

YOOX NET-A-PORTER GROUP

An introduction to
YOOX NET-A-PORTER GROUP



NET-A-PORTER



MR PORTER

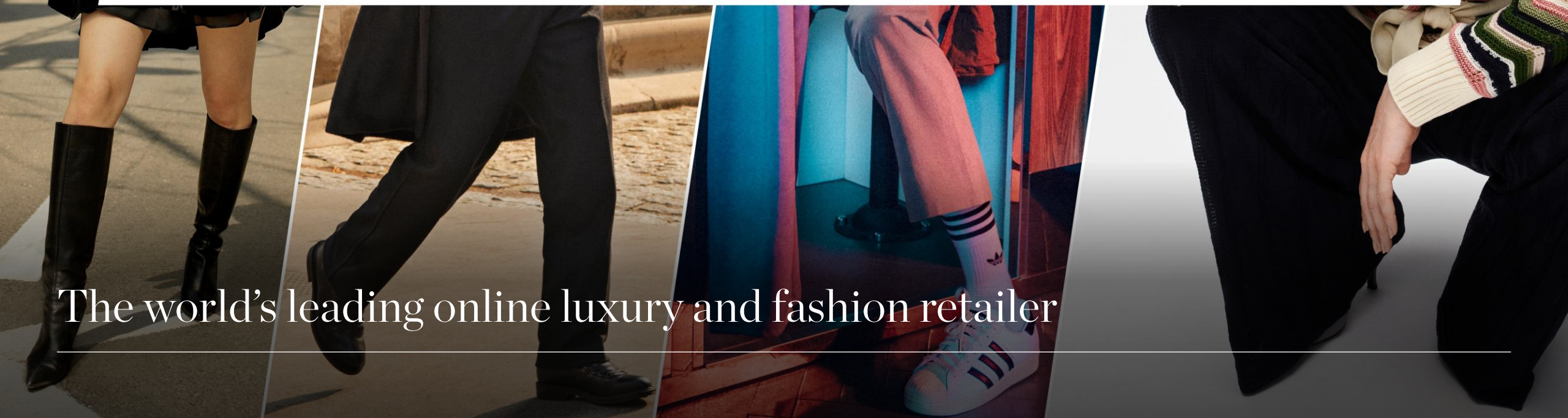


YOOX



ONLINE FLAGSHIP STORES

THE OUTNET



The world's leading online luxury and fashion retailer

A photograph of two women sitting together. The woman on the left is wearing a sleeveless, black and white patterned dress and large hoop earrings. The woman on the right is wearing a white short-sleeved button-down shirt and a light green pleated skirt, and is smiling while wearing clear safety goggles. She is holding a large, ornate clutch bag with a red and white pattern and a long, beaded chain strap. The background is dark and out of focus.

