BIKE
EXCHANGE
WHERE THE WORLD RIDES®

BIKEEXCHANGE (ASX:BEX)

Technology Vision
Now, Next, Later

1

Dan Gray

Chief Composable Officer
Overdose Digital

OVERDOSE.

✉ dan.gray@overdose.digital
▸ www.overdose.digital

Markus Koch

Global Product Lead
BikeExchange

BIKE EXCHANGE
WHERE THE WORLD RIDES

✉ markus@bikeexchange.de
▸ www.bikeexchange.com

"After 10+ years of operations, we've identified 5 key pillars for innovation that will drive the future value of BikeExchange.

Buyer Experience

Developing a modern, future-proof, conversion optimised buyer experience.

Merchandise & Trade

Managing the complexity of over 150,000 listings to put the right product in-front of the customer.

Conversion Driven Content

Having the capability to deliver rich, re-usable, dynamic content based on search and browsing behaviour that is emotive and drives conversion.

Site Performance

Utilising our composable architecture to improve load times and deliver a site optimised for conversion.

Business Tooling

Empowering the BEX business with the right tools to own each customer experience, content and merchandising strategy across our global network.

We're driving this innovation via incremental, value releases
over the short to medium term.

We refer to these releases as "Now, Next, Later"

Now → Next → Later

Our pathway to…

1 Now

Enabling Customers

Over the past 5 months BEX developed its new consumer storefront platform, significantly improving the user experience on our platform.

This "future fit" platform will increase conversion rate through a number of key functionality improvements:

- Search Experience
- Merchandising
- Rich Content on Search & Product Pages
- Shift to a product-based Marketplace
- SEO capabilities
- New purchase Journeys (Enquiry, Deposit, …)

This architecture of microservices will give BEX the highest flexibility to adapt to an ever changing environment.

2 Next

Enabling Sellers

A Marketplace defines itself in, how good it links customers and sellers. For this reason the second phase is prioritized around the seller journey & experience on BEX.

Improving the way products / inventory are listed, managed, presented on the Marketplace is a key priority.

- Robust events-driven integration panel
- ML / AI supported inventory mapping
- Seller eCommerce Online shops
- Bike Industry specific seller portal
- Integrating CRM & CMS for professional account & communication management

3 Later

Enabling the Industry

The BEX vision includes becoming a smart solution and platform provider across the bike industry value chain.

Developing BEX into a Commerce as a Service provider for the bike industry will enable new revenue streams that will add value to the whole group.

NOW

BIKEEXCHANGE (ASX:BEX)

Enabling Customers

Right now, we're...

Changing the way customers research, find and buy a bike.

_____

Enabling Customers

Search & Merchandising

We've partnered with Algolia to deliver our customers with an intent driven, relevant, real-time search and discovery experience.

