

# YOOX NET-A-PORTER GROUP

An introduction to  
YOOX NET-A-PORTER GROUP



NET-A-PORTER



MR PORTER



YOOX



THE OUTNET



ONLINE FLAGSHIP STORES



The world leader in online luxury and fashion





*“Connecting people with the joy  
of luxury and fashion that lasts  
a lifetime and beyond”*



# The Group in numbers

4

> €2bn\*

REVENUE

> 4.3m

HIGH-SPENDING CUSTOMERS

> 1bn

VISITS

> 7.5m

MOBILE ORDERS

\*Last reported 2017

# Serving customers in 180 countries





# Operating through a global infrastructure

6



 10 LOCAL OFFICES

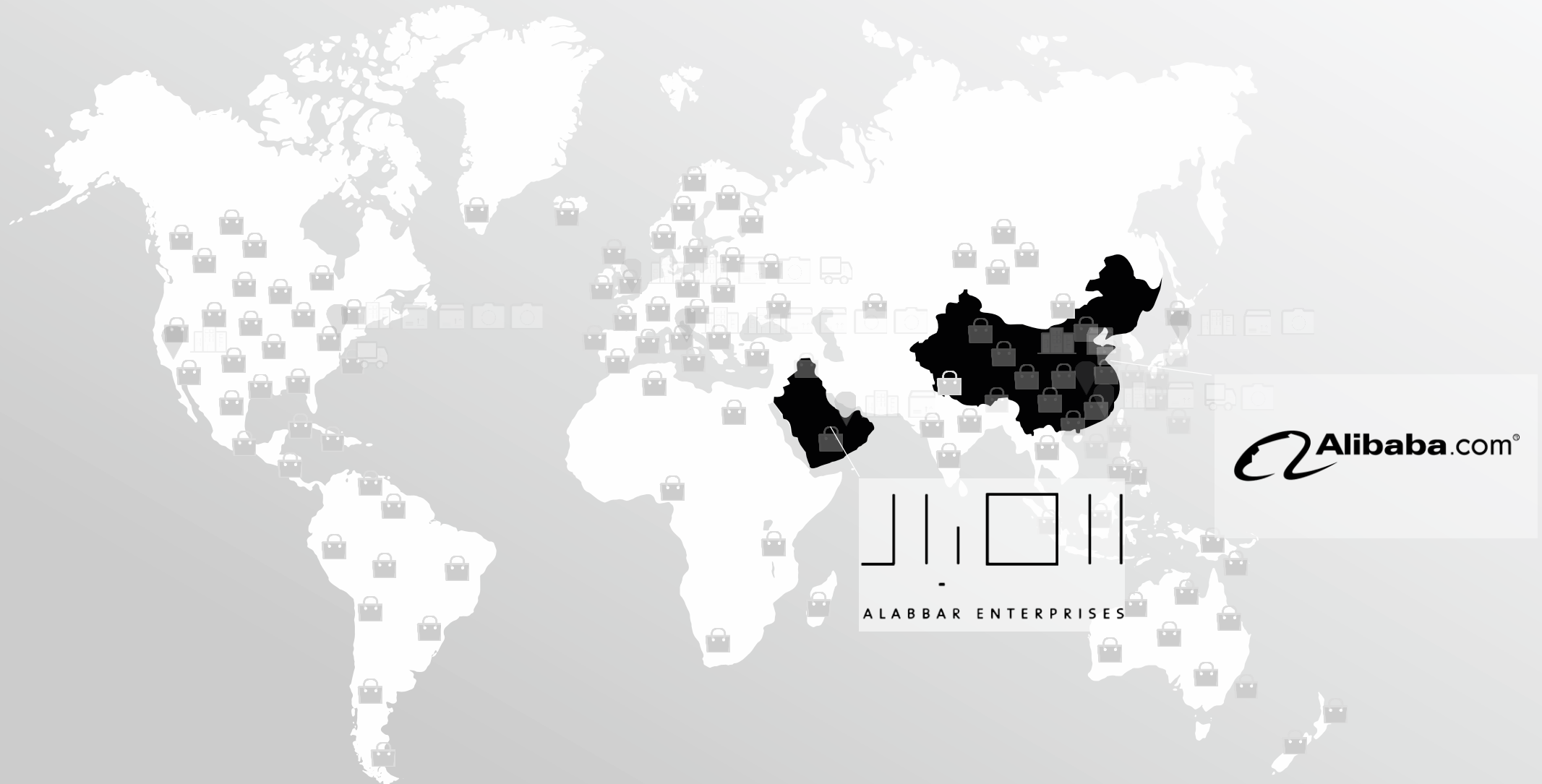
 9 DISTRIBUTION CENTRES

 7 DIGITAL PRODUCTION FACILITIES