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

The Group in numbers

4

>€2bn*

REVENUE

4.5m

HIGH-SPENDING CUSTOMERS

>1.2bn

VISITS

7m

MOBILE ORDERS

*Last reported 2017

Serving customers in 180 countries



Operating through a global infrastructure

6



 10 LOCAL OFFICES

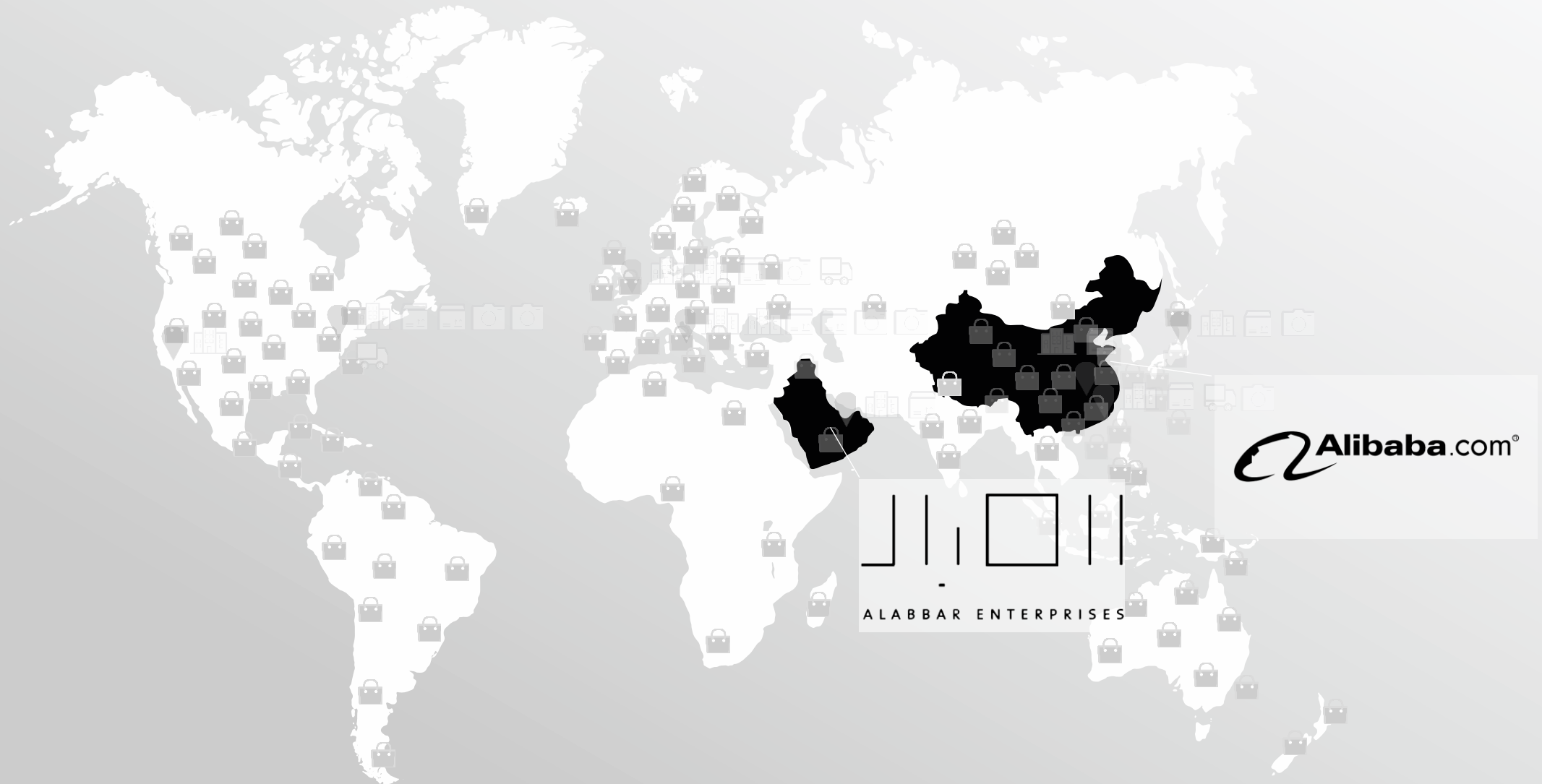
 9 DISTRIBUTION CENTRES

 7 DIGITAL PRODUCTION FACILITIES

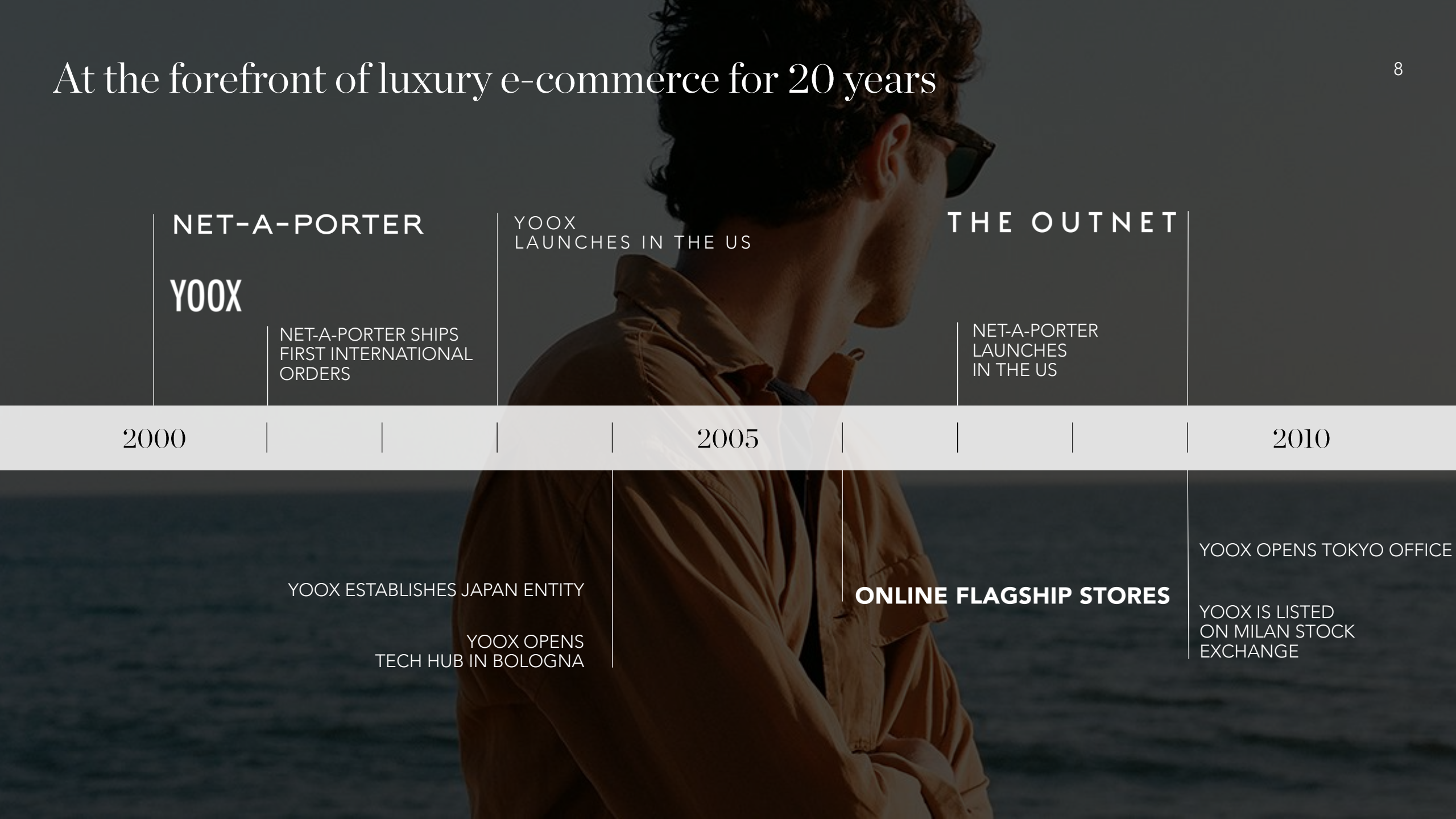
 SAME-DAY DELIVERY

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

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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

