

vente-privee.com



E-mail

Password

OK

[HAI DIMENTICATO LA TUA PASSWORD?](#)

[ENTRA NEL CLUB!](#)

[CHI SIAMO](#)

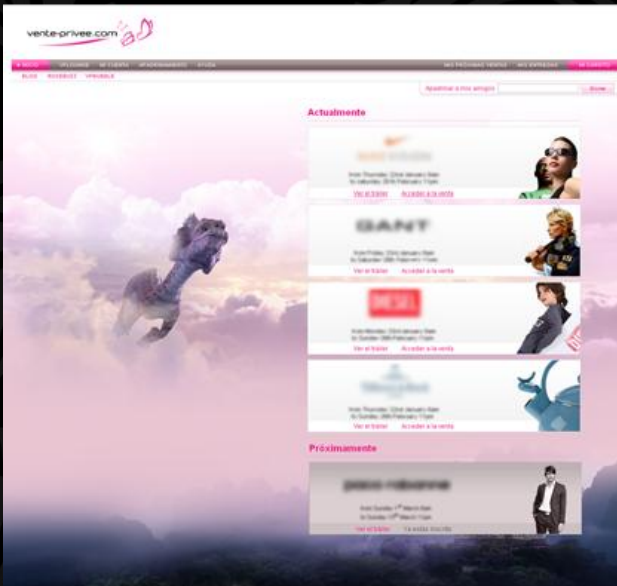
[PRESS ROOM](#)



WHAT IS VENTE-PRIVEE.COM?

With 25 years experience in end-of-line sales, the company has flourished in the last 5 years.

From a small unknown B2B French wholesaler, to an internationally recognized and copied business model - which has become a well-loved brand name.



No.1 Online Shopping Club worldwide

Exclusive sales

In partnership with the biggest designer brands

50% - 70% off RRP

On a wide selection of brands and products

2 - 4 days

For a new, exclusive way to shop

Variety of product sectors

Including: fashion, sports, household linen, watches, hi-tech, jewellery, cosmetics and toys

CREATOR OF DAILY EVENTS

62.5 m visits per month*

More than 1 bn pages views / month**

45 minutes spent on average / user / month**

*Médiamétrie//NetRatings – NetView - Panel France – Category Mass Merchandiser – Home and work – November 2009

**Médiamétrie//NetRatings: French Panel – Mass Merchandiser category – all internet connections, November 2009



OUR MARKET = BRANDS' OVERSTOCK

***Every brand has surplus stock
(5% - 10% per year on average)***

Surplus stock is structural

***Even traditional overstock distribution channels
have some disadvantages***

ADDED VALUE PROPOSITION FOR BRANDS

Added Value

- ▶ Access to over 9.7 M potential buyers
- ▶ Detailed marketing reports
- ▶ Reputation: brand image is maintained
- ▶ Strengthen distribution channel
- ▶ In-store sales generator for brands (survey by LH2)*

Discretion

- ▶ Sales run for a limited time
- ▶ No record of sale after it is shut down
- ▶ Restricted access: invitation-only club

Speed

- ▶ Possible to sell hundreds of thousands of items in a few hours
- ▶ 60% of products are sold within 48 hours

Profit

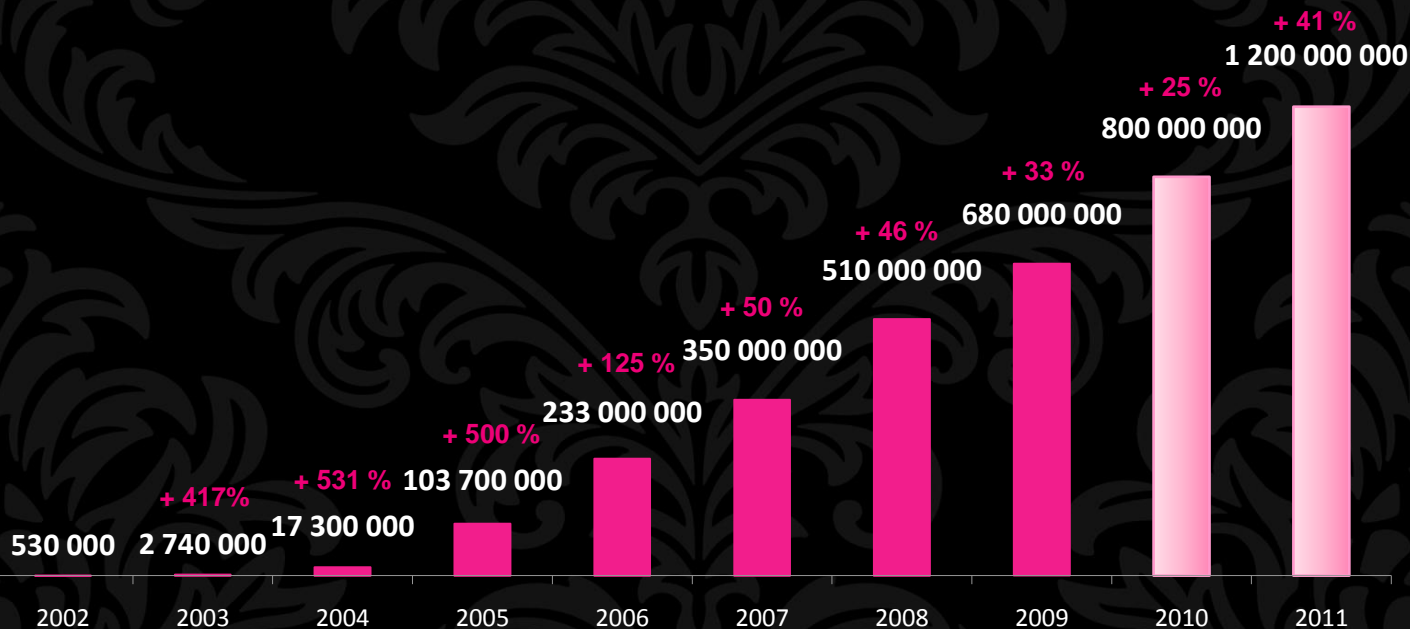
- ▶ Added financial value on surplus stock
- ▶ Higher margins

