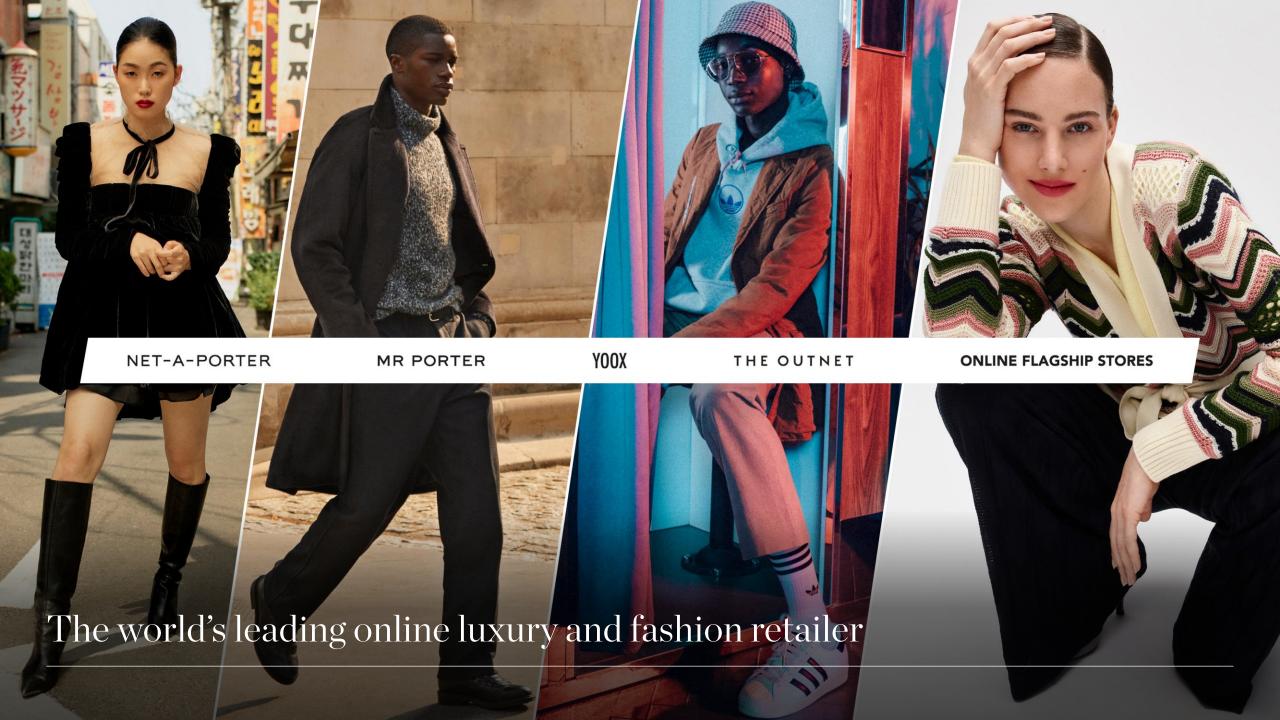
YOOX NET-A-PORTER GROUP

An introduction to YOOX NET-A-PORTER GROUP





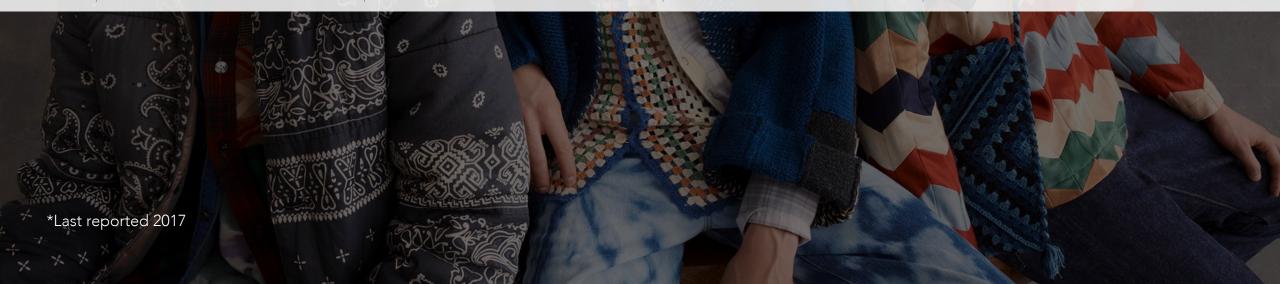


>€2bn*

4.5m
HIGH-SPENDING CUSTOMERS

> 1.2bn

7m
MOBILE ORDERS



Serving customers in 180 countries



Operating through a global infrastructure



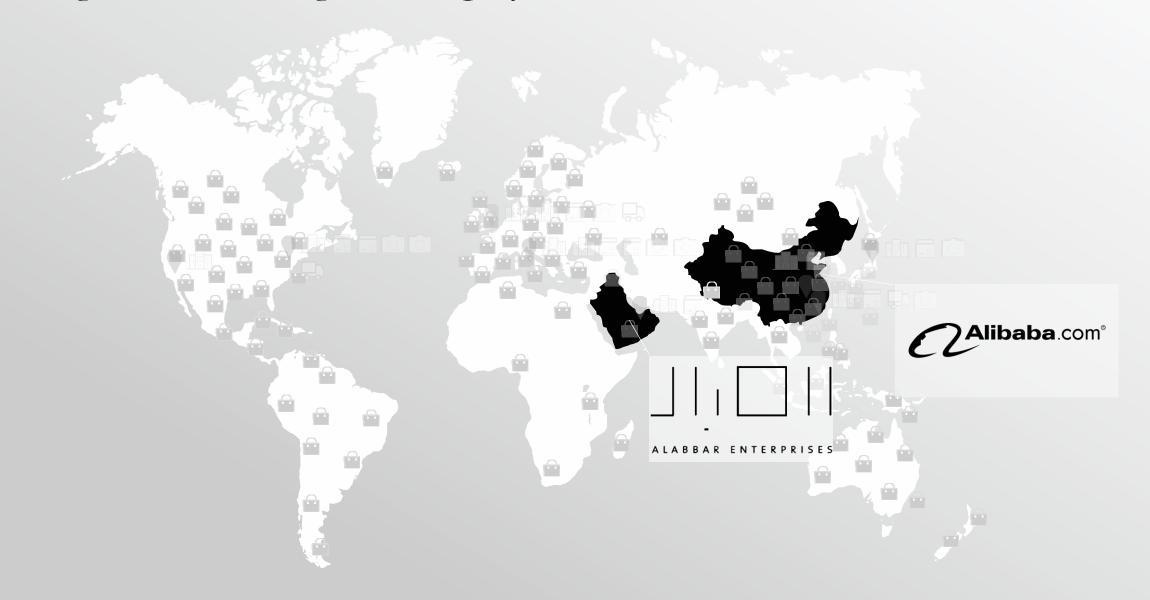




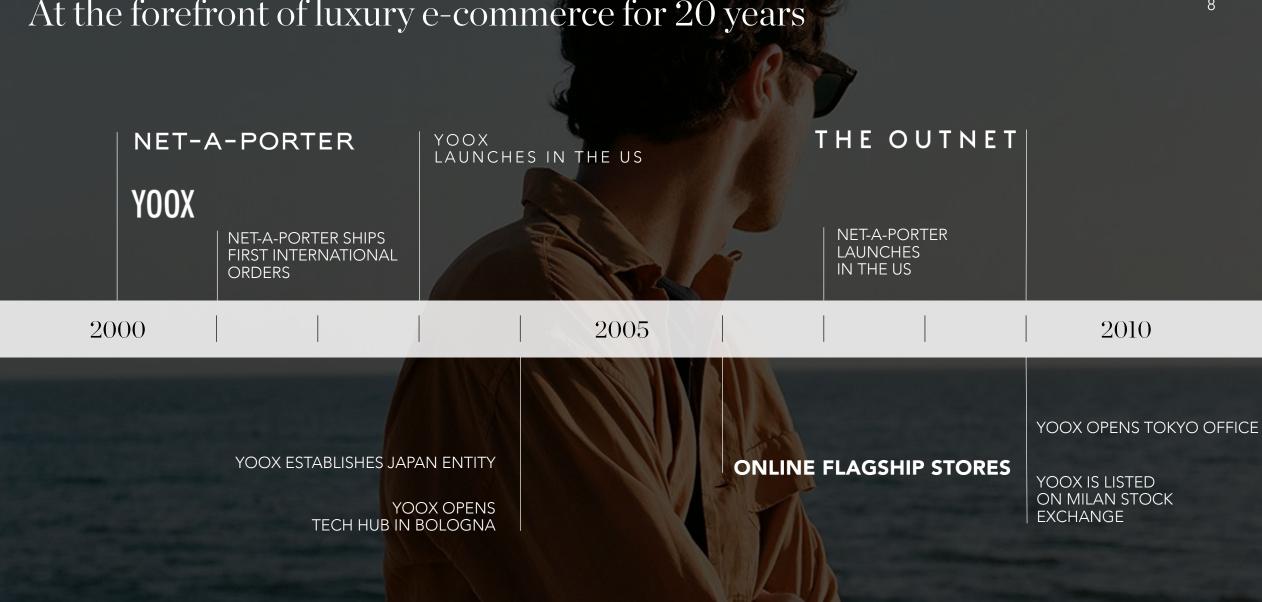




Partnering with the strongest local players in China and Middle East



At the forefront of luxury e-commerce for 20 years



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

2010

YOOX NET-A-PORTER GROUP

RICHEMONT

2020

YOOX NET-A-PORTER BECOMES PART OF RICHEMONT GROUP

YOOX ENTERS INTO A PARTNERSHIP WITH LUXURY GROUP KERING **NET-A-PORTER** YOOX NET-A-PORTER YOOX NET-A-PORTER AND **OPENS HONG KONG OFFICE OPENS LONDON** ALIBABA GROUP FORM JV **TECH HUB** IN CHINA AND LAUNCH **NET-A-PORTER ON TMALL** YOOX NET-A-PORTER **LUXURY PAVILION** ANDALABBAR FORM JV IN MIDDLE EAST

2015

A unique ecosystem ONLINE MONO, BRAND. STORES PRICE WID OFF-PRICE OFFER FOR LUXUAL BARNOS CUSTOMERS ONE TECHNOLOGISTICS PARA MOBILE MOBILE

