



TechStyle

FASHION GROUP

RETAIL GAME CHANGERS

SHAWN GOLD, CMO



A woman with long, wavy blonde hair is looking off to the side. She is wearing a dark, quilted jacket and carrying a large, multi-colored bag (tan, brown, and white) over her shoulder. The background is a soft, out-of-focus outdoor setting.

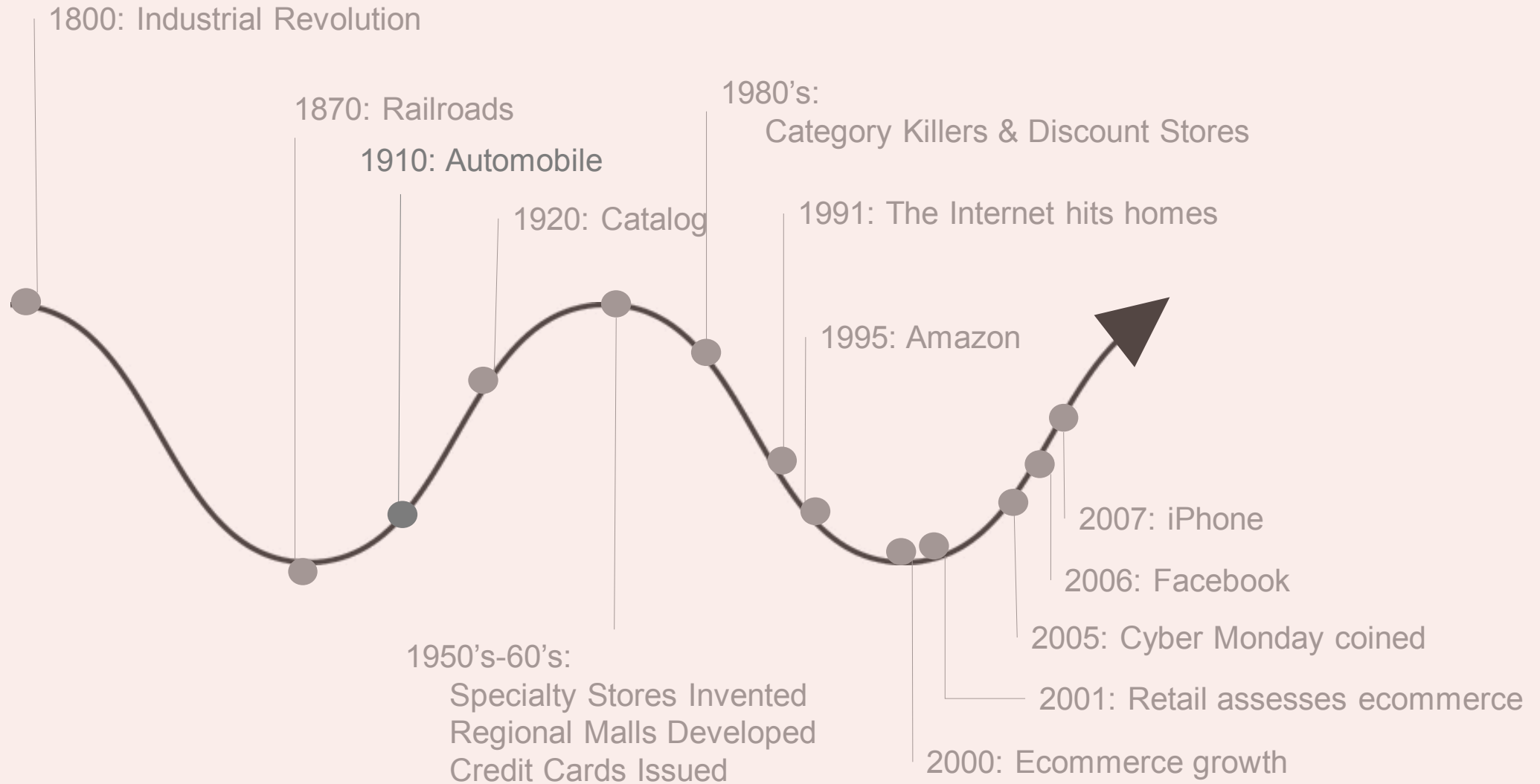
REIMAGINE FASHION

To reimagine the fashion business, by creating the world's most innovative and admired fashion company.