AI Powered Search

Algolia empowers BEX with AI and machine learning capabilities to personalise search and offers, allowing us to **monetize new products and visitor like we've never done before.**
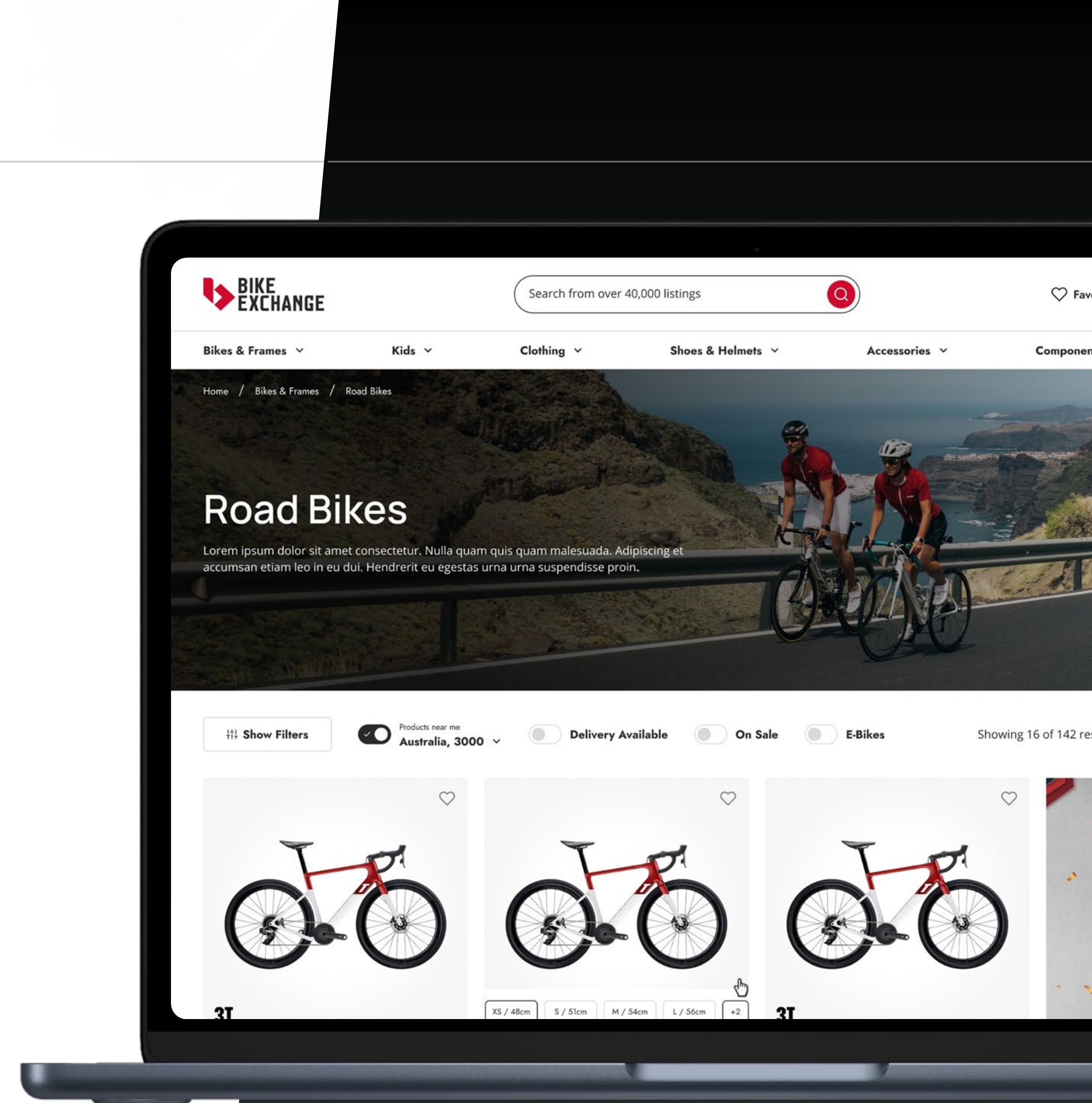
Blazing Fast

Today, Algolia powers 1.5 Trillion searches a year (that's 6 times more than Microsoft Bing*), reducing BEX customer friction by surfacing the products our customers are seeking in a matter of milliseconds. **Leading to better customer satisfaction and maximum yield from each interaction.**

Business & Seller Data Influenced

BEX now has control over every search touch point, including seller specific data, allowing us to optimise search results based on inventory levels, seller ratings, commission and seller response times. **Unlocking customer satisfaction and ultimately growth.**

Reference: Algolia.com

WHERE THE WORLD RIDES

Enabling Customers

BEX is now empowered to influence every touch point and product to influence conversion.

Advanced Merchandising

From visual editing to sophisticated boost and bury rules that can be applied on any category, product listing or search results page, our eCom team is able to **define a global merchandising strategy** taking into account criteria including key brands, partnerships, purchase data, customer location and even commission rates.