The organisation

LUXURY DIVISION

FASHION DIVISION

ONLINE FLAGSHIP STORES

WORLD LEADING LUXURY BRANDS INCLUDING

VALENTINO

ALAÏA

Chloé

ARMANI

MONTBLANC

THE ROW

NET-A-PORTER

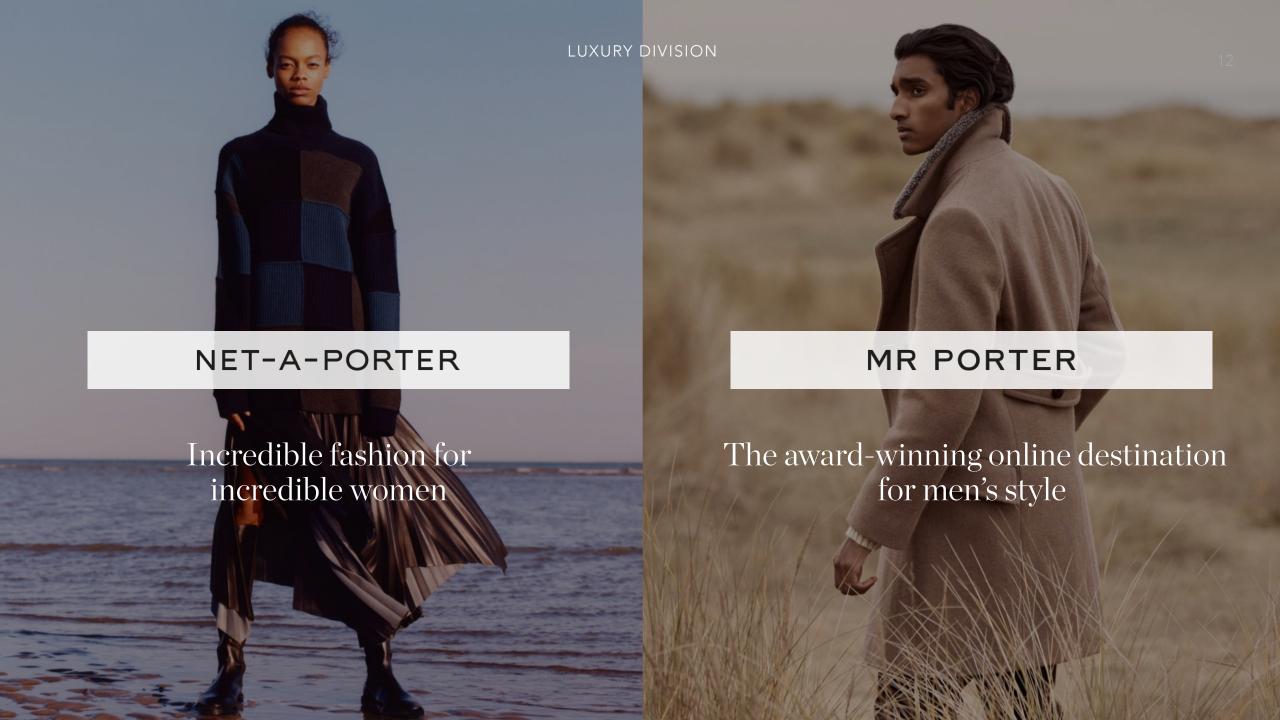
MR PORTER

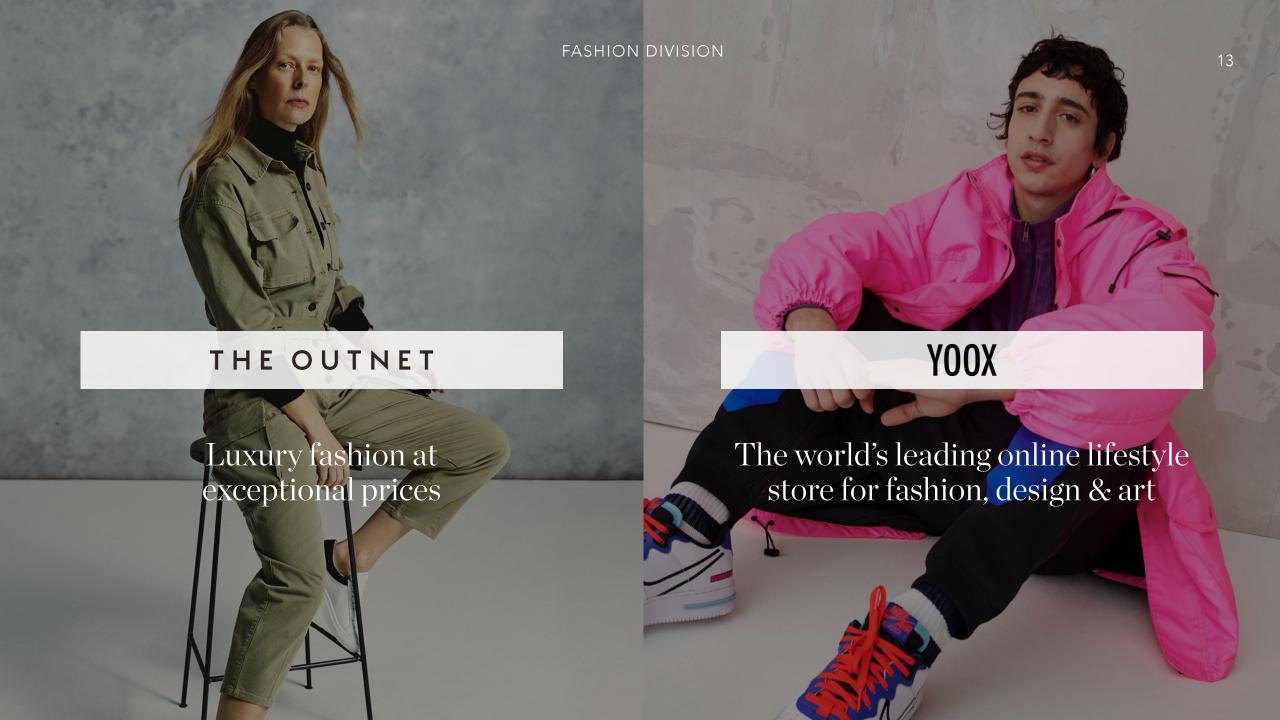