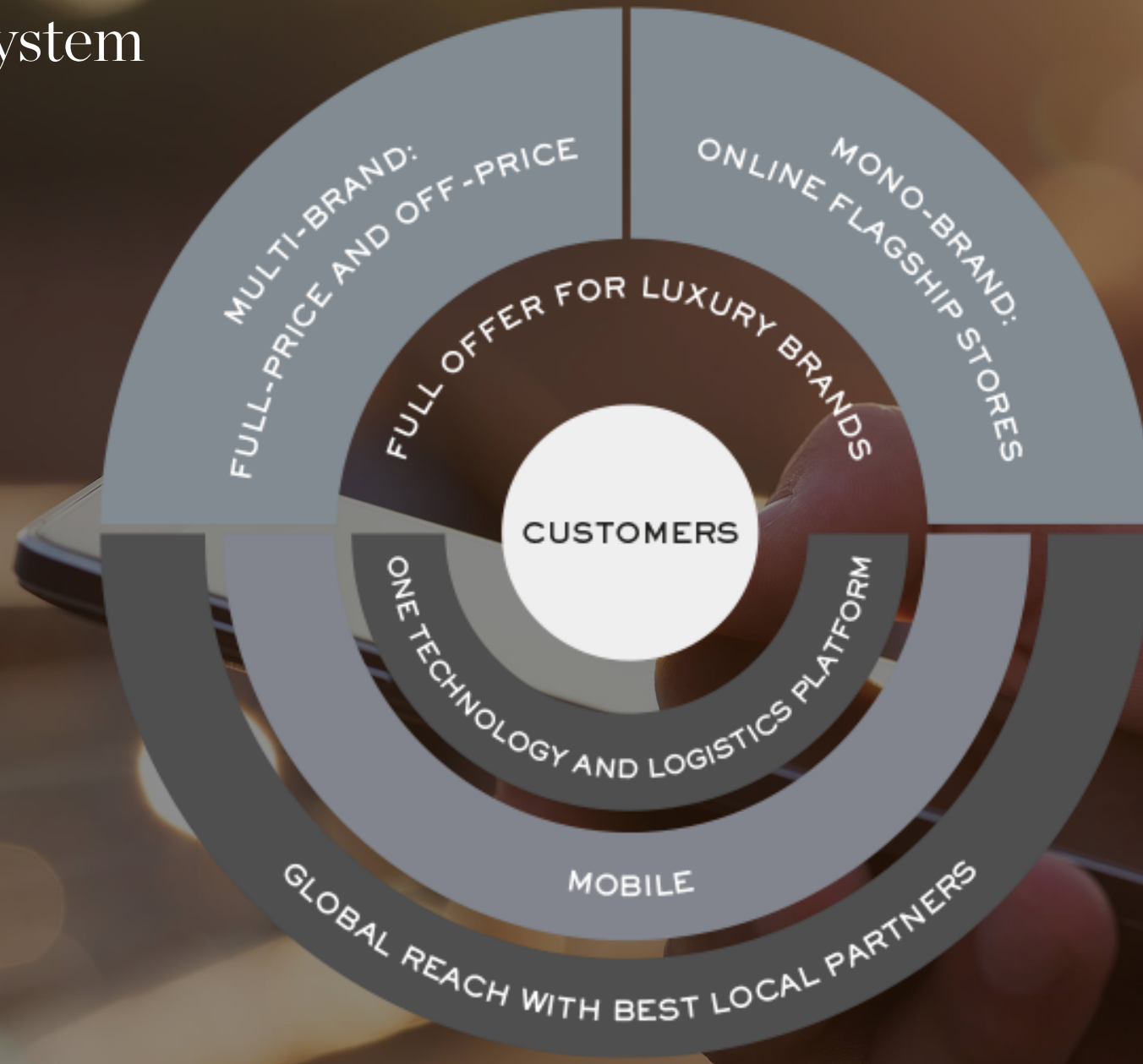
YOOX NET-A-PORTER
AND ALABBAR
FORM JV
IN MIDDLE EAST

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





NET-A-PORTER

Incredible fashion for
incredible women



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

ALAÏA

ARMANI

Chloé

DSQUARED2

dunhill

Ferrari STORE

ISABEL MARANT

KARL LAGERFELD

M A R N I

MONTBLANC

THE ROW

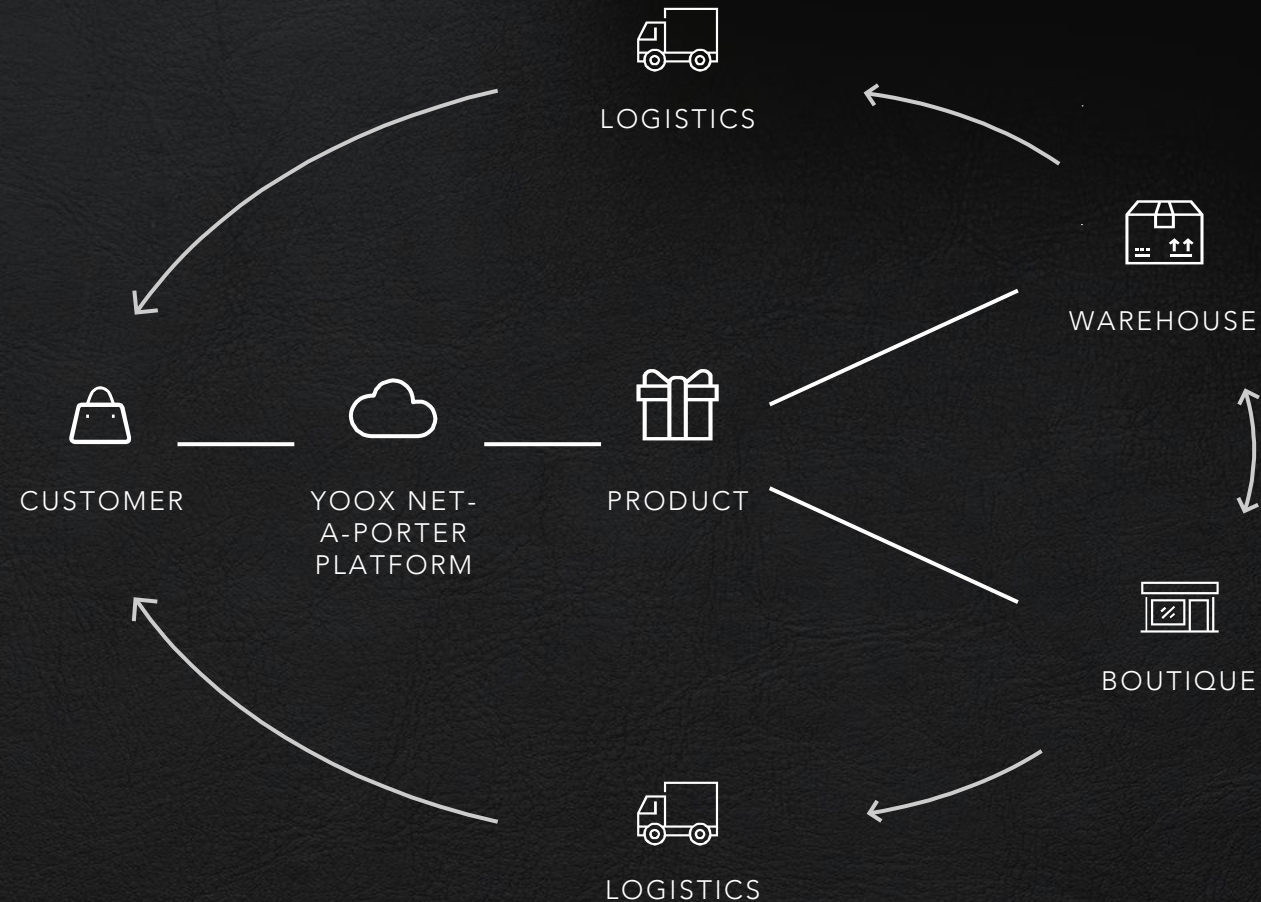