A BRIEF HISTORY

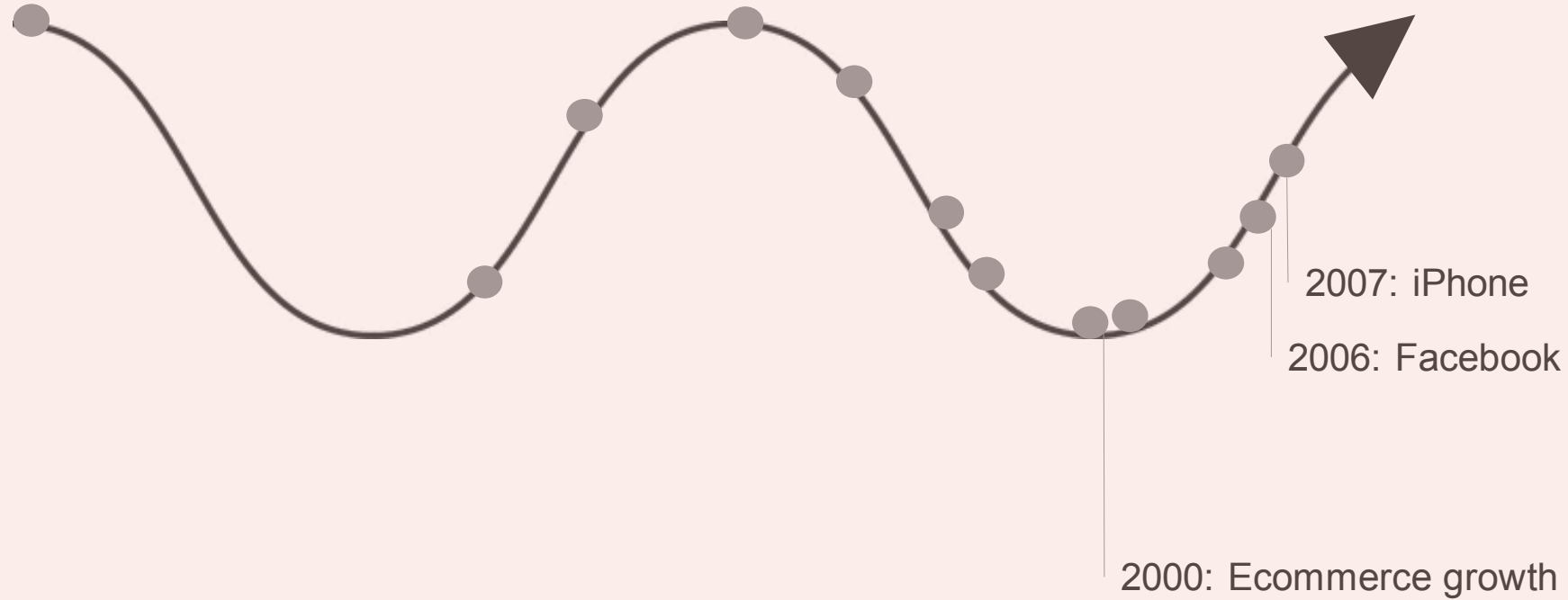
RETAIL GAME CHANGERS





A BRIEF HISTORY

RETAIL GAME CHANGERS

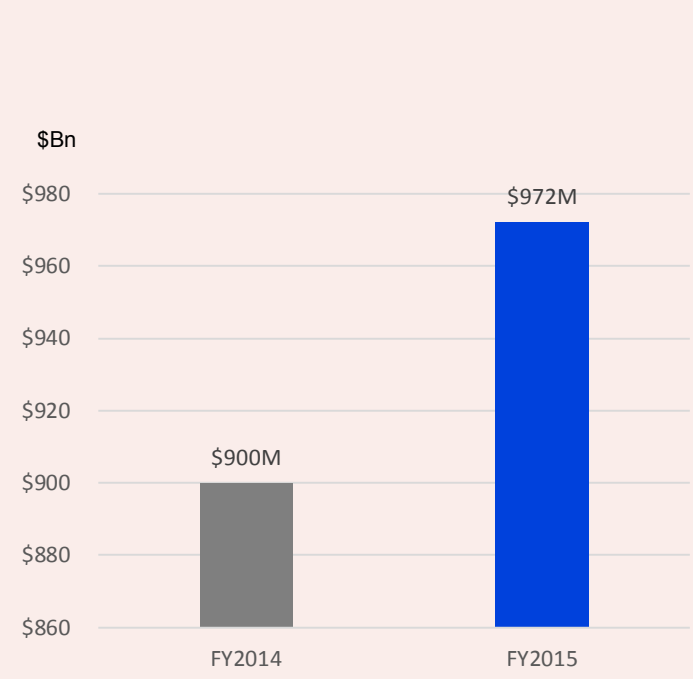




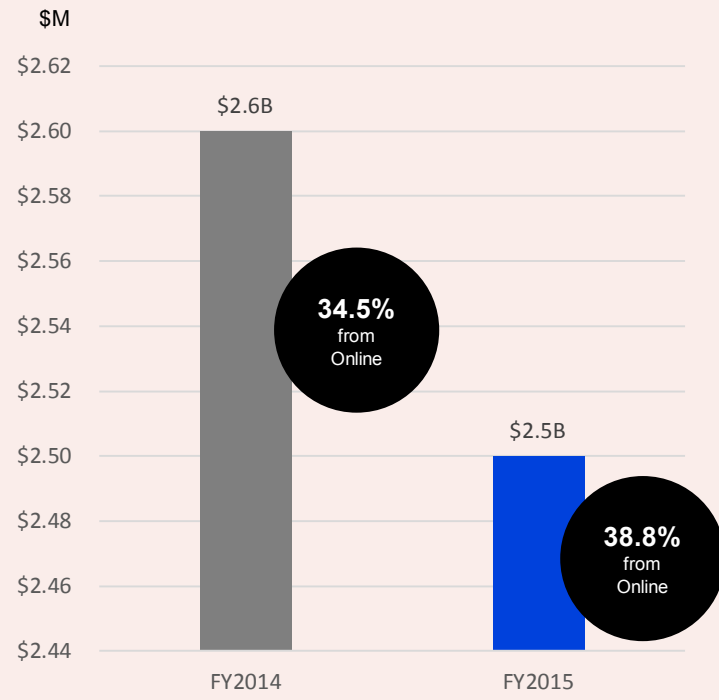
SHIFTING DEMAND BUT NOT ACQUIRING NEW CUSTOMERS

TRADITIONAL RETAIL & THE LEAKY BUCKET

Online (+8%)



Total Revenue (-2.9%)



Source: Internetretailer.com Top 500 Guide



TOTAL CHAOS?



Online Shopping is Becoming the Preferred Channel for Consumers

Old Concerns