Y00X

THE OUTNET

CORPORATE FUNCTIONS

ONE TECHNOLOGY & LOGISTICS PLATFORM





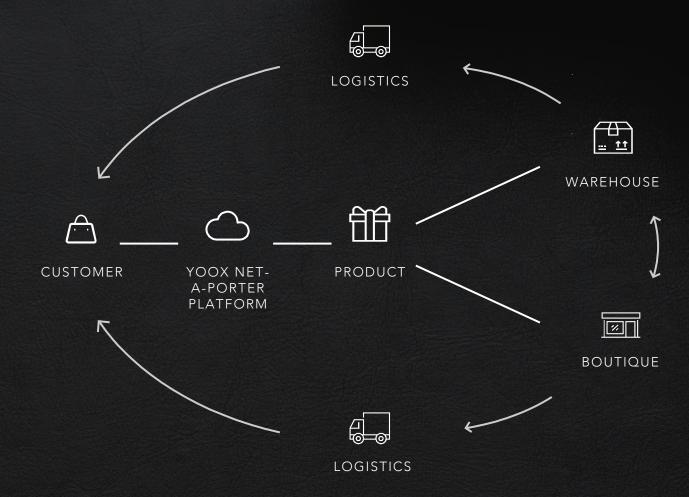
ONLINE FLAGSHIP STORES

ALAÏA **ARMANI** Chloé **DSQUARED2** Ferrari sitioisiei ISABEL MARANT KARL LAGERFELD MONTBLANC^O THE ROW VALENTINO

