



Morgan Stanley – Online Retail Forum 2014

Presented by George Papacosta
Director Online

5 June 2014

Omni Channel Strategy – *the customer's choice*

Multi Channel Online Platforms



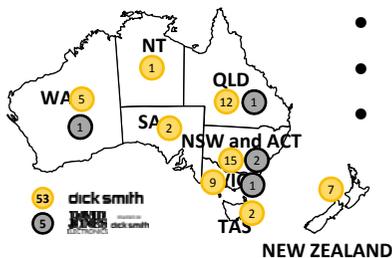
- Dick Smith AU
- Dick Smith NZ
- David Jones Powered by DSE
- ebay Store
- Catch of the Day Powered by DSE
- Move (Transactional by Christmas)

Online Only Offers



- Dick Smith AU & NZ
- David Jones
- Catch of the Day
- ebay

Store Fulfilment & Click & Collect



- Increase Fulfilment Sites
- Temando
- Click & Collect from all 373 stores

Rich Content & Customer Experience



- Supplier Assets
- Supplier Partnerships
- First to Market

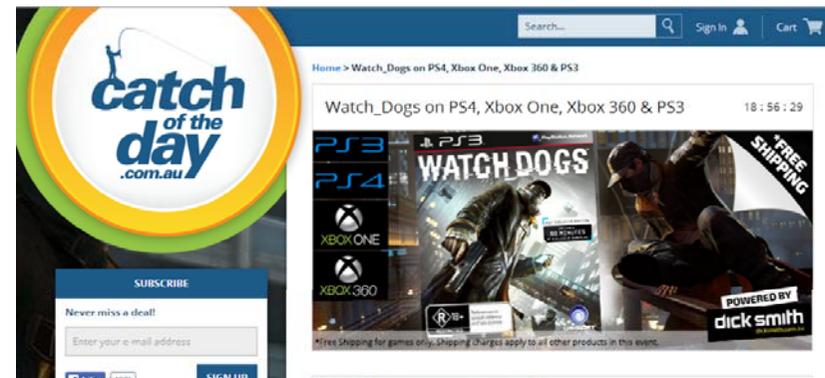
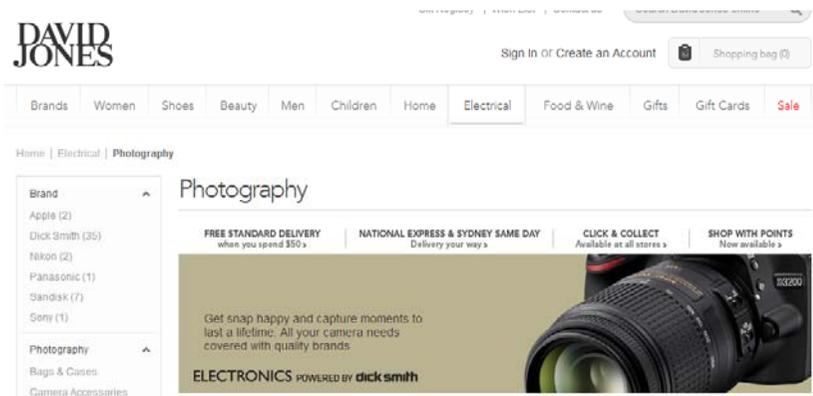
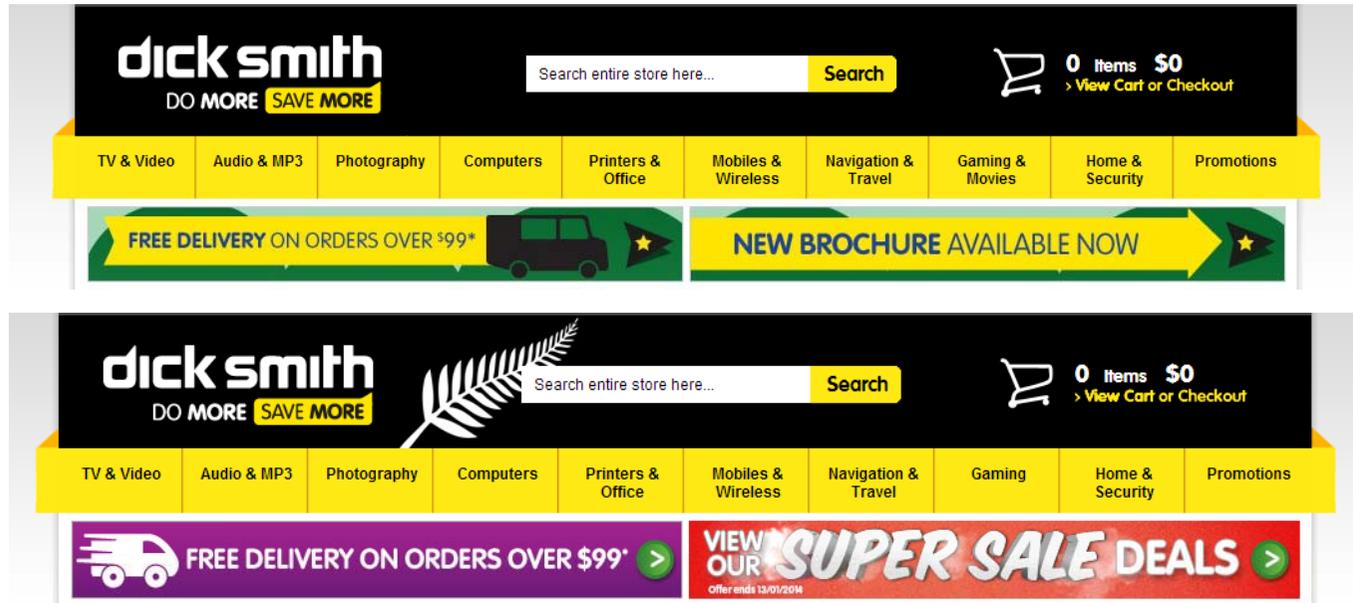