Local Context

Each local team will be able to refine rules and **merchandising strategy according to their specific market dynamics.**

Built to Support Experimentation

BEX will now be able to rapidly launch merch strategy A/B tests, **validating conversion uplift against different strategies.**
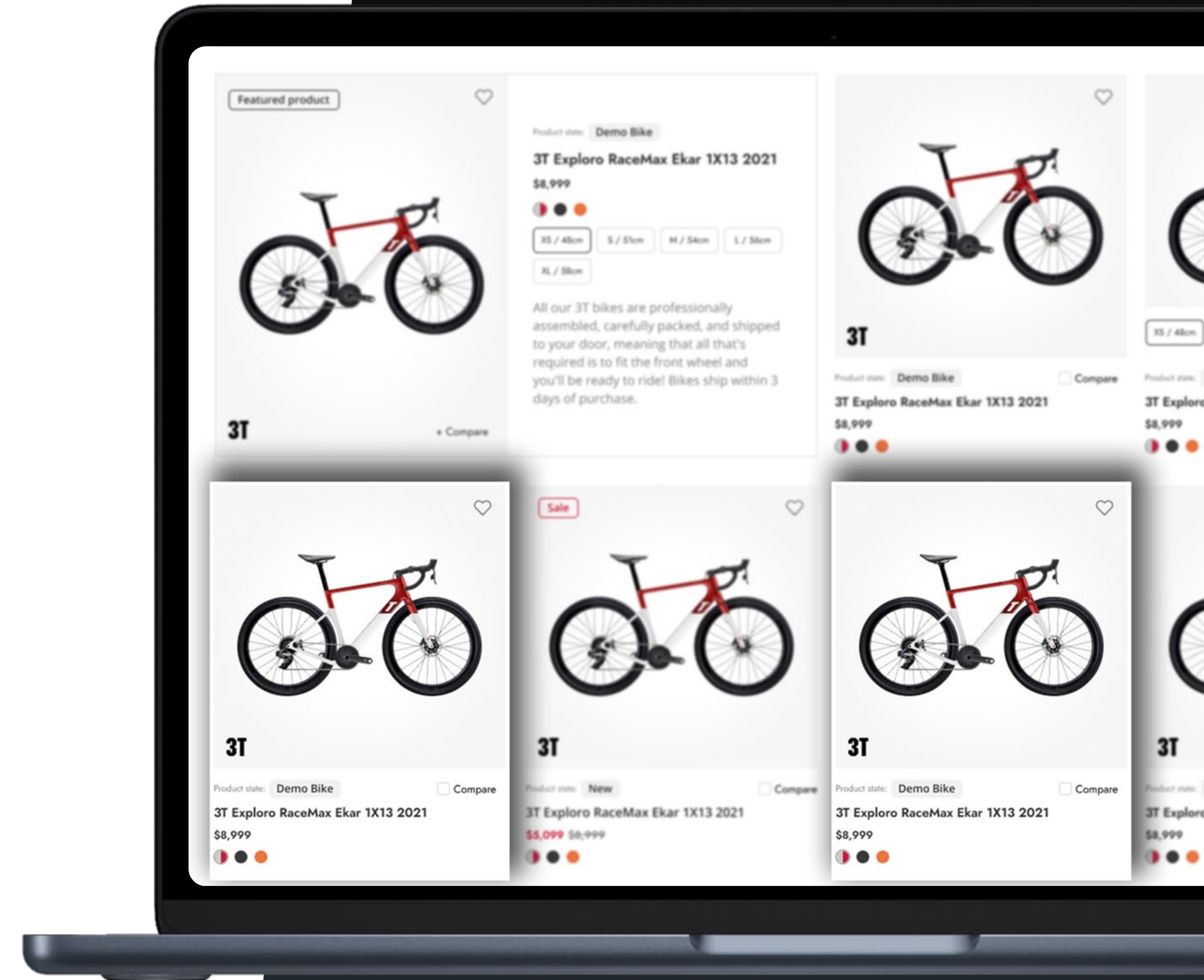
Enabling Customers

We've made finding the right bike even easier for our customers.

Product vs. Advert Based

We're helping customers to find the product they're looking for by combining more than 150,000 individual listings into a single listing for each unique product.

Easy to Compare

Our streamlined product groupings allow customers to better compare models, positioning BEX as the go-to marketplace during customer discovery phase.

