

YOOX NET-A-PORTER GROUP

VISION

We are a global company with Anglo-Italian roots;

We are the world's leading online luxury fashion retailer.

Annual net revenue growth of 17% - 20%

BUSINESS LINES

IN-SEASON

NET-A-PORTER MR PORTER

- Strong growth in High Net Worth customer base
- International expansion with localised strategies
- Product to cement positioning and launch of fine jewellery & watches
- Content to drive acquisition and engagement
- Unparalleled one-to-one service to increase customer retention

STRATEGY



MOBILE TO
RENEW VISION OF
FASHION LUXURY



CREATIVE
CONTENT
Creative content
that delights our
customers



IMPECCABLE
SERVICE
Impeccable service
as part of the
experience



SMART
DATA
Personalized
customer journey
powered by smart
data

MARKETS



3 highly synergistic business lines with several storefronts catering to their respective customers through distinct value propositions.

OFF-SEASON

THE OUTNET YOOX

- Strong increase in customer base focused on higher-value customers
- Stronger YOOX brand awareness
- The OUTNET international expansion through localised strategies
- Growth in product offering preserving the best quality
- Private labels to complement current offer

ONLINE FLAGSHIP STORES

"POWERED BY YNAP"

- Maximisation of synergies with multi-brand In-Season and Off-Season
- Strong organic growth from high potential existing partnerships
- New select business developments with promising online potential
- Evolution of business model to support luxury brands to fully seize the omni-channel opportunity

BRANDS DELIVER THEIR STRATEGIES AUTONOMOUSLY THROUGH THEIR UNIQUE IDENTITIES

PLATFORM

Cutting edge shared Platform with ground breaking technological leadership and expanded logistical capacities.



SHARED

Fully enabling the omni-stock opportunity to maximise the value of our inventory



TAILORED FOR FASHION

Setting the standard for service in luxury fashion

Allowing for highly differentiated brand experiences



INNOVATIVE

Powering growth in an increasingly omni-channel world

Empowering innovations leveraging the value of smart data



SCALABLE

Fuelling growth by expanding our global network and supporting volume increase

CORPORATE FUNCTIONS

Provide a framework of guidelines across the Group. Support the Brands: identify, facilitate and implement synergies; share and deploy best practices, and encourage cross-fertilisation.