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

Revolutionising the customer experience through game-changing NEXT ERA model

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



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





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

Leading authority on style and fashion

Multiplatform, high frequency delivery - increasingly personalised

World-class, entertaining content – inspirational and shoppable



Driving cutting-edge innovation

Mobile first

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

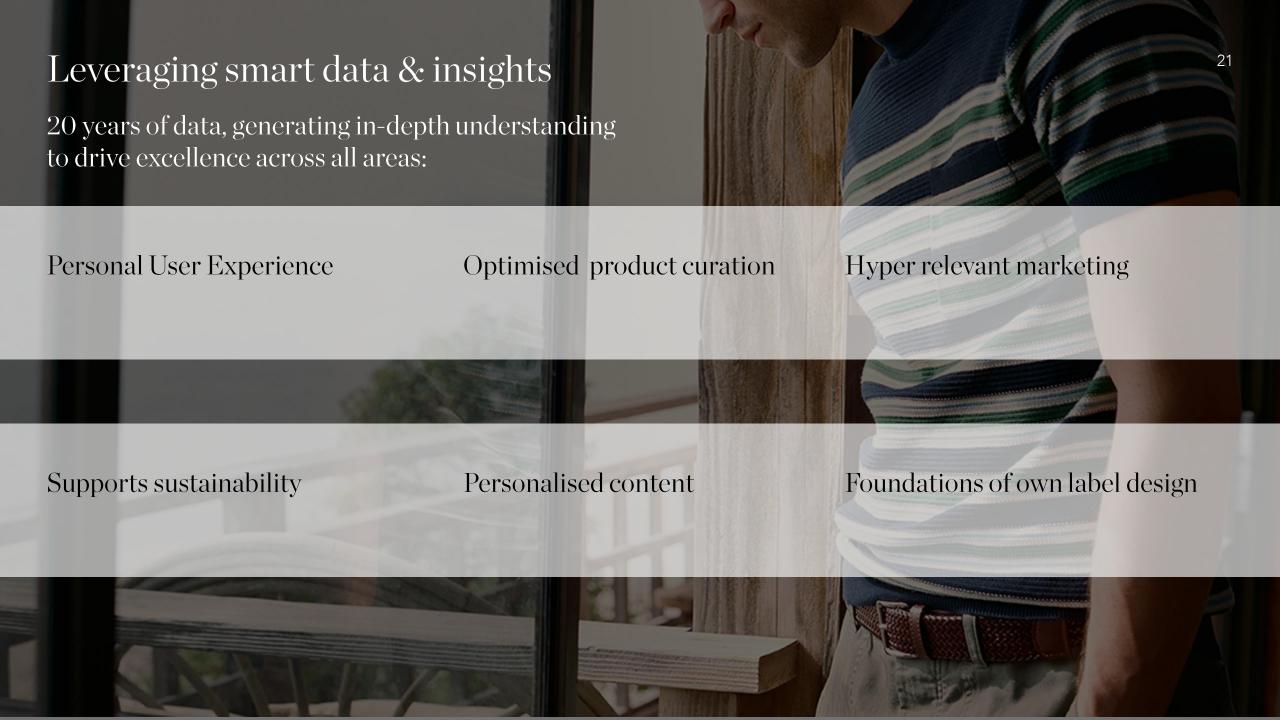
Harnessing AI

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





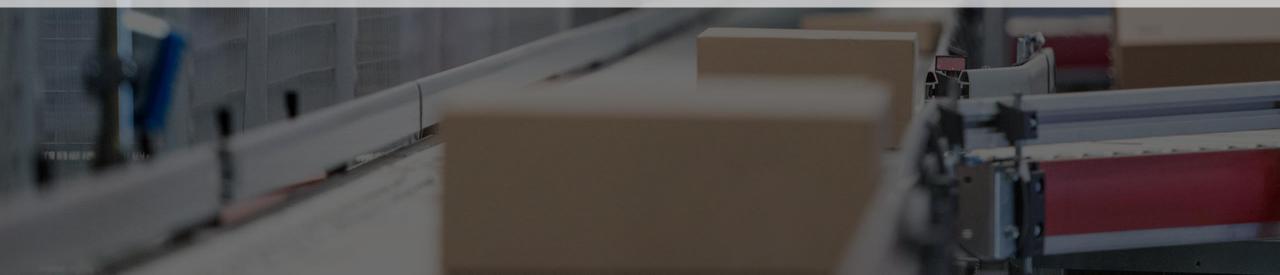




One of the most sophisticated projects in the history of e-commerce

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









Circular Business

Enhancing our ecosystem to empower fashion that never ends.

Circular Culture

Making circular luxury available, desirable and intuitive for all our customers

Planet Positive

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

People Positive

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





YOOX NET-A-PORTER GROUP

Thank You

NET-A-PORTER MR PORTER Y00X THE OUTNET ONLINE FLAGSHIP STORES