Rich Content for Emotional Products

We've introduced a centralised product information system and rich content capabilities that allows BEX to turn each product page into an immersive experience. Combined with our broad range and comparison capabilities, we'll be customers first choice when researching their next purchase.
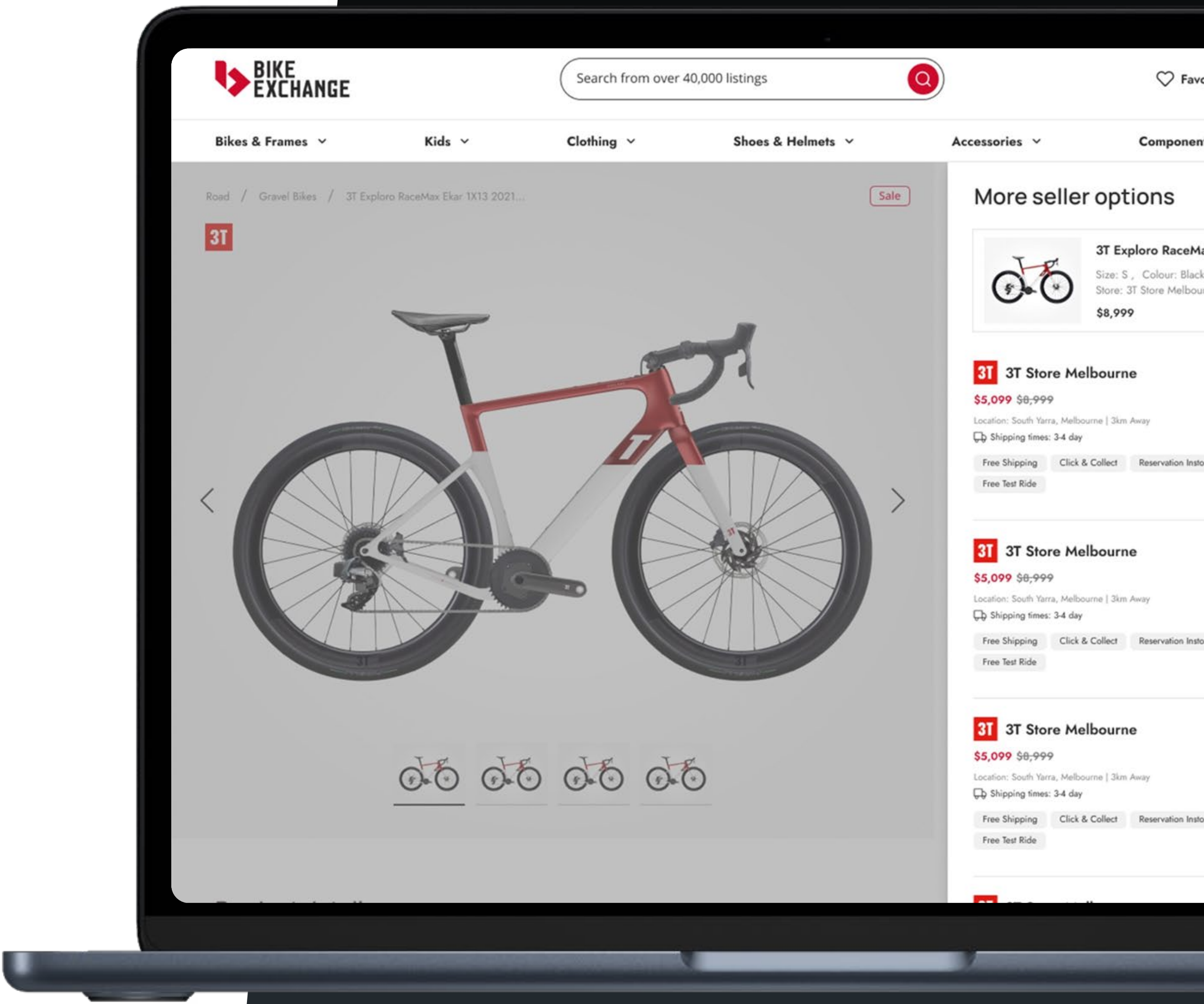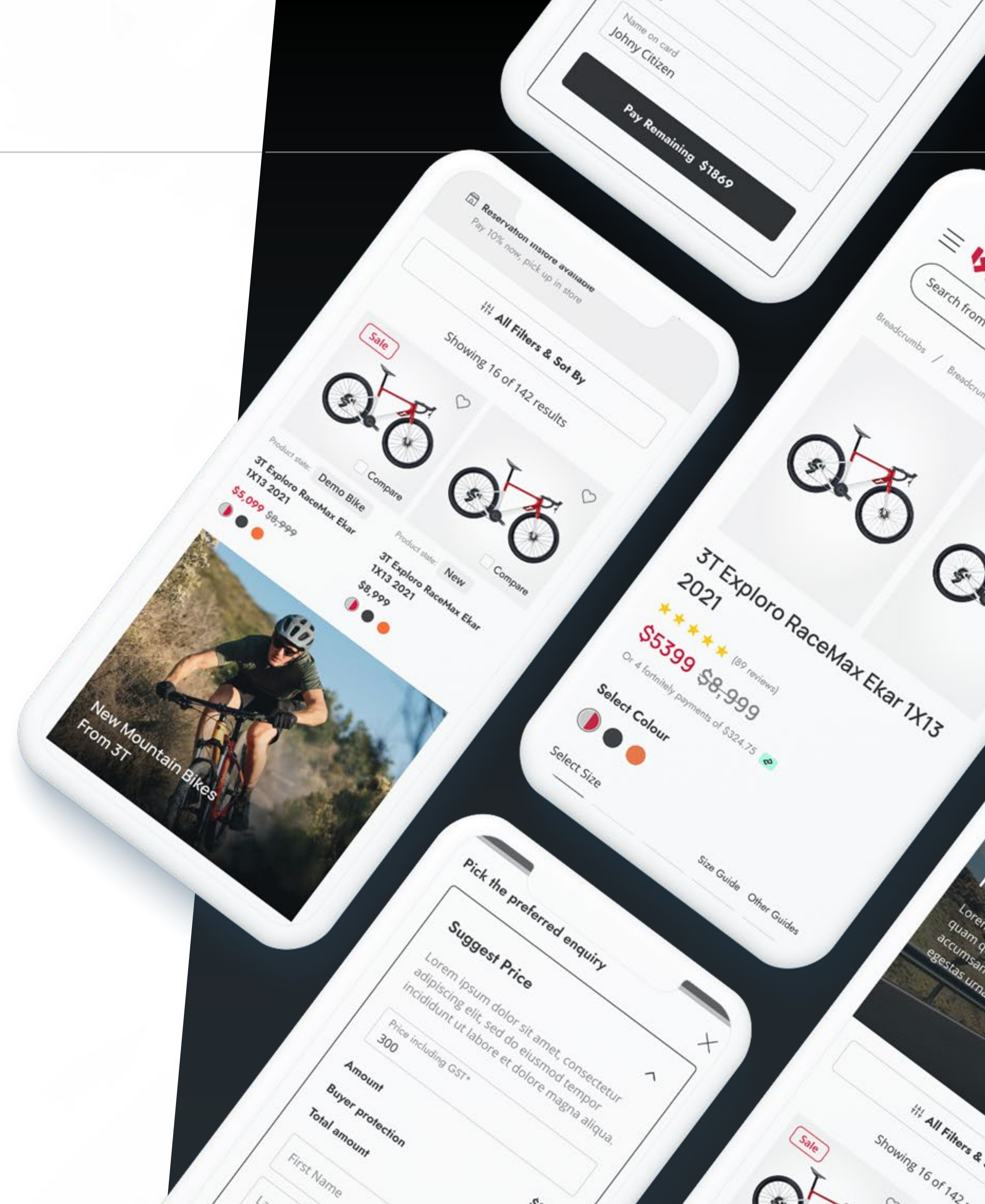
Enabling Customers

