



FOR IMMEDIATE RELEASE

DFS LAUNCHES DFS CARES CAMPAIGN IN MID PACIFIC

SUPPORTING GUAM CANCER CARE AND COMMONWEALTH CANCER ASSOCIATION IN FIGHT AGAINST CANCER



SEPTEMBER 23, 2022, GUAM AND SAIPAN – DFS Group, the world’s leading luxury travel retailer, is continuing its commitment to giving back to the community by launching DFS Cares, its first ever local charity campaign in Guam and Saipan. While T Galleria by DFS, Guam and Saipan have both been avid supporters of local charities for many years, this campaign marks the first time the locations invite their local communities to participate in fundraising.

DFS Cares aims to raise funds to help support local charities in Guam and Saipan. For this year’s initial launch, DFS has chosen Guam Cancer Care and Commonwealth Cancer Association as its beneficiaries.

The mission of Guam Cancer Care is to provide cancer care assistance to all individuals afflicted by cancer. Through patient navigation and advocacy, they strive to provide enhanced assistance throughout the screening and treatment process. Additionally, by minimizing barriers to financial assistance, cancer education, and other support services, they ensure patient satisfaction throughout the continuum of cancer care.

Similarly, Commonwealth Cancer Association aims to advocate for a cancer free CNMI through early detection, public education and awareness about cancer prevention and screening, and to provide hope and support for cancer patients, survivors, and their families through community partnerships and programs.

"This is the first ever charity campaign for the division. The initiative of this campaign is to continue our commitment to support the community we live and work in and raise funds for a cause that is very close to our hearts," said Rachel Tan, Vice President Operations Mid Pacific, DFS Group.

From now through October 31, DFS will leverage its extensive retail network in Guam and Saipan to promote cancer awareness, information about Guam Cancer Care and Commonwealth Cancer Association's services, and provide a mechanism for customers and staff to be able to contribute to the charity.

Additionally, there will be special in-store promotions to celebrate the launch of DFS Cares and raise funds. On select Fashion merchandise, for every item purchased under the DFS Cares campaign, DFS will donate US\$5 to either Guam Cancer Care or Commonwealth Cancer Association, depending on the location of purchase.

Customers will also have the opportunity to participate in a stamp rally for chances to win exclusive prizes donated by T Galleria by DFS, Guam and hotel partners including Tsubaki Tower, Westin Resort, Pacific Islands Club and Hyatt Regency Guam Hotel in Guam as well as by T Galleria by DFS, Saipan, The Shack and hotel partners including the Hyatt Regency Hotel, Eland Group and Grandvrio Resort in Saipan.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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About DFS Group

DFS Group is the world's leading luxury travel retailer. Established in Hong Kong in 1960, DFS Group continues to be a pioneer in global luxury travel retail, offering its customers a carefully curated selection of exceptional products from over 750 of the most desired brands. Its network consists of 54 duty free stores located in 13 major global airports and 23 downtown Galleria locations on four continents, as well as affiliate and resort locations. The Group is privately held and majority owned by the world's largest luxury conglomerate, Moët Hennessy Louis Vuitton (LVMH), alongside DFS co-founder and shareholder Robert Miller. DFS Group employs more than 5,000 people focused on creating inspiring omnichannel retail experiences for its customers and is headquartered in Hong Kong with offices in Australia, Cambodia, China, France, Indonesia, Italy, Japan, Macau, New Zealand, Singapore, United Arab Emirates, United States of America and Vietnam.

For more information, please visit www.dfs.com.



About T Galleria by DFS

T Galleria by DFS is the ultimate evolution of the original travel retail concept pioneered by DFS Group. The first downtown store opened in 1968 in Hong Kong, followed shortly thereafter by Honolulu and eventually expanding to 23 locations all over the world. Today, T Galleria by DFS has a presence in the United States of America, as well as across Asia, Europe, Oceania and the South Pacific regions. Linked to the notion of travel through the use of T for the Traveler, the brand stands for what customers have come to expect: an expertly curated assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to their specific needs as travelers. T Galleria by DFS enables travelers to realize their individual style, one journey at a time.