iPad

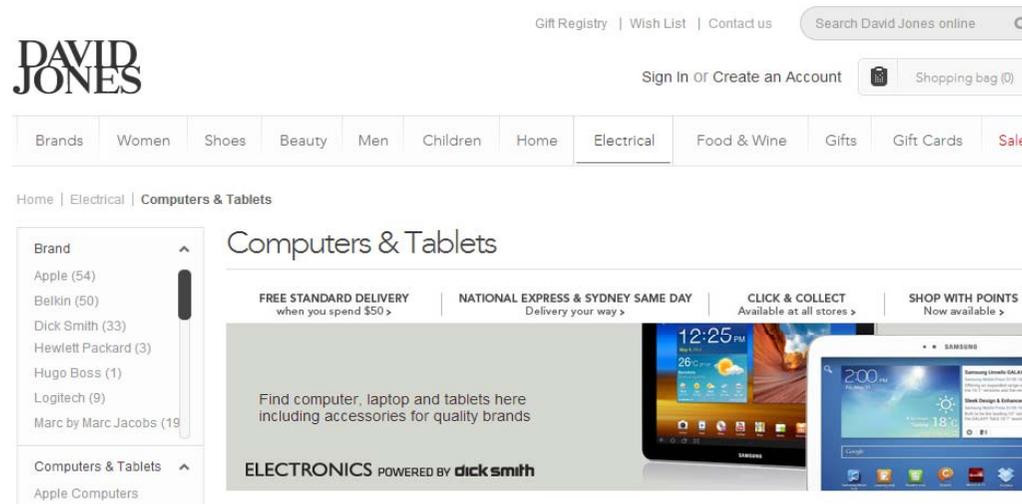
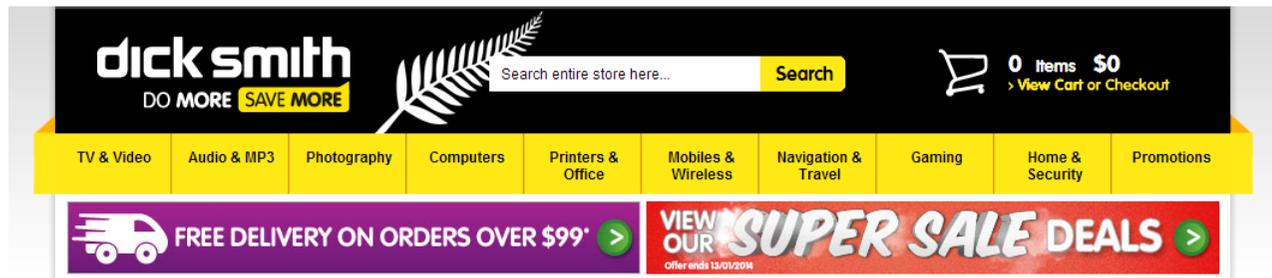
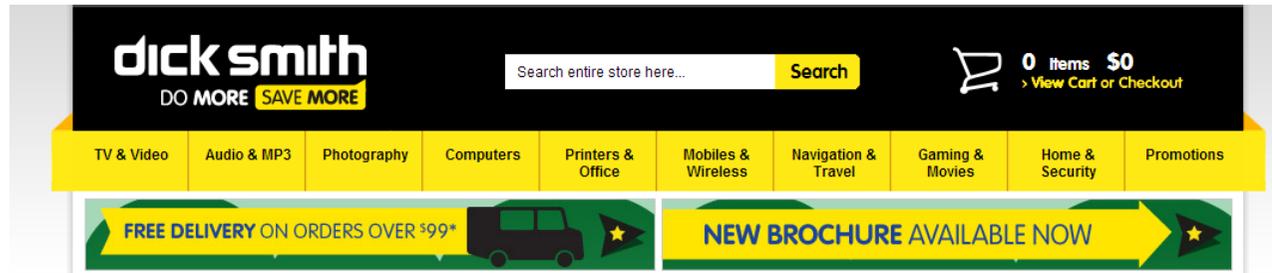
[Shop iPad](#)