VALENTINO

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

Revolutionising the customer experience through game-changing NEXT ERA model

14

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



Our industry leading approach

15

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

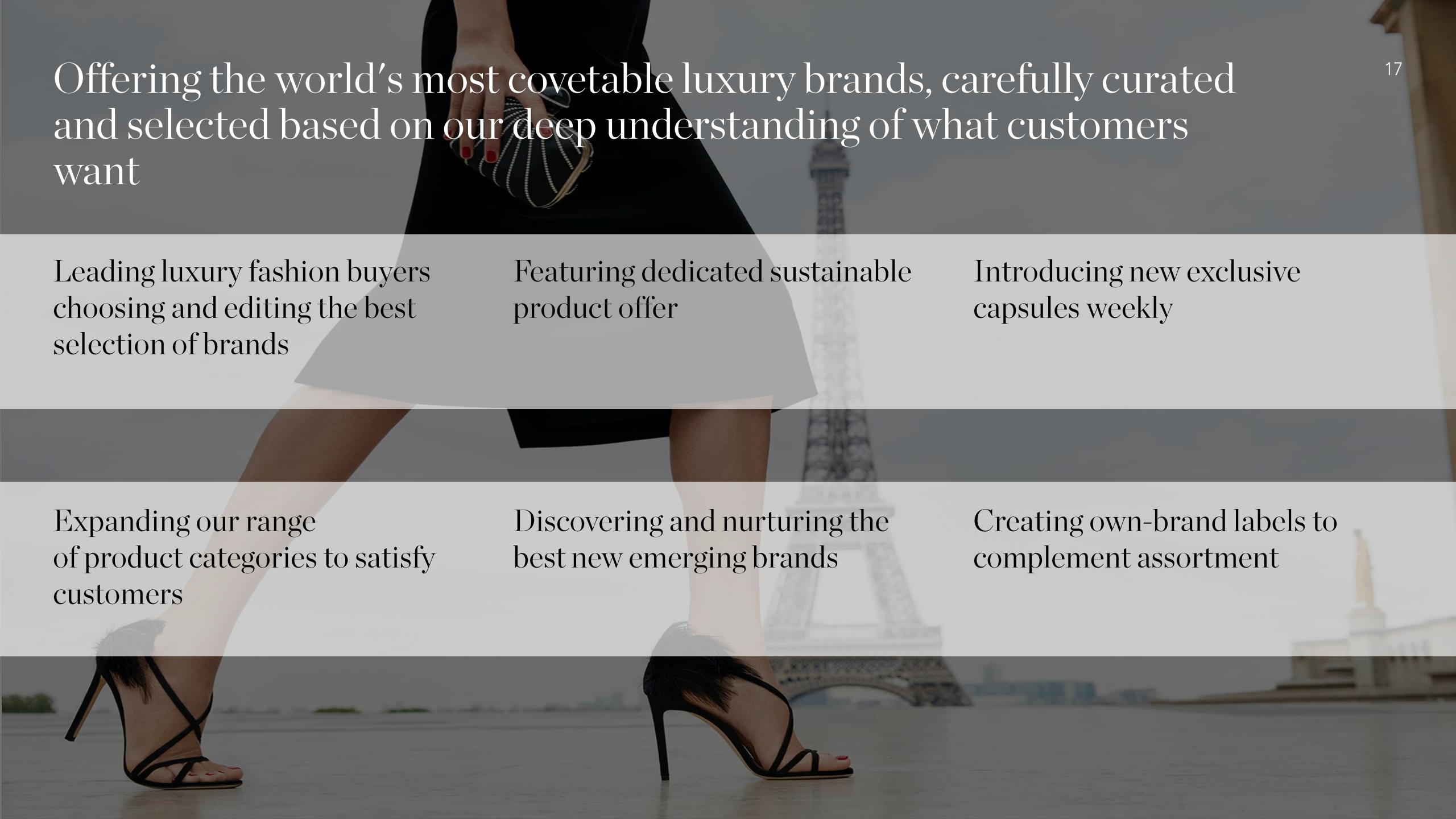
Providing impeccable personalised luxury service at every stage