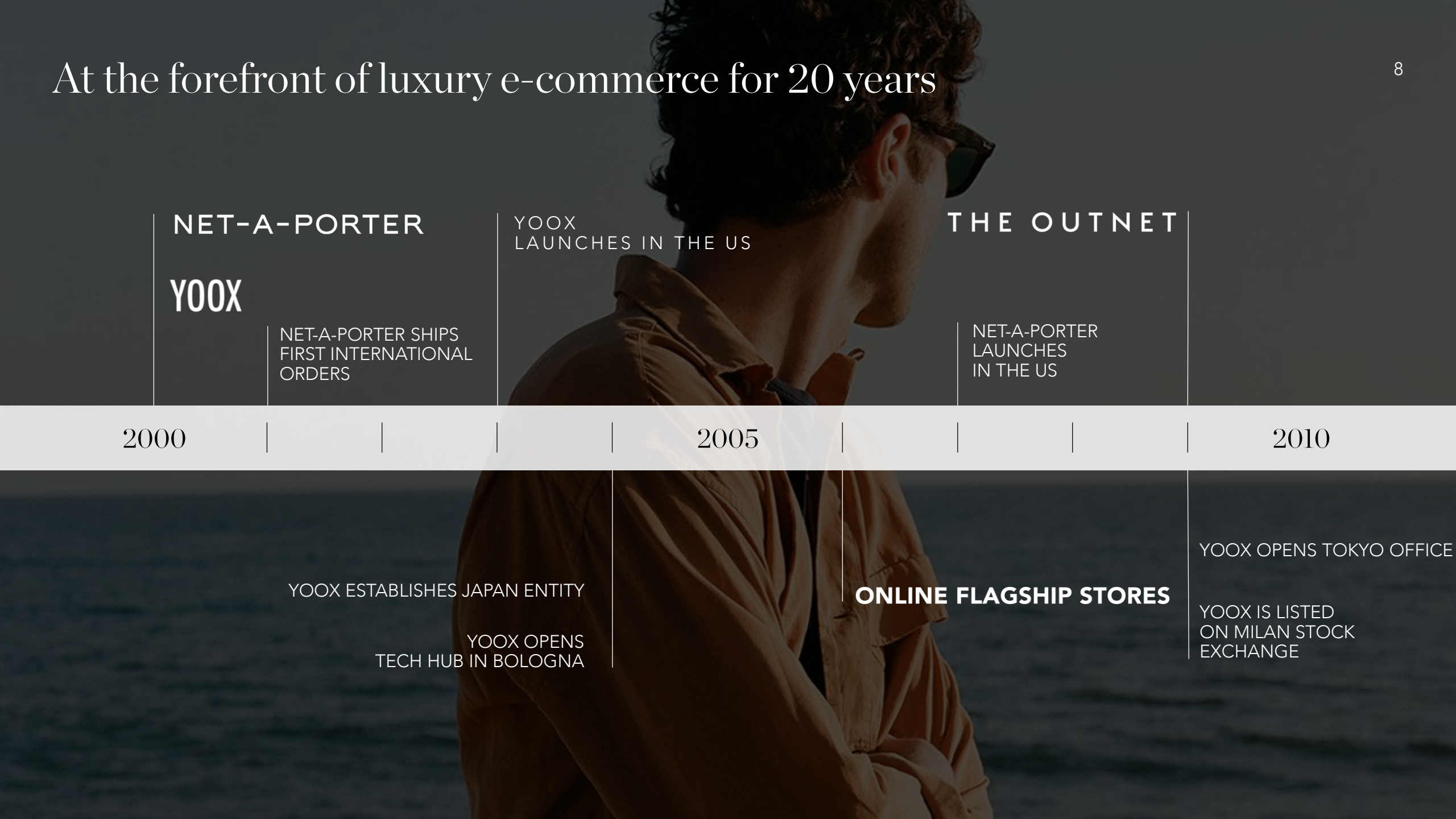
 SAME-DAY DELIVERY

# Partnering with the strongest local players in China and Middle East

7



# At the forefront of luxury e-commerce for 20 years



NET-A-PORTER

YOOX

NET-A-PORTER SHIPS  
FIRST INTERNATIONAL  
ORDERS

YOOX  
LAUNCHES IN THE US

THE OUTNET

NET-A-PORTER  
LAUNCHES  
IN THE US

2000

2005

2010

YOOX ESTABLISHES JAPAN ENTITY

YOOX OPENS  
TECH HUB IN BOLOGNA

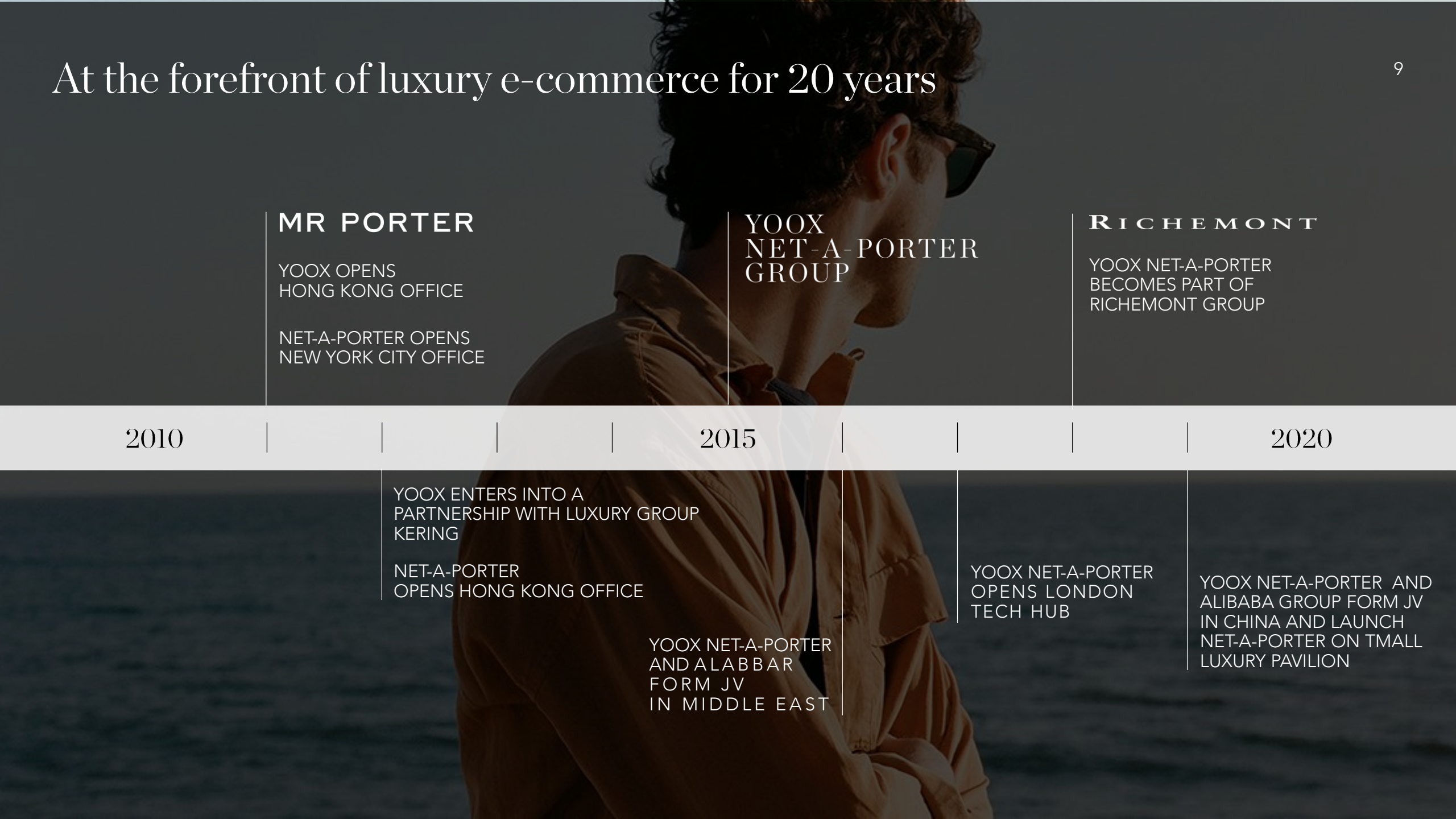
ONLINE FLAGSHIP STORES

YOOX OPENS TOKYO OFFICE

YOOX IS LISTED  
ON MILAN STOCK  
EXCHANGE



# At the forefront of luxury e-commerce for 20 years



## MR PORTER

YOOX OPENS  