Omni-Channel – Multiple Online Platforms

5% of sales are now online; growing to 10% over 3 years



Multi Channel Online Platforms



Multi Channel Online Platforms

ebay Store

ebay Stores dick smith Store Search... Search

Home New Arrivals Ending Soon Feedback Terms of Sale Delivery Contact Us

SAVE \$50 \$399 ENTERTAIN MORE BUY NOW >

LG 32" (81cm) High Definition LED LCD TV 32LN563B GE4060 Offer ends 26/05/2014

TRACK YOUR ORDER DELIVERY INFORMATION WARRANTY INFORMATION CONTACT US FAQ FAST DELIVERY

SUBSCRIBE FOR REGULAR UPDATES SUBSCRIBE

Catch of the Day
Powered by Dick Smith

catch of the day .com.au SUBSCRIBE

Nikon D5200 DSLR Camera w/ 18-55mm Single Lens Kit
3" LCD Monitor | Full HD Video | 24.1MP DX-Format Sensor

WITH EVERY PURCHASE \$100 BONUS VOUCHER!

24.1 MEGAPIXEL 3" LCD 18-55MM LENS

Don't pay \$899.95* \$699.00 + p/h

Special Order Dispatch between 06/06 - 20/06

x 1

ADD TO CART

Limit per customer: 5

POWERED BY dick smith dicksmith.com.au

*Conditions apply. See product page for details.

Dick Smith AU & NZ – online only offers

Sneak Peak EDM*

Hour of Power
9AM-6PM TOMORROW - ONLINE ONLY

9am-10am: \$199 (Save \$50)

10am-11am: \$797 (Save \$100)

11am-12pm: \$199 (Save \$50)

12pm-1pm: \$199 (Save \$50)

1pm-2pm: \$199 (Save \$50)

2pm-3pm: \$428 (Save \$50)

3pm-4pm: \$199 (Save \$50)

4pm-5pm: \$199 (Save \$50)

5pm-6pm: \$199 (Save \$50)

FREE DELIVERY SITEWIDE

EDM

Hour of Power
9AM-6PM TODAY - ONLINE ONLY

9am-10am: \$199 (Save \$50)

10am-11am: \$797 (Save \$100)

11am-12pm: \$199 (Save \$50)

12pm-1pm: \$199 (Save \$50)

1pm-2pm: \$1399 (Save \$100)

2pm-3pm: \$428 (Save \$50)

3pm-4pm: \$199 (Save \$50)

4pm-5pm: \$1599 (Save \$100)

5pm-6pm: \$199 (Save \$50)

FREE DELIVERY SITEWIDE

Hour of Power
10-11 AM TODAY - ONLINE ONLY

SAVE \$50
\$248
GOPRO Hero3 White Slim XG4174

SAVE \$130
\$198
ACER A3 A10 32GB 10" Tablet TAB014

HURRY! AVAILABLE FOR 1 HOUR ONLY!

VIEW DEALS >

Offers end 11am EST 14/5/2014. Offers are available online only and are not available for Click & Collect.

dick smith
Shhh...we have some amazing online exclusive deals every hour from 9am-6pm tomorrow. Stay tuned!

