



## **GLOBAL BLUE BECOMES PERU'S EXCLUSIVE TAX FREE SHOPPING PROVIDER**

- **Global Blue has been awarded an exclusive contract to provide Tax Free Shopping in Peru, following the country's introduction of new Tax Free regulations**
- **International visitors will be able to save 11.7% on their purchases, increasing Peru's attractiveness as a shopping destination**
- **Around 2.5million visitors<sup>1</sup> will be eligible for Tax Free Shopping in Peru, with key markets including the USA and regional South America<sup>2</sup>**
- **In 2023, Global Blue will offer a fully digital Tax Free Shopping service, including digital in-store solutions for merchants, digital customs validation and a range of digital refund methods for international shoppers**

### **Switzerland, December 7, 2022**

Global Blue is now the exclusive Tax Free Shopping provider for Peru after it was awarded the contract by SUNAT, Peru's National Customs and Tax Administration authority. The agreement follows new Tax Free regulations published by the Peruvian Government in 2020, which will make Tax Free Shopping accessible for international visitors.

### **In 2023, international visitors to Peru can save 11.7% on their purchases**

The new Tax Free Shopping scheme will be launched during the first quarter of 2023, and will mean that international visitors will be able to enjoy better value and increase their spending power when buying from local and international brands, thanks to the savings of 11.7% that will be made on their purchases.

Approximately 2.5 million visitors a year will be eligible<sup>1</sup>, with key nationalities including the USA (15% of international arrivals in 2019<sup>2</sup>), Chile (27%) and other South American nations including Ecuador (8%), Colombia (5%) and Argentina (5%).

Travellers who visit Peru for a minimum of two nights, exit via Lima's Jorge Chavez International Airport and spend a minimum of 100SOL (approximately 22EUR) on a range

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<sup>1</sup> In 2019 there were 2.44 million eligible visitors. Source: MOT 2019 SecTurC

<sup>2</sup> Total tourist arrivals to Peru in 2019 included Chile (27%), the USA (15%), and other South American countries including Ecuador 8%, Colombia (5%) and Argentina (5%). Source: MOT 2019 SecTurC

of items including fashion, watches and jewellery, technology, and leather goods, will qualify for a VAT refund under the new scheme.

## Global Blue will bring its innovative, fully digital service to Peru

Merchants, shoppers, and Peruvian authorities will benefit from Global Blue's market-leading technology, which encompasses:

- **Digital issuing services** for merchants, making the in-store experience seamless for merchants and their customers.
- **Digital customs validation** for SUNAT, which enables international shoppers to independently gain export validation for their Tax Free Shopping purchases via their mobile phones or at digital airport kiosks, streamlining the customs process and reducing time spent at the airport.
- A wide range of **digital refund payment methods** for international shoppers, enabling them to enjoy a personalised experience and choose the payment method that works best for them.

**Alejandro Buero, Global Blue Managing Director Americas, commented:**

*"We are very pleased to be offering our services to the Peruvian market and would like to thank SUNAT for selecting Global Blue as its exclusive Tax Free Shopping partner. With a steady increase in tourism flow over the last few years, the introduction of Tax Free Shopping will help Peru to strengthen this momentum and further reinforce its position as a prominent destination for international shoppers."*

### MEDIA CONTACTS

Virginie Alem - SVP Marketing & Communications  
Mail: [valem@globalblue.com](mailto:valem@globalblue.com)

### INVESTOR RELATIONS CONTACTS

Frances Gibbons - Head of Investor Relations  
Mail: [fgibbons@globalblue.com](mailto:fgibbons@globalblue.com)

### ABOUT GLOBAL BLUE

Global Blue pioneered the concept of Tax Free Shopping 40 years ago. Through continuous innovation, we have become the leading strategic technology and payments partner, empowering retailers to improve their performance and shoppers to enhance their experience.

Global Blue offers innovative solutions in three different fields:

- **Tax Free Shopping:** Helping retailers at over 300,000 points of sale to efficiently manage 35 million Tax Free Shopping transactions a year, thanks to its fully integrated in-house technology platform. Meanwhile, its industry-leading digital Tax Free shopper solutions create a better, more seamless customer experience
- **Payments services:** Providing a full suite of foreign exchange and Payments technology solutions that allow acquirers, hotels and retailers to offer value-added services and improve the customer experience during 31 million payment transactions a year at 130,000 points of interaction
- **Complementary RetailTech:** Offering new technology solutions to retailers, including digital receipts and eCommerce returns, that can be easily integrated with their core systems and allow them to optimise and digitalise their processes throughout the omni-channel customer journey, both in-store and online

In addition, our **data and advisory services** offer a strategic advisory to help retailers identify opportunities for growth, while our **shopper experience and engagement solutions** provide data-driven solutions to **increase footfall, convert footfall to revenue and enhance performance.**

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

*Pre-pandemic figures FY 2019-20*