HONG KONG OFFICE

NET-A-PORTER OPENS  
NEW YORK CITY OFFICE

## YOOX NET-A-PORTER GROUP

## RICHEMONT

YOOX NET-A-PORTER  
BECOMES PART OF  
RICHEMONT GROUP

2010

2015

2020

YOOX ENTERS INTO A  
PARTNERSHIP WITH LUXURY GROUP  
KERING

NET-A-PORTER  
OPENS HONG KONG OFFICE

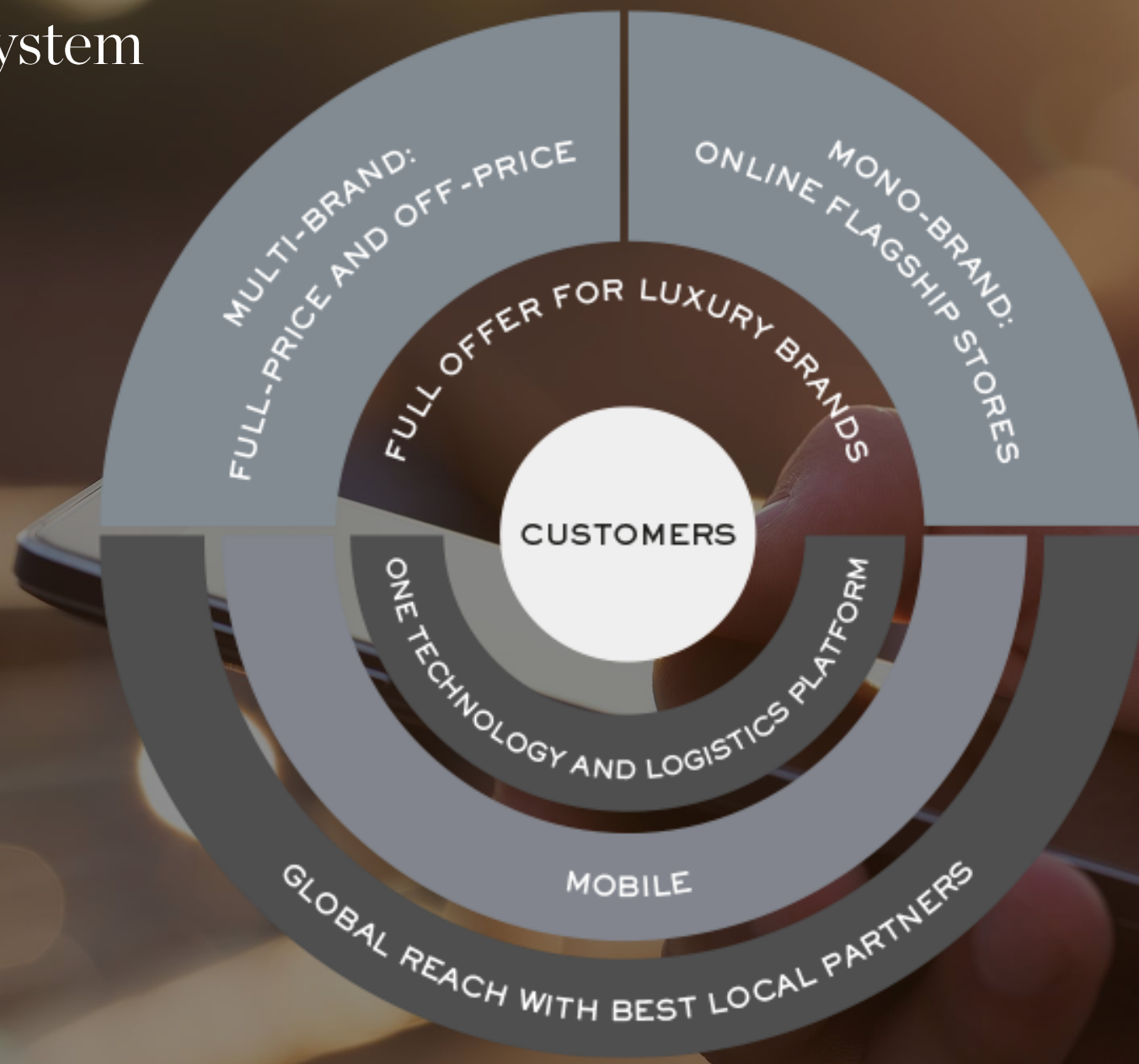
YOOX NET-A-PORTER  
AND ALABBAR  
FORM JV  
IN MIDDLE EAST

YOOX NET-A-PORTER  
OPENS LONDON  
TECH HUB

YOOX NET-A-PORTER AND  
ALIBABA GROUP FORM JV  
IN CHINA AND LAUNCH  
NET-A-PORTER ON TMALL  
LUXURY PAVILION

# A unique ecosystem

10





# The organisation

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LUXURY DIVISION

FASHION DIVISION

ONLINE FLAGSHIP STORES

WORLD LEADING LUXURY BRANDS  
INCLUDING

NET-A-PORTER

YOOX

VALENTINO

ALAÏA

Chloé

ARMANI

MR PORTER

THE OUTNET

BALMAIN  
PARIS

THE ROW

CORPORATE FUNCTIONS

ONE TECHNOLOGY & LOGISTICS PLATFORM



A full-page photograph of two women against a clear blue sky. On the left, a woman with short dark hair and large white shell earrings stands in a white sleeveless dress with a wide waistband. On the right, a woman with long brown hair and large white shell earrings is shown in profile, wearing a white long-sleeved dress with a wide waistband. The dresses have a subtle pleated detail at the waist.