16

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

17

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

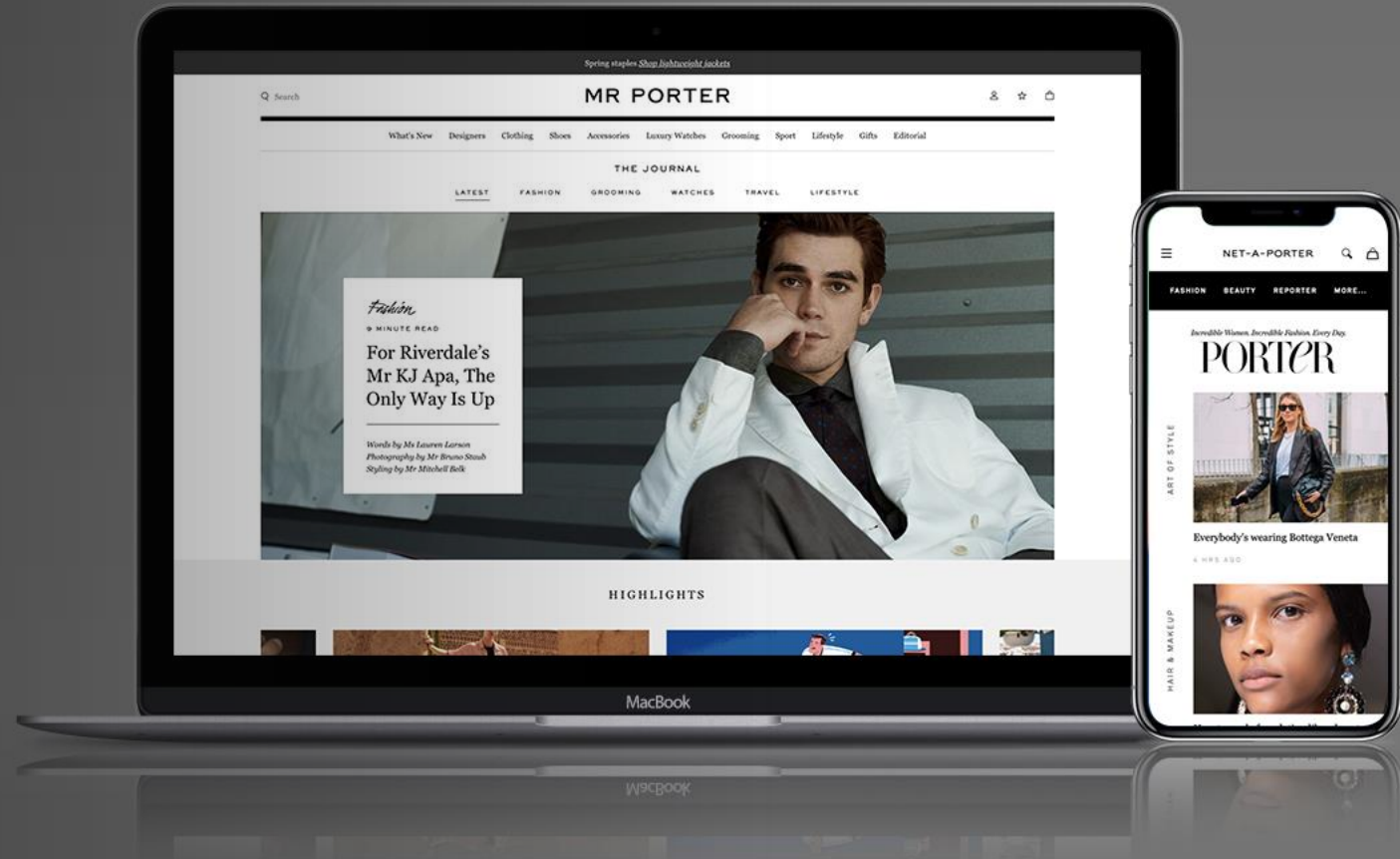
Delighting customers with exceptional content

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Leading authority on style
and fashion

Multiplatform, high frequency
delivery - increasingly personalised

World-class, entertaining content
– inspirational and shoppable



Driving cutting-edge innovation

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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