We're able to capture a larger share of traffic, converting this traffic with richer content experiences.

Dynamic, Long-tail Landing Pages

BEX is now empowered with the ability to turn high converting, long-tail search terms that we uncover via keyword research into dynamic landing pages. With this capability, our team is able to expand our sites reach and unique content, bringing high conversion traffic into the top of our funnel.

Adverts Optimised for SEO

Our move to centralised product information and product page structure is optimised for SEO and paid marketing performance, giving us opportunity to lift both top of funnel traffic and conversion.

Enabling Customers

New Purchasing Journeys | Conversion On-Page

We're monetizing deposits and enquiries to capture a bigger share of wallet.

Deposits & Reservations

We're influencing customer interactions with stores by capturing deposits to reserve bikes in-store. This deepens BEX's trust with customers, knowing they can inspect the product before making a decision, while also ensuring that we've increased direct platform conversion rates.

Enhanced Delivery Choices

We're deepening the relationship between customers and their local bike shop by improving our Click & Collect capabilities. While ensuring we've optimised our platform conversion and share of sale, we're also presenting each of our sellers to realise cross sell and upsell opportunities.
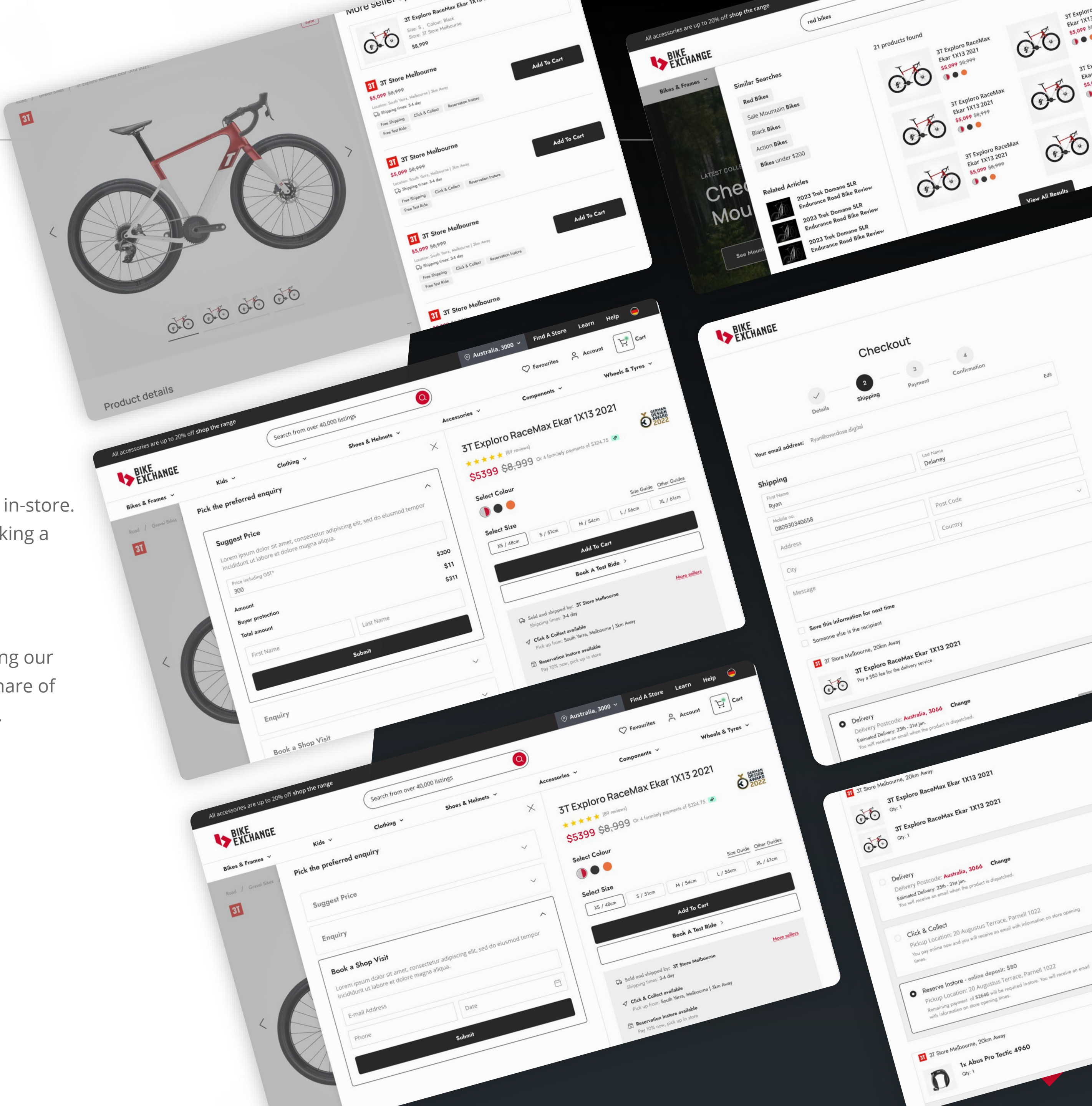
Enabling Customers