## NET-A-PORTER

Incredible fashion for  
incredible women

A close-up photograph of a man's torso. He is wearing a dark green jacket over a plaid shirt with orange, white, and blue patterns. His hands are visible, holding a white piece of fabric. The lighting is warm and focused on the textures of the clothing.

## MR PORTER

The award-winning online destination  
for men's style



## THE OUTNET

Luxury fashion at  
exceptional prices

## YOOX

The world's leading online lifestyle  
store for fashion, design & art



## ONLINE FLAGSHIP STORES



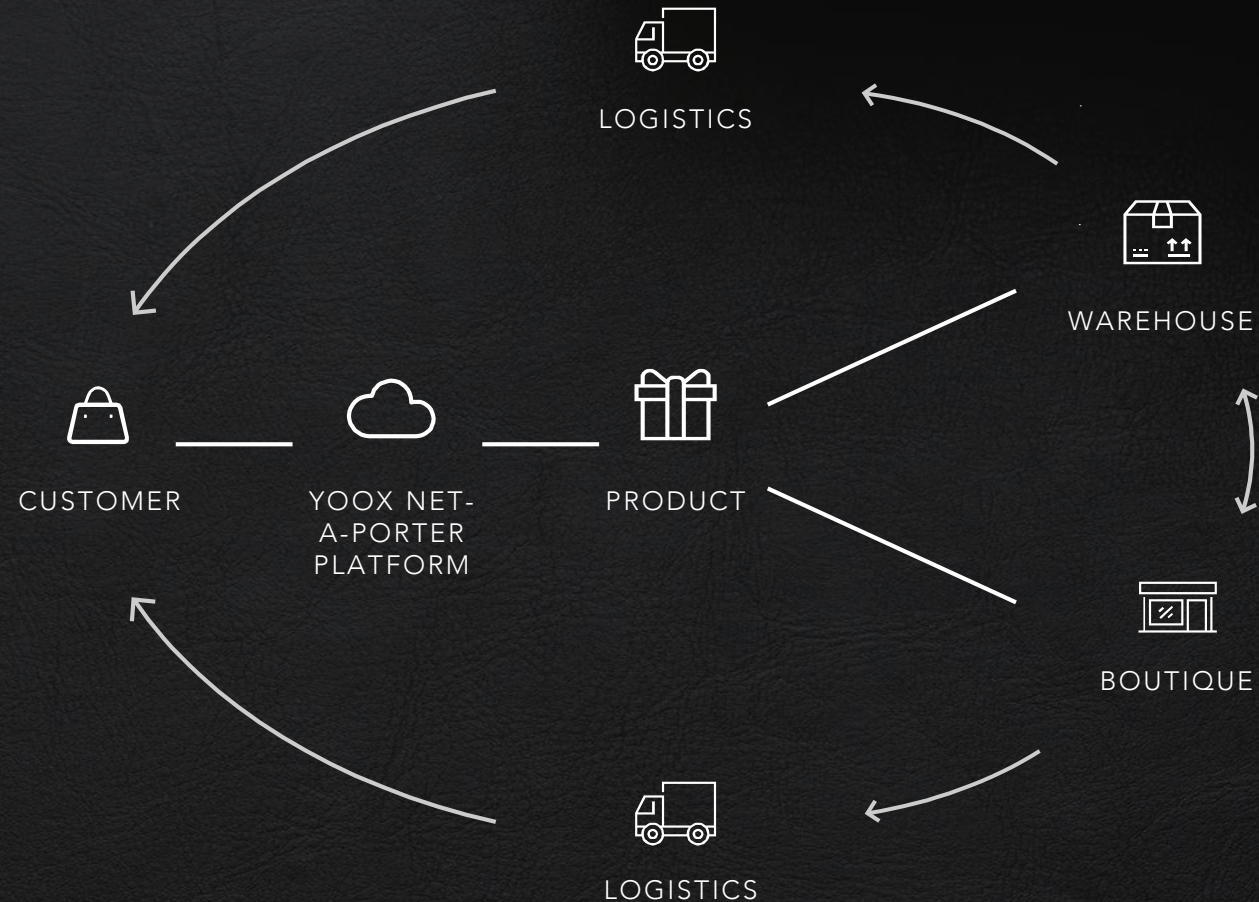
POWERING E-COMMERCE FOR THE WORLD'S LEADING LUXURY BRANDS



# Revolutionising the customer experience through game-changing NEXT ERA model

15

Giving customers access to exactly what they want, wherever they are, in  
the fastest, most convenient and sustainable way