*vente-privee.com also generates customers and sales in brands' traditional retail environment: 4 out of 10 members make in-store purchases. (French study conducted in December 2007 on 10,007 members of vente-privee.com, who had made a purchase in the past 6 months. Quotas applied to the following factors: sex, age, profession and region of residence)



GROWTH IN TURNOVER SINCE 2002

in € (excl. VAT)

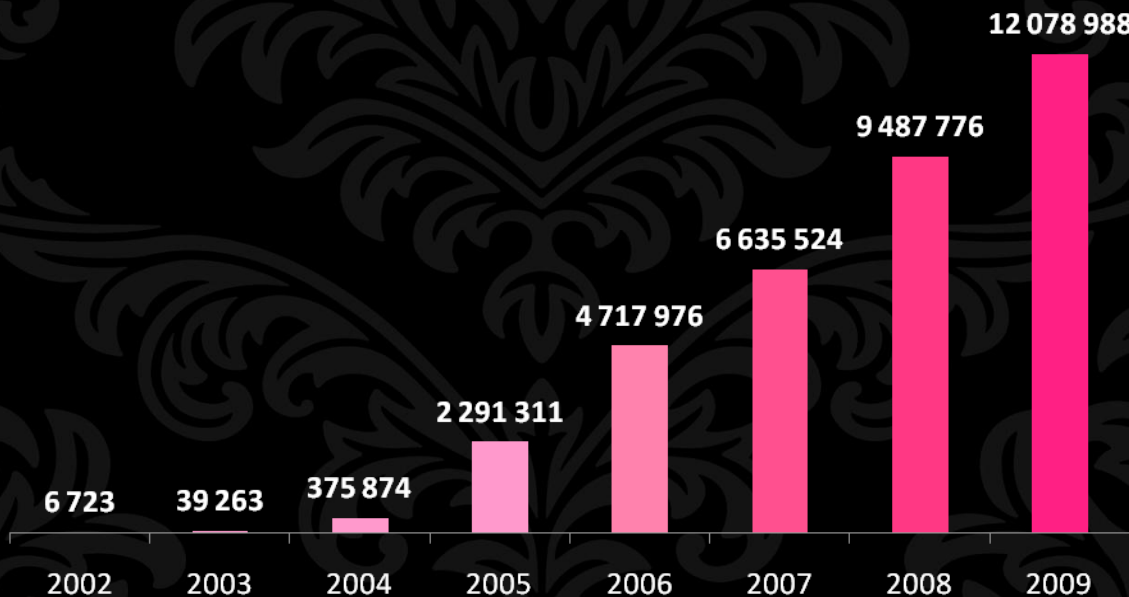


GROWTH IN MEMBERSHIP SINCE 2002



50 % of the members are clients
12,500 new members a day

GROWTH IN VOLUME OF DISPATCHED PARCELS



Peak of 114,000 parcels dispatched in one day*
75,000 parcels dispatched a day in 2009 (average)