Hour of Power
9AM-6PM TOMORROW ONLY

Posted by Pauline Wong [?] · on Monday

Like Comment Share 31 Likes 8 Comments

3,464 people saw this post

Boost Post

* Electronic Direct Marketing

Dick Smith – hybrid EDM

Online only offers

Scrolling Banners

David Jones – targeted to mirror Dick Smith offers

Website

DAVID JONES
Women Shoes & Accessories Beauty Men Children Home Food & Wine Sale

4 HOURS of POWER

Save \$30 to \$250 on selected ELECTRONICS
POWERED BY dick smith

Online and today only
11am-3pm AEST
Discount applied in shopping bag

SHOP NOW ▶

SAVE \$200
SAVE \$50
SAVE \$250

Conditions apply. Offer ends 10:59pm AEST 15 May 2014. Offer available online only, while stocks last.

CLICK&COLLECT SHOP ONLINE > PICK UP INSTORE
ORDER BEFORE 4PM AND COLLECT THE FOLLOWING MORNING

f t y+ v p b | DAVIDJONESSTORE

If you do not wish to receive any emails from David Jones [CLICK HERE TO UNSUBSCRIBE](#)

EDM

DAVID JONES
Women Shoes & Accessories Beauty Men Children Home Food & Wine Sale

SAVE 12% for 12 HOURS

ON SELECTED ELECTRONICS POWERED BY dick smith
ONLINE & TODAY ONLY. ENDS 8PM AEST.
DISCOUNT APPLIED IN SHOPPING BAG.

SHOP NOW ▶

CLICK&COLLECT SHOP ONLINE > PICK UP INSTORE
ORDER BEFORE 4PM AND COLLECT THE FOLLOWING MORNING

f t y+ v p b | DAVIDJONESSTORE

If you do not wish to receive any emails from David Jones [CLICK HERE TO UNSUBSCRIBE](#)

This email was sent by David Jones Limited, 25-105 Castlereagh Street Sydney, NSW 2000, Australia

SAVE 12% for 12 HOURS

ON SELECTED ELECTRONICS POWERED BY dick smith
ONLINE ONLY 8AM-8PM AEST

SHOP NOW ▶

†Conditions apply. Offer ends 8:00pm AEST 16 May 2014. Offer available online only, while stocks last. Excludes Amazon Kindle, Apple products and Samsung Electronics Galaxy S5.

Banner

SAVE 12% for 12 HOURS

ON SELECTED ELECTRONICS POWERED BY dick smith
ONLINE ONLY 8AM-8PM AEST

SHOP NOW ▶

†Conditions apply. Offer ends 8:00pm AEST 15 May 2014. Offer available online only, while stocks last. Excludes Amazon Kindle, Apple products and Samsung Electronics Galaxy S5.

Catch of the Day – a pure online penetration

EDM

POWERED BY **dick smith** **SPECIAL RELEASE**

catch of the day

MONSTER
NIKON DIGITAL SLR DEAL

NORMALLY \$899⁹⁹
TODAY \$699

PLUS with every purchase receive a
BONUS VOUCHER!
\$100 ALL YOURS!

18-55MM ZOOM LENS

24.1 MEGAPIXEL

FLIP OUT SCREEN
It's never too late to go digital...
→ **GET IT HERE!**

*Offer available from 22.05.2014 8am EST - 24.05.2014 8pm EST. Vouchers will be emailed by 12pm 30.05.2014. Vouchers apply to Catch Of The Day only. Vouchers valid until 30.06.2014. Vouchers will not apply to shipping charges. While stocks last. Further terms and conditions apply. Additional shipping charges apply.

Push Notification

Telstra 3G 58%

10:01
Thursday, 22 May

Catch now
Special Release: Monster Nikon DSLR Deal - Exclusive Price! \$200 Off!
slide to view

slide to unlock

Website

Nikon

POWERED BY **dick smith**
dicksmith.com.au

WITH EVERY PURCHASE
\$100 BONUS VOUCHER!

24.1 MEGAPIXEL

3" LCD

18-55MM LENS

*Vouchers will be emailed by 12pm 30.05.2014. Vouchers valid until 30.06.2014. Vouchers will not apply to shipping charges. While stocks last.