Our industry leading approach

16

*Balancing technology and the human touch to redefine the ultimate luxury experience – always keeping the customer at the heart of everything we do*



# Providing impeccable personalised luxury service at every stage



17

Delighting our customers  
throughout their journey

Offering exclusive proposition to  
our most engaged customers  
(EIPs) including personal  
shopping

Always taking a localised  
approach



Offering the world's most covetable luxury brands, carefully curated and selected based on our deep understanding of what customers want

Leading luxury fashion buyers choosing and editing the best selection of brands

Featuring dedicated sustainable product offer

Introducing new exclusive capsules weekly

Expanding our range of product categories to satisfy customers

Discovering and nurturing the best new emerging brands

Creating own-brand labels to complement assortment



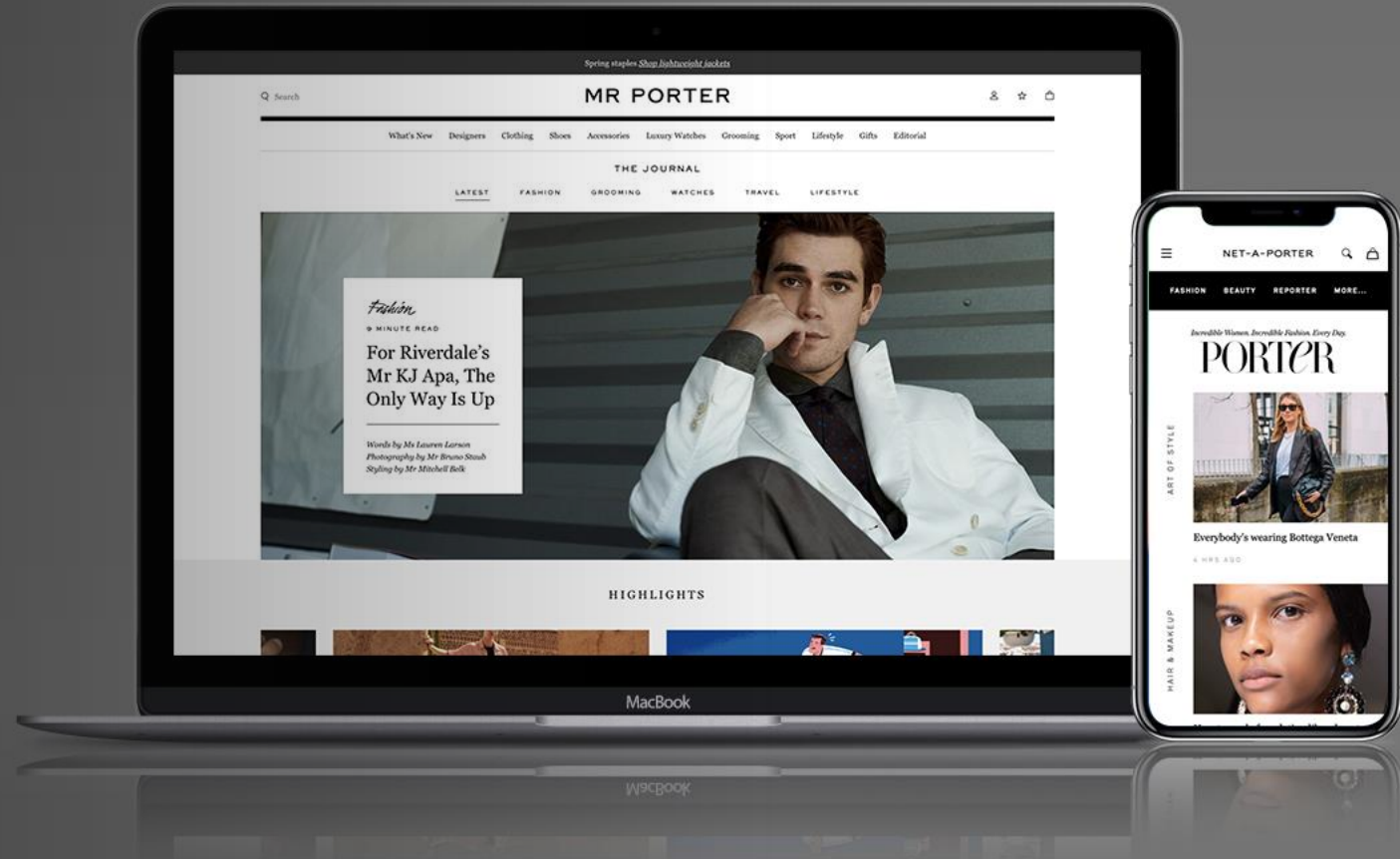
# Delighting customers with exceptional content

