

Areas consolidates its presence in the United States, a key market in the company's strategic plan

## Areas awarded 272-million-dollar contract to operate three travel plazas on the West Virginia highway in the United States

- **The company will operate the Beckley, Bluestone and Morton travel plazas for a period of 15 years on one of the busiest highways in the United States.**
- **Areas' proposal has obtained the highest scores and has stood out for its commitment to technology and for its link with the local community.**
- **With this contract, Areas increases its international presence.**

Barcelona, December 8th, 2022.

Areas, a leading operator in Food & Beverage and Travel Retail, has won the tender to operate the Beckley, Bluestone and Morton travel plazas on the West Virginia highway, on the East Coast of the United States, one of the main roads, where nearly 37 million vehicles cruise along each year.

The company will operate the establishments from February 2023 and for the next 15 years. After an initial investment of 15 million dollars to remodel the spaces, the three travel plazas will have a state-of-the-art design and will house six restaurants, with prestigious brands such as Starbucks, Wendy's, Popeye's and Firehouse Subs, in addition to three convenience stores that will operate under the Mountain State Market brand, developed by Areas' own design team for this proposal.

The company intends to employ hundreds of local residents. The contract is estimated to generate approximately \$272 million in revenue over the term of the contract

The Areas proposal has obtained the highest scores in all the required selection criteria, standing out for its solid commitment to technology and to local associations and entities, promoting programs linked to crafts, education and local art.



Innovation in sales formats, a strong commitment to new technological solutions and the customer service proposal were other decisive factors in Areas' successful tender.

*"Winning the bid for the travel plazas in West Virginia is a true milestone for Areas. In just over a decade, we have become a benchmark in the United States, the largest highway plaza market in the world. We are now the main operator on highways in the United States, and now have operations on three of the largest US highways in traffic volume,"* says Areas CEO Oscar Vela. *"After two very difficult years marked by the pandemic, we are really excited about growing even more. We will take advantage of all the opportunities to win new bids for highways, airports, and train stations, both in the United States as well as in Latin America and Europe,"* he says.

*"We are thrilled to be a part of the West Virginia community and look forward to showcasing the magnificence of the Mountain State,"* says Carlos Bernal, CEO of Areas USA. *"Guests will encounter an exceptional experience rich in local heritage at all three travel plazas. From outdoor spaces featuring farmers' markets, craft shows, and pop-up local attractions to celebrated national brands and local concepts. These plazas are destinations for refueling but also for recharging, relaxing, and preparing for the journey ahead."*

#### **About Areas in the USA**

Areas has been present in the United States since 2006 and currently manages a total of 136 points of sale in 9 airports and 10 travel plazas.

The company points to the US market as a strategic country for its future growth and international expansion. The United States market currently represents 14% of Areas' global turnover, being the third market after France and Iberia (Spain and Portugal).

Areas began its activity in the United States 15 years ago at the Miami airport. Among the company's main milestones during this time, the tenders in 2009 at the Los Angeles airport and all the service plazas of the Florida Turnpike stand out, and the contract of establishments on the Maryland Turnpike in 2012, the second with largest traffic in the country. The award now of the West Virginia travel plazas consolidates the company's presence in the country.