Placeholder text for website

12:57:32

Introduces a new customer to Dick Smith

ebay – targeted EDM

Electronic Direct Marketing

ebay™ Deals | Electronics | Home & Garden | Fashion

GO AHEAD, MAKE MUMS DAY

Up to 50% off the perfect gift for mum

[Shop Now](#)

ENDS 04 MAY

12% OFF

50% OFF

dick smith

GREAT DEALS FOR MOTHER'S DAY AT THE OFFICIAL DICK SMITH STORE

[SHOP NOW](#)

\$31.98 HALF PRICE

REMINGTON HAIR DRYER

STILL INTERESTED IN THESE?

<p>A/C 23.6" 60cm High Definition LED TV with...</p> <p>AU \$253.00</p>	<p>5" IPS Multi-Touch Tablet SM 3G Android 4.2...</p> <p>AU \$137.95</p> <p><small>Free Postage</small></p>	<p>White Xbox One Power Streaming 4.7" HD...</p> <p>AU \$155.00</p> <p><small>Free Postage</small></p>
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GROUP DEAL

SODASTREAM Jet Titan Gift Pack

[View Offer](#)

SAVE 20% Free Postage

Price \$99.00
RRP \$124.00
QTY 500
Ends 28/04/2014

HOME

▼ ENTERTAINMENT & GAMING SALE

dick smith

DISCOUNTS ON TV & MEDIA

ENDS 24 MARCH

[SHOP NOW](#)

FREE POSTAGE

\$298

\$98

\$1298

CUT PRICE GAMING

ENDS 24 MARCH

[SHOP NOW](#)

FREE POSTAGE

\$648

\$599

\$599.95

HOME

▼ ENTERTAINMENT & GAMING SALE

HOT DEALS ON TVS

ENDS 24 MARCH

[SHOP NOW](#)

FREE POSTAGE

\$248 SAVE 28%

\$119

\$1347.50 SAVE 29%

PRICE DROP ON AUDIO

ENDS 24 MARCH

[SHOP NOW](#)

FREE POSTAGE

\$548.95 SAVE 45%

\$259 SAVE 56%

\$249

Dick Smith website – a content rich experience

The screenshot displays the Dick Smith website interface. At the top, there is a navigation bar with links for Home, Help, My Account, Store Locator, and Investor Centre. The main header features the Dick Smith logo, a search bar, and a shopping cart icon showing 0 items for \$0. Below the header is a yellow navigation menu with categories: TV & Video, Audio & MP3, Photography, Computers & Tablets, Printers & Office, Mobiles & Wireless, Navigation & Travel, Gaming, Home & Security, and Promotions. The main content area is dominated by a GoPro advertisement. It includes a large image of a skier wearing a GoPro on their helmet, a video player showing a GoPro video, and a product listing for the GoPro Hero3+ Black Edition. The product listing shows a price of \$475.20, a 'FREE DELIVERY' badge, and an 'ADD TO CART' button. The video player is partially obscured by the product listing.