*December 2009

GROWTH IN NUMBER OF EMPLOYEES



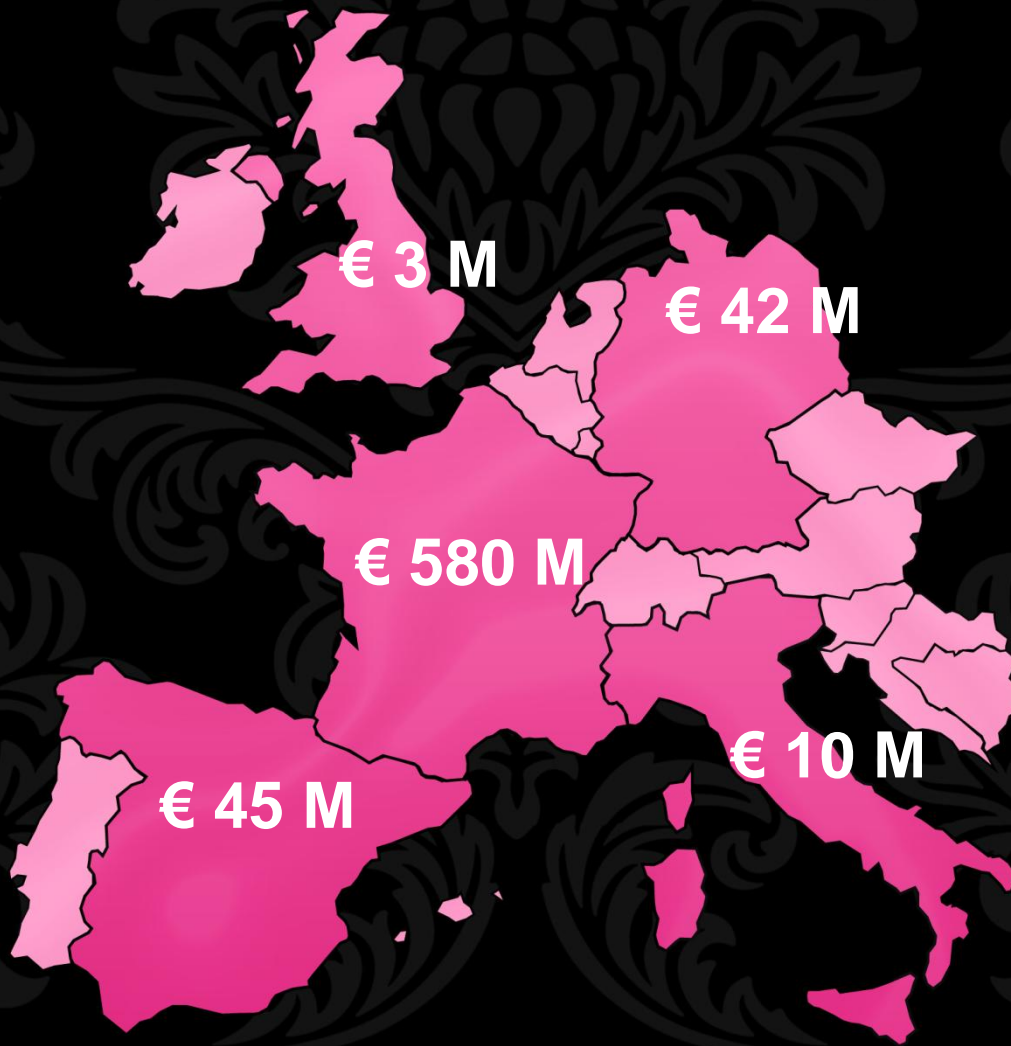
VENTE-PRIVEE.COM IN EUROPE



TURNOVER 2009 IN EUROPE (in €)

excl. VAT)

15% of 2009 turnover from outside France



MY PERCEPTION OF EUROPEAN CONSUMERS COUNTRY BY COUNTRY



FRANCE



FRENCH CONSUMERS ARE:

- **Familiar with the discount market**
- **Familiar with mail order companies**
- **Familiar with e-commerce and paying on the Internet**
- **Used to receiving e-mails**
- **Understand quickly the VP concept**

GERMANY



GERMAN CONSUMERS ARE:

- ***Experienced users of Internet, e-commerce and online payment***
- ***They tend to buy the same clothes in different sizes and to send back what doesn't fit***
- ***They come and buy only if they are really interested***
- ***They don't like to receive e-mails if not explicitly requested***
- ***Faithful customers once you earn their trust***

GREAT BRITAIN



BRITISH CONSUMERS ARE:

- ***Familiar with the discount market***
- ***“Special” consumers***
- ***Not easy to attract***
- ***What can we do to make them feel special?***

SPAIN



SPANISH CONSUMERS ARE:

- ***Like French consumers 5 years ago***
- ***They love international brands***
- ***They like to receive e-mails***

ITALY



ITALIAN CONSUMERS ARE:

- ***We thought they wouldn't appreciate the concept: Italians need to see and touch products, like talking to each other, going directly to the shops***

BUT

- ***Italians do love quality products and designer brands***
- ***At a good price***
- ***They aren't bothered by receiving e-mails***

GRAZIE!

vente-privee.com

