



Media Release

Basel, December 6, 2012

Dufry sponsors the Street Child World Cup “Road to Rio 2014”

Dufry and the Charity Organization Street Child United signed an agreement

Dufry and Street Child United are delighted to announce that Dufry Group is a sponsor of the next Street Child World Cup (SCWC), which will take place in Rio de Janeiro, Brazil, in March 2014.

The Street Child World Cup acts as a catalyst so that individuals, companies and Governments around the world do more to safeguard the rights of millions of children who live and work on the streets. In addition to the football tournament, SCWC hosts an international conference and arts programme to give children a platform to talk about the issues they face.

Dufry's CEO, Julian Diaz, said: “Dufry is proud to help those most in need – disadvantaged children. The Street Child World Cup uses the power of football to give street children the support and protection that all children are entitled to. No child should have to live on the streets.”

Adrian Reith, SCWC Chairman, said: “We are delighted to welcome Dufry to the Street Child World Cup family. Dufry is committed to supporting our campaign for street children's rights to be recognised and upheld across the world.”

Although the Street Child World Cup tournament kicks off in March 2014, the Road to Rio has already begun for the street child organisations taking part. In the run-up to Brazil, a number of international events will raise awareness of street children and campaign for change.

After its inaugural tournament in Durban, South Africa, in 2010, SCWC received support from high-profile figures including Archbishop Desmond Tutu, Sir Alex Ferguson and David Beckham.

David Beckham said: “I look forward to Brazil in 2014 when street children from around the world will play football and represent the millions of children who still live or work on our streets.”

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Dufry Group – A leading global travel retailer

Dufry AG (SIX: DUFN; BM&FBOVESPA: DAGB11) is a leading global travel retailer operating more than 1'200 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas.

Dufry employs more than 14,000 people. The Company, headquartered in Basel, Switzerland, operates in 45 countries in Europe, Africa, Eurasia, Central America & Caribbean, North America and South America.

Corporate Social Responsibility (CSR)

Dufry's CSR strategy focuses on countries where the company operates. By supporting children which we consider the weakest members in a society we would like to share our success.



Dufry cares for children and supports the SOS Social Center in Igarassu, Brazil. SOS Children's villages is an independent, non-political and non-demonstrational organisation established for orphaned and destitute children all over the world.



The Street Child World Cup is a global campaign for the rights of street children. Through football, art and an international street child conference the aim is to ensure street children are given the protection and opportunities that all children are entitled to. Dufry sponsors the Street Child World Cup (SCWC) "Road to Rio 2014" which will take place in Rio de Janeiro, Brazil, in March 2014.