops	1	21
Capital	\$7M	\$32M
Annual Sales	\$219K	\$129M
Share Price	\$1.4	\$16.18
Net profit	\$20K	\$24M

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Net Profit

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\$ 7M to  
**\$32M**  
Capital

Over  
**390**  
Suppliers



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