20

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

21

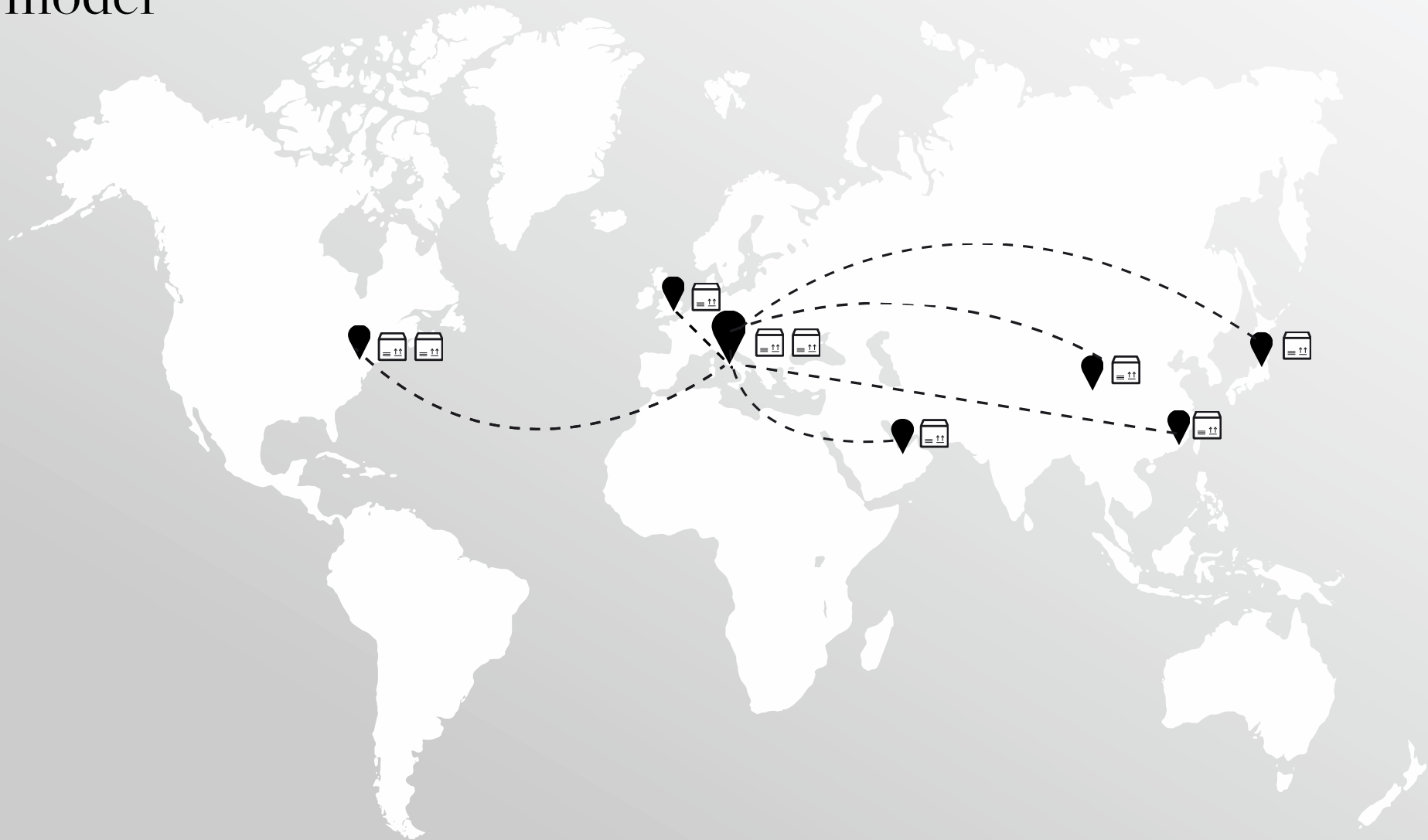
One of the most sophisticated projects in the history of e-commerce

