

# Global Blue

## Global Blue Enhances Traveler App for Tax Free Shoppers

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- **Alongside its Mobile Customer Care upgrade, Global Blue has enhanced its Traveler App, its other Tax Free Shopping solution for travelers.**
- **This upgrade further streamlines the Tax Free Shopping experience, providing international shoppers an even more seamless way to shop and claim tax refunds on the go.**
- **With a more intuitive user experience (UX), expanded language support, and improved refund tracking, the latest update ensures a smooth journey from purchase to refund.**
- **The Global Blue Traveler App is tailored for frequent travelers whereas the Mobile Customer Care solution is designed to support infrequent travelers.**

### The Global Blue Traveler App: A Digital Guide for Every Step of the Tax Free Shopping Journey

Since its launch in 2017, the Global Blue Traveler App has become an essential tool for frequent Tax Free shoppers. With **310,000** monthly active users and **4.1 million** cumulative downloads, the Global Blue app continues to gain momentum, reflecting strong demand across the world.

Designed to offer international shoppers a seamless and personalized experience, the app supports travelers at every stage of their Tax Free Shopping journey, with key features such as:

- **Live Tax Free refund tracking** – Travelers can instantly see their saving in real-time.
- **Advanced store mapping** – Tax Free shoppers can easily locate brands offering Tax Free savings.
- **Comprehensive shopping guides** – Quick access to essential Tax Free Shopping rules and destination-specific information.

- **Multi-language support** – A seamless experience for travelers at every step.

Now, Global Blue is elevating the Traveler App with key enhancements that improve usability, expand accessibility, and provide travelers with seamless digital support at every step of their Tax Free Shopping journey.

## Key Upgrades: Empowering Shoppers with Digital Assistance

With this latest upgrade, Global Blue is further enhancing its Traveler App to provide shoppers with digital assistance at every step of their Tax Free Shopping journey.



- **Expanded Language Coverage** – The Traveler App now supports a wider international audience, with five languages, including Arabic with German coming soon, with plans to introduce seven more within the year. This will further expand Global Blue’s reach of eligible Tax Free Shoppers and enhancing accessibility for users across more global markets.
- **Enhanced UX** – A more intuitive interface offers a clear, step-by-step view of the tax refund journey, including a history of past transactions and real-time refund status updates. This guidance helps improve refund success rates while making the process easier to navigate.
- **Localized Real-Time Updates** – The app now features a more dynamic, country-specific homepage experience tailored to local audiences, with content that can be updated in real time.
- **Refund Finder** – The map feature helps easily locate nearby customs and refund offices, ensuring shoppers do not waste time finding the right service for their refund.
- **Seamless Digital Support** – Now enhanced for digital-first countries, the app ensures a smoother and more efficient tax refund validation at borders.

By continuously enhancing the Traveler App, Global Blue reaffirms its position as a **leader** in **Tax Free Shopping**, delivering innovative digital solutions that simplify and elevate the shopping experience for international shoppers.

## Tax Free Shopping with Global Blue

With **18 million travelers, 40 million<sup>1</sup> Tax Free transactions annually**, and decades of experience managing Tax Free Shopping worldwide, Global Blue is the trusted partner for retailers looking to attract international shoppers and maximize sales.

<sup>1</sup> Last 12 Months data (March 2024 to February 2025)

- **Cutting-Edge Technology for Retailers** – Global Blue provides best-in-class Tax Free Shopping solutions tailored for retailers of all sizes. These innovations streamline in-store Tax Free processes, enhance staff efficiency, and ensure a seamless experience for global shoppers.
- **Seamless Digital Support for Shoppers** – Alongside the Traveler App, international shoppers have access to the newly upgraded Mobile Customer Care, a solution that supports Tax Free shoppers with real-time, step-by-step refund guidance. The solution prompts shoppers to take action to complete their Tax Free Shopping transactions directly, helping them navigate their refunds with ease.

For more information please contact:

#### **MEDIA CONTACTS**

Virginie Alem – Chief Marketing Officer and Chief Operating Officer Japan

Mail: [valem@globalblue.com](mailto:valem@globalblue.com)

#### **ABOUT GLOBAL BLUE**

Global Blue is the business partner for the shopping journey, providing technology and services to enhance the experience and drive performance.

With over 40 years of expertise, today we connect thousands of retailers, acquirers, and hotels with nearly 80 million consumers across 53 countries, in three industries: Tax Free Shopping, Payments and Post-Purchase solutions.

With over 2,000 employees, Global Blue generated €28bn Sales in Store and €422M revenue in FY 2023/24. Global Blue is listed on the New York Stock Exchange.

For more information, please visit [www.globalblue.com](http://www.globalblue.com)