We'll know our customers better than they know themselves.

Fitting & Size Profiling

We've extended our customer record to capture every customer touch point, right down to specific fitting and size data. We can then use this data to further personalise content and product merchandising based on their unique needs and preferences.

Dynamic Segmentation & Marketing Automation

Each customer interaction will be captured and fed into our marketing automation platform, allowing us to automatically trigger rich and targeted marketing automation campaigns.

Profiling Based on Order History

We'll be able to utilise a customers order history to influence the next set of product recommendations, forming the core of a sophisticated cross sell, upsell and aftermarket customer journey.

BIKEEXCHANGE (ASX:BEX)

Enabling Sellers

Next up, we're...

Removing the industries hassle of managing inventory and orders.

Enabling Sellers

Customer Experience

A CONVERSION OPTIMISED, FUTURE PROOF FRONTEND

Seller Experience

A COMPREHENSIVE, SMART AND EFFICIENT SOLUTION FOR SELLERS

Offering the industries best customer experience means arming our sellers with the right tools and systems to make connecting with customers easier.

Turn Key Inventory Integration

BEX Connect v2 will automatically connect POS systems to the platform, removing manual data entry and enabling sellers to publish their inventory with ease. These integrations also ensure that our marketplace is always reflecting the true availability of product across the network.

Content-as-a-Service

Using our depth of eCommerce experience, we'll provide sellers with a way to publish their product online without having to worry about generating content and imagery.

Buyers Demand the Best

In an instant gratification world, our customers demand a delivery service that matches. So we're going to arm our sellers with streamlined order management and logistics operations to ensure every customer receives the true Bike Exchange experience.

Enabling Sellers

Seller Platform

Next we focus on extending our Seller Platform to a best-in-class service, laying the foundation for future solutions

A Central Location For All Seller Channels

Sellers will be able to manage their product availability across all channels, spanning BikeExchange marketplace as well as their own website.

Robust Order Management

The new BEX seller platform will be the core of delivering customer service excellence. From order tracking to real-time notifications, sellers will have the required tools and shipping integrations at their fingertips to fulfill each order.