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

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DISTRIBUTION
CENTRES

Our people: Building the future of online luxury fashion

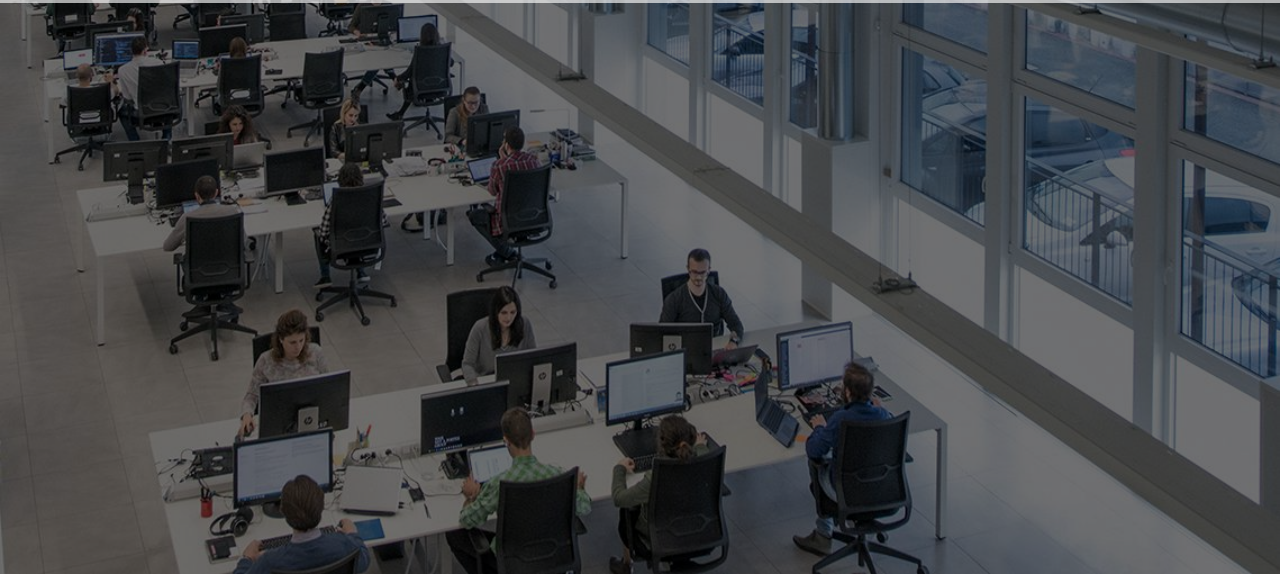
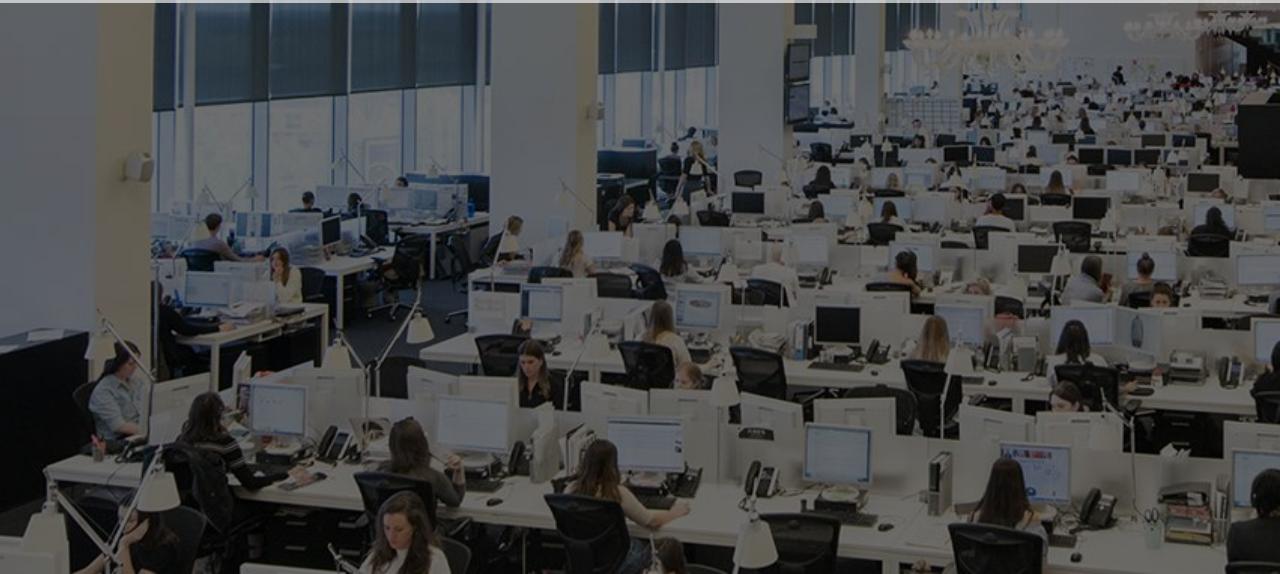
23

c. 5k
EMPLOYEES

>30%
UNDER 30

100
NATIONALITIES

62%
WOMEN



Our philosophy: A sustainable and circular future for luxury fashion

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INFINITY

Lasting luxury fashion. Lasting positive impact.

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

Making a positive impact

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YOOX
NET-A-PORTER
GROUP

Thank You

NET-A-PORTER

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ONLINE FLAGSHIP STORES