

Hudson Group Announces Pricing of Initial Public Offering

East Rutherford, NJ – February 1, 2018 – Hudson Ltd. (“Hudson Group”), a leader in North American travel retail, announced today the pricing of its initial public offering of 39,417,765 Class A common shares at a public offering price of \$19.00 per share. The shares are expected to begin trading on the New York Stock Exchange on February 1, 2018, under the ticker symbol "HUD." All of the Class A common shares will be sold by Dufry International AG, a wholly-owned subsidiary of Dufry AG, and Hudson Group will not receive any proceeds from the offering. Dufry International AG has granted the underwriters a 30-day option to purchase up to an additional 5,912,664 Class A common shares at the initial offering price, less the underwriting discount.

The closing of the offering is expected to occur on February 5, 2018, subject to the satisfaction of customary closing conditions.

Credit Suisse, Morgan Stanley and UBS Investment Bank are serving as lead bookrunners and as representatives of the underwriters for the offering. BofA Merrill Lynch and Goldman Sachs & Co. LLC are also serving as bookrunners for the offering. Banco Santander, BBVA, BNP PARIBAS, Credit Agricole CIB, HSBC, Natixis, Raiffeisen Centrobank and UniCredit Capital Markets are serving as co-managers for the offering.

The offering is being made only by means of a prospectus. Copies of the prospectus related to the offering may be obtained from Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, One Madison Avenue, New York, NY 10010, or by telephone at (800) 221-1037, or by email at newyork.prospectus@credit-suisse.com; Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014; or UBS Securities LLC, Attention: Prospectus Department, 1285 Avenue of the Americas, New York, NY 10019, or by telephone at (888) 827-7275, or by e-mail at ol-prospectusrequest@ubs.com.

A registration statement on Form F-1 relating to these securities has been filed with, and declared effective by, the Securities and Exchange Commission. This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. The registration statement on Form F-1 may be accessed through the SEC’s website at <https://www.sec.gov/edgar>.

About Hudson Group

Hudson Group, one of the largest travel retailers in North America, is committed to enhancing the travel experience for over 300,000 travelers every day in the continental United States and Canada. Anchored by our iconic Hudson, Hudson News and Hudson Bookseller brands, Hudson Group operates nearly 1,000 duty-paid and duty-free stores in 88 locations, including airports, commuter terminals, hotels and some of the most visited landmarks and tourist destinations in the world. Our wide range of store concepts include travel essentials and convenience stores, bookstores, duty-free shops, branded specialty stores, electronics stores, and quick-service food and beverage outlets.

Forward-Looking Statements

This press release contains certain forward-looking statements, including statements with regard to Hudson Group's proposed offering. Forward-looking statements generally relate to future events or our future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may", "will", "should", "expects", "plans", "anticipates", "could", "intends", "target", "projects", "contemplates", "believes", "estimates", "predicts", "potential" or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions. The consummation of the proposed securities offering and the terms thereof are subject to numerous factors, many of which are beyond the control of Hudson Group, including, without limitation, market conditions, failure of closing conditions and risks and other matters set forth in Hudson Group's filings with the SEC. You should not place undue reliance upon forward-looking statements as predictions of future events. Hudson Group has based the forward-looking statements contained in this press release on its current expectations and projections about future events and trends that it believes may affect its business, financial condition, results of operations and prospects. Hudson Group cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events, or circumstances could differ materially from those described in the forward-looking statements. The forward-looking statements made in this press release relate only to events as of the date on which the statements are made. Hudson Group undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by law.

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