YOOX NET-A-PORTER GROUP

PRESS RELEASE

NEW RESEARCH REVEALS MORE THAN ¾ OF YOUNG WOMEN DO NOT FEEL "TECH SAVVY"

- *As global Hour of Code begins, YouGov research*, commissioned by YOOX NET-A-PORTER GROUP as part of its 'Women in Tech' programme, reveals only 23% of young women consider themselves to be tech savvy*
- *25% of those surveyed do not believe they are "the type of person" to work in tech and 17% cite lack of confidence as the main reason they would not take a role in technology*
- *Results follow 2018 research** that found only 8% of young women aged 11-16 believed technology careers have a role to play in fashion*

To counter these findings, YOOX NET-A-PORTER GROUP, the world leader in online luxury and fashion, is launching a free online class – 'Designs on Coding' – available from 9th-15th December, to coincide with the global "Hour of Code" initiative. The class will be available at: http://www.ynap.com/pages/hourofcode/

The online class has been developed to help build confidence in computing skills amongst young people, regardless of geography. It will demystify the basics of code through short and engaging creative challenges, reflecting YOOX NET-A-PORTER GROUP's aim to nurture diverse talent at the intersection of technology and fashion.

Rosemary Hitchcock, Head of Technology at YOOX NET-A-PORTER GROUP, said: *"Creativity and computer skills are intrinsically connected but sometimes it can be hard to clearly see how tech skills facilitate careers in fashion. We want 'Designs on Coding' to challenge misconceptions many young people have that technology isn't for them and offer a fun introduction to show how coding can be fundamental in a creative process."*

'Designs on Coding' does not require any prior coding knowledge. Developed to broaden understanding around coding and its relevance to the fashion industry, the class encourages learning through doing. Key tasks include changing the colour and scale of textile patterns by utilising core Python concepts such as lists, strings, variables and functions.

Inspired by the YouGov research, YOOX NET-A-PORTER GROUP and TuringLab created the online course as an extension of YOOX NET-A-PORTER GROUP's work with Imperial College London's Department of Computing, Imperial CodeLab.

Susan Eisenbach, Professor of Computing at Imperial College London commented: *"Since the beginning of our partnership with YOOX NET-A-PORTER GROUP, our aim with Imperial CodeLab has been to break down barriers and inspire diversity in the fashion and technology sector. Creating access to an online version of the class will unlock opportunity for more young people from varying backgrounds, regardless of location."*

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The YouGov survey of over 1,000 young women aged 18-25 years old across the UK, US and Italy highlights that only 23% of young women surveyed consider themselves to be tech savvy. The research also shows that, when embarking on their careers, 35% of young women surveyed would be discouraged from taking a role in tech, as they believe they lack the right experience.

The research reveals that less than a quarter of respondents consider tech skills important to fashion careers such as buying and designing (23%). 25% of those surveyed do not believe they are "the type of person" to work in tech and 17% cite lack of confidence to take on a tech role. The 2019 results build on similar research carried out by the Group in 2018**, in which only 8% of young women ages 11-16 years old believed technology careers to have a role to play in fashion.

Imperial CodeLab runs a programme of weekly coding lessons throughout the year, teaching children across the capital the basics of coding. Since the start of the programme in 2017, 69% of those attending the courses have been girls.

Imperial CodeLab is a part of YOOX NET-A-PORTER GROUP's comprehensive, international Digital Education programme, along with Fondazione Golinelli in Bologna, Italy. With initiatives such as Imperial Codelab's Hackathon organised in July 2018 at the YOOX NET-A-PORTER GROUP Tech Hub in London, which saw a Royal Visit from HRH The Prince of Wales, and summer coding camps with Fondazione Golinelli, the Digital Education programme educated 3,400 young people in 2018 and over 5,400 children since 2016. In 2018, 55% of those trained were girls and 67% of the children attending the Imperial CodeLab powered by YOOX NET-A-PORTER classes were inspired to study computer science at GCSE level.

- ENDS-

*'Research commissioned by YOOX NET-A-PORTER GROUP and conducted by YouGov in August-September 2019
**Research of 1,000 parents (with children 11-16 years old) and 1,000 students aged 11-16, commissioned by YOOX NET-A-PORTER GROUP and conducted by Censuswide in June 2018

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RESEARCH

2019 figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1192 women aged 18-25. Fieldwork was undertaken between 21st August - 1st September 2019. The survey was carried out online.

NOTES TO EDITOR

For more information on YOOX NET-A-PORTER's work in inclusivity, empowering women, digital education and championing responsible practices, please visit:
http://www.ynap.com/pages/sustainability/

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About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with over 3.5 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by nearly 20 years of insights into the modern luxury shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX NET-A-PORTER balances technology and human touch to create a truly luxury shopping experience. Artificial intelligence, augmented reality, voice and visual search are all innovations that the Group is developing to enrich the

customer experience - which is nearly always via a smartphone. Sustainability and social responsibility increasingly shape the product offering as they do the way YOOX NET-A-PORTER conducts business and drives positive change.

YOOX NET-A-PORTER is a global Group with Anglo-Italian roots. Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong. The Group strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar's Symphony Investments. YOOX NET-A-PORTER is part of Richemont. Federico Marchetti, founder of YOOX, is the Group's CEO and Chairman.