19

Leading authority on style  
and fashion

Multiplatform, high frequency  
delivery - increasingly personalised

World-class, entertaining content  
– inspirational and shoppable



# Driving cutting-edge innovation

20

## Mobile first

Putting stores in the palm of your hand – over 50% sales via mobile – apps and web experiences

## Harnessing AI

Using the power of AI to transform the luxury customer experience, powering features such as visual search, personalisation and design

## Pioneering new technologies

Embracing AR, VR, Conversational Commerce and other leading-edge technologies





# Leveraging smart data & insights

21

20 years of data, generating in-depth understanding to drive excellence across all areas:

Personal User Experience

Optimised product curation

Hyper relevant marketing

Supports sustainability

Personalised content

Foundations of own label design



# Powered by state-of-the-art technology & logistics platform

22

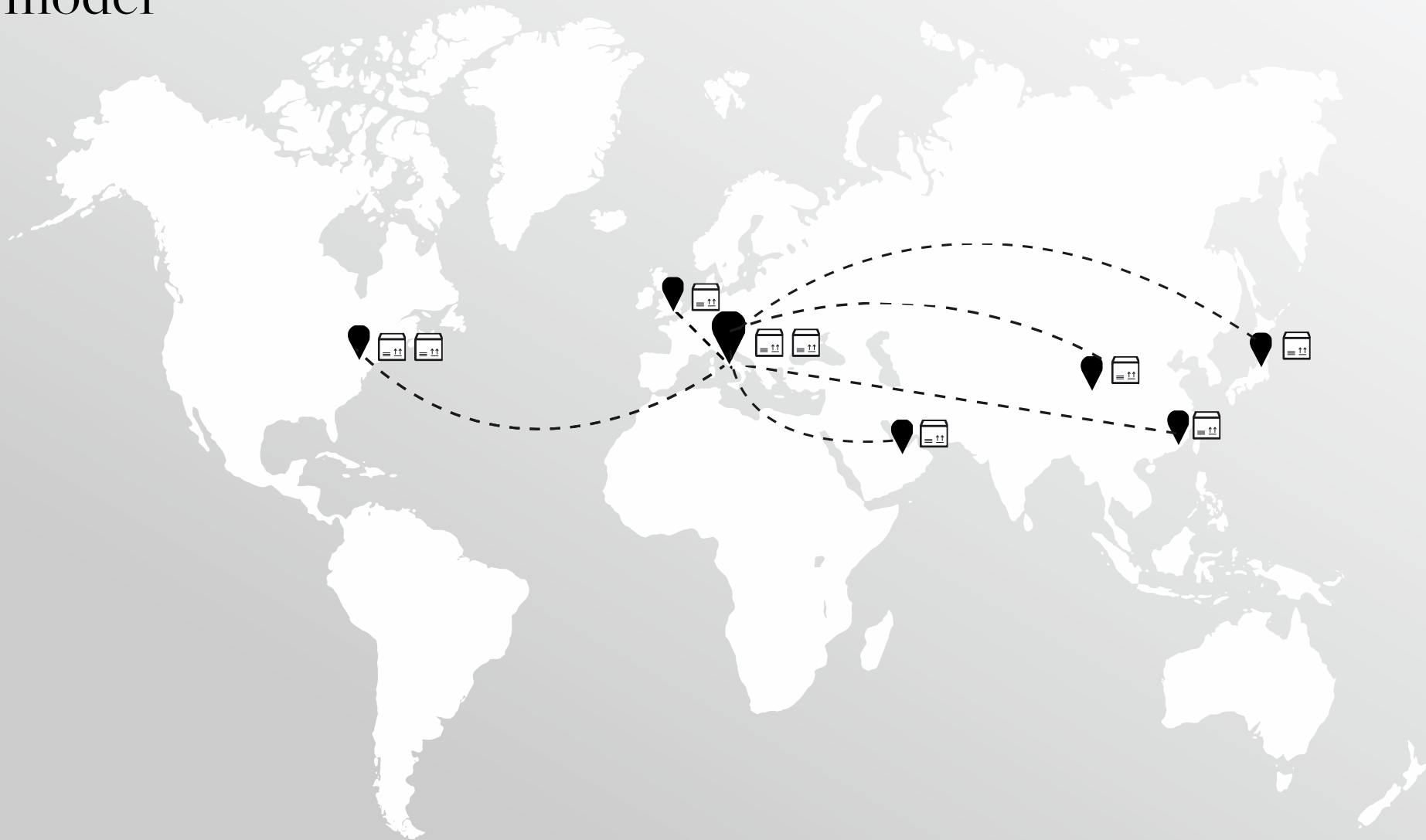
One of the most sophisticated projects in the history of e-commerce