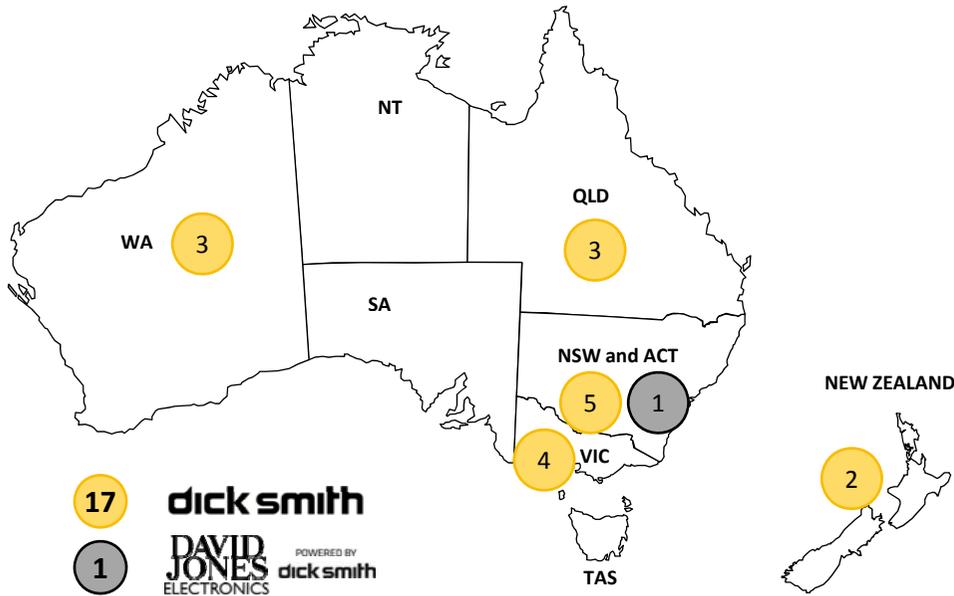


Dick Smith website – APPLE a content rich experience

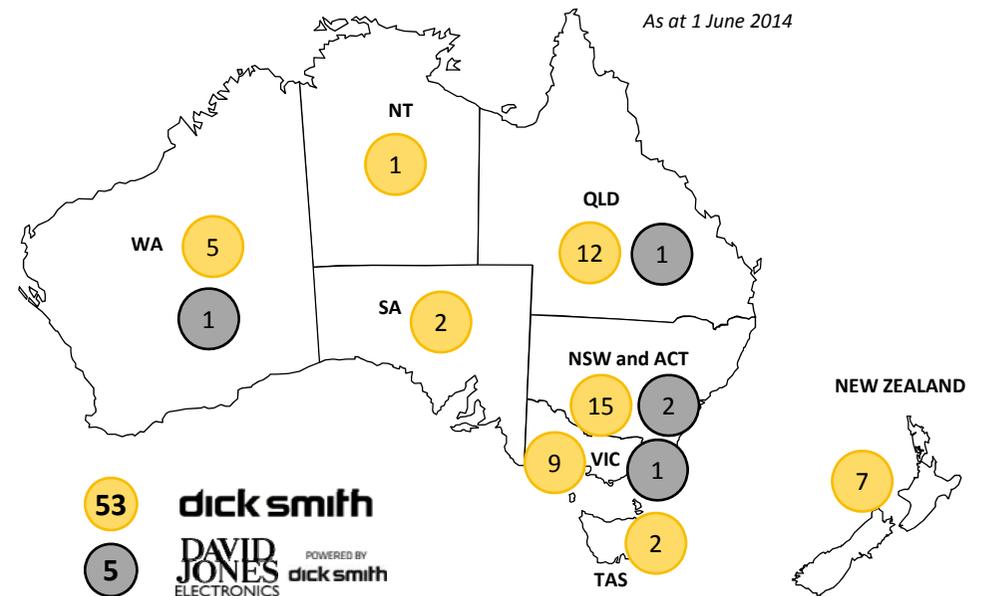
The screenshot displays the Dick Smith website's header and a main promotional banner for Apple products. The header includes navigation links (Home, Help, My Account, Store Locator, Investor Centre), user options (Welcome Guest, Login, Register), the Dick Smith logo and website URL (dicksmith.com.au), a search bar, and a shopping cart icon showing 0 items for \$0. Below the header is a yellow navigation bar with categories: TV & Video, Audio & MP3, Photography, Computers & Tablets, Printers & Office, Mobiles & Wireless, Navigation & Travel, Gaming, Home & Security, and Promotions. The main banner features a stack of colorful iPod touch devices and the text 'iPod touch' with a 'BUY NOW >' button. Below the banner are four product tiles: iPhone (with 'Shop iPhone >' button), iPad (with 'Shop iPad >' button), Mac (with 'Shop Mac >' button), and iPod (with 'Shop iPod >' button).

Online Store Fulfilment – ~ 53 Stores & growing

April 2014



NOW



Click & Collect in all 373 stores

Temando – *driving fulfilment efficiency*



- The industry leader in ecommerce shipping management platform;
- Temando's platform is:-
 - Streamlined and easy to use & thereby requires minimal staff training;
 - Automates shipping documents, con note manifests and courier booking;
 - Allows us to scale our fulfilment network quickly during peak periods.
- Temando is aware of inventory at each site and will allocate & or split orders to the most appropriate site based on stock availability and the customer's location

Online Summary

- ✓ Q3 FY14 Online sales up 47% for the period
- ✓ On track for ~4% of retail sales in FY14; H2 FY14 ~5%
- ✓ Objective of 10% of sales in 3 years realistic and achievable
- ✓ Multi Channel Strategy
- ✓ Multi Site Fulfilment
- ✓ Transactional Move Store in FY15
- ✓ Expand Online Only Ranges & Drop Ship



Thank You