Deep CRM Integration

The BEX seller platform will be deeply connected into the BEX CRM, allowing for seamless interaction between the BEX customer service team and our sellers, complementing our seller SLA strategy and overall customer experience.
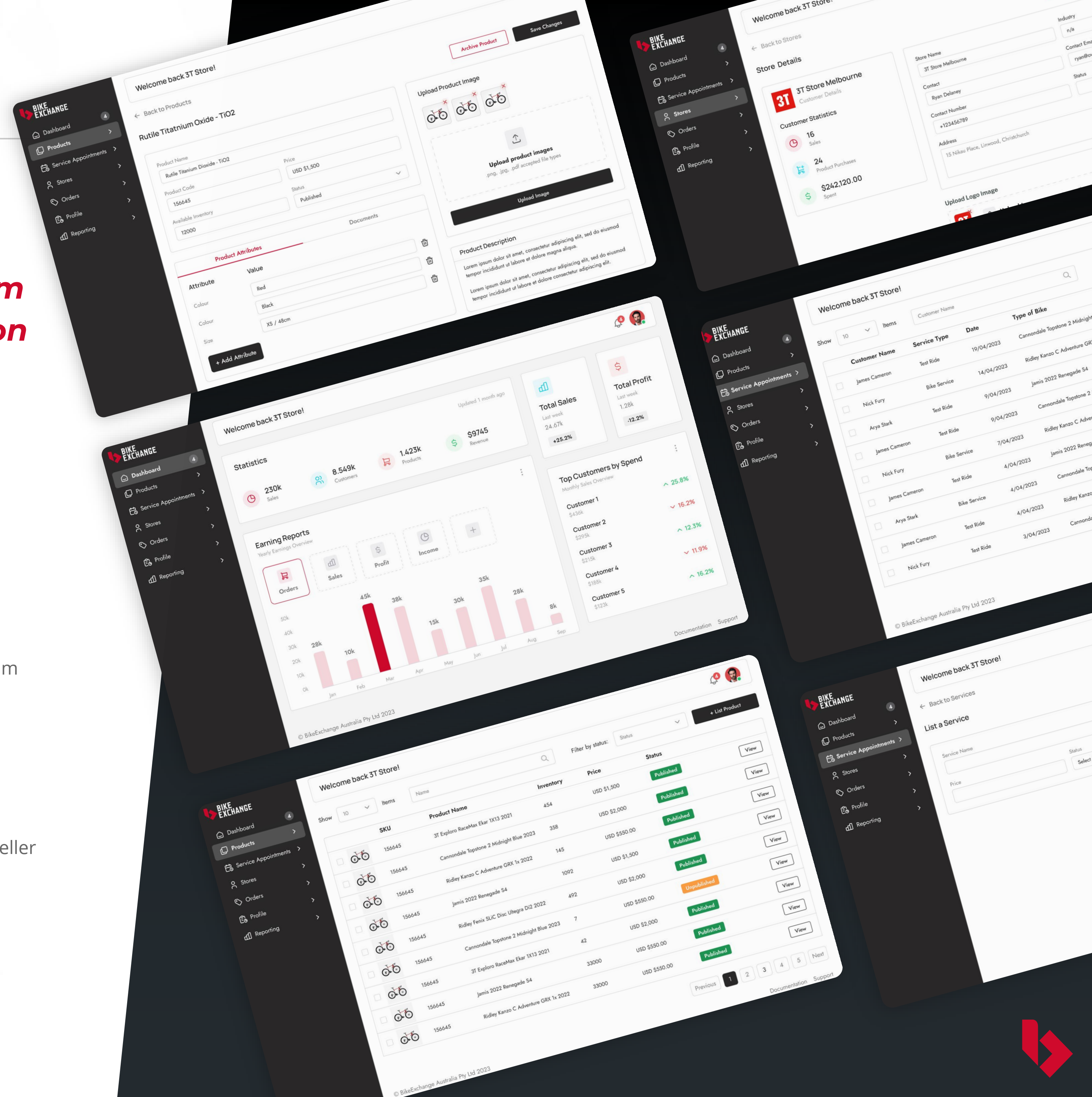
BIKEEXCHANGE (ASX : BEX)

Enabling the Industry

In the future, we'll...

Influence the way the entire industry buys and sells bikes.

"We see a world where BEX moves beyond its own marketplace, to become the Commerce-As-A-Service solution for the whole bike industry value chain..."

Now, Next, Later

BikeExchange as Commerce-as-a-Service Company

Enabling Customers

- Customer Centric Frontend Experience
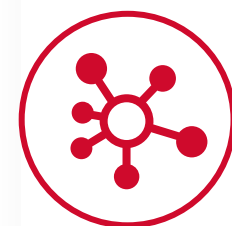- Conversion Optimized Checkout
- Payment Options
- New Purchase Journeys

Enabling the Industry

- Commerce-as-a Service Offering
- BEX Payment Offering
- BEX Platforms
- Utilizing Insights & Analytics (POS+Payments)

Enabling Sellers

- Bike Industry Specific Seller Platform
- Integration & Mapping Capabilities
- Webstore Offering into the Market

BIKE STORE ECOM

DATA MONETISATION

IN STORE PAYMENTS

BRAND ECOM

INVENTORY FINANCE

SECOND LIFE

SERVICE APPS

BRAND PLATFORM

REAL ADDED VALUE

THANKS