Building the foundations and competitive advantage to power long-term global growth

Enabling us to take service and localisation to the next level



# Delivering customer experience excellence with our unique omnistock logistics model



# Our people: Building the future of online luxury fashion

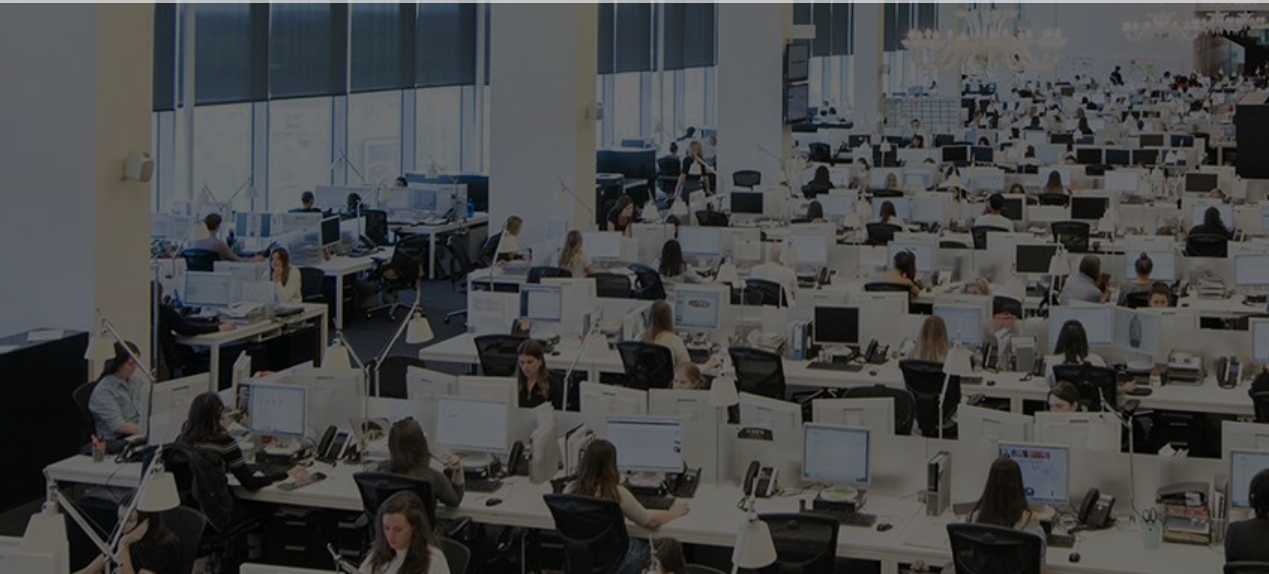
24

>5k  
EMPLOYEES

>40%  
UNDER 30

>90  
NATIONALITIES

>60%  
WOMEN





A woman with dark hair is lying down, wearing a light-colored blazer over a white top. She is surrounded by white roses and greenery. The background is a soft, out-of-focus mix of these elements.

# Our philosophy: Infinity

25

Lasting Luxury Fashion. Lasting Positive Impact

## Heritage and Ambitions

Creating a more sustainable future for luxury fashion.

Transforming the way luxury fashion is made, sold and used.

## Circular Future and Lasting Luxury

Creating a circular business and culture, enhancing our ecosystem and customer experience to deliver fashion that can be loved forever.

## People Positive

Championing diversity and inclusivity to open up opportunities for our business, industry and beyond.

## Planet Positive

Operating in line with science to have a lasting positive impact on the planet.

# Making a positive impact

26

>6k  
STUDENTS AND  
CHILDREN  
TRAINED

Incredible  
GIRLS  
OF THE FUTURE

MR PORTER  
HEALTH IN MIND  
Helping men to lead happier lives



NET SUSTAIN



YOOXYGEN  
10

#YNAP  
NEXT  
GEN  
DIG  
ITAL

FUR  
FREE

THE MODERN  
ARTISAN

VOGUE  
ITALIA  
YOOX  
THE FUTURE  
OF RESPONSIBLE  
FASHION  
CHALLENGE

100%  
RENEWABLE  
ENERGY IN  
ITALY







YOOX  
NET-A-PORTER  
GROUP

Thank You

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THE OUTNET

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