Want to see it first

Want to try it on

Want it now

The New Normal

- Easy Returns
- Fast Shipping
- Product Reviews
- User-Generated Content
- Pricing Transparency
- Larger Product Selection

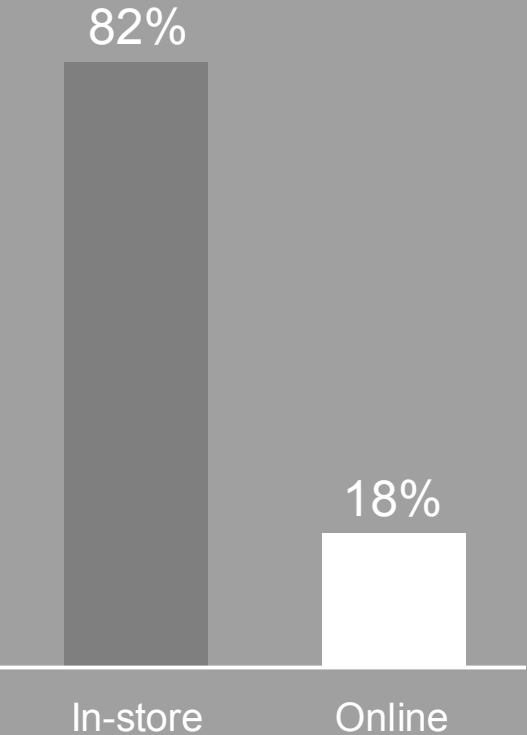
+

Improved Experience

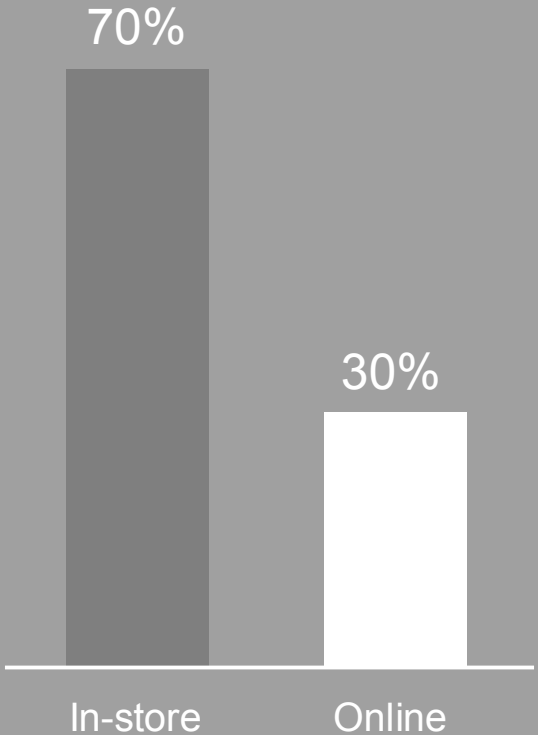
- Individualized Product Recommendations
- Personalized Shopping Experience
- Personalized Promotions
- Product Availability Filtering
- Size Filtering

Online Fashion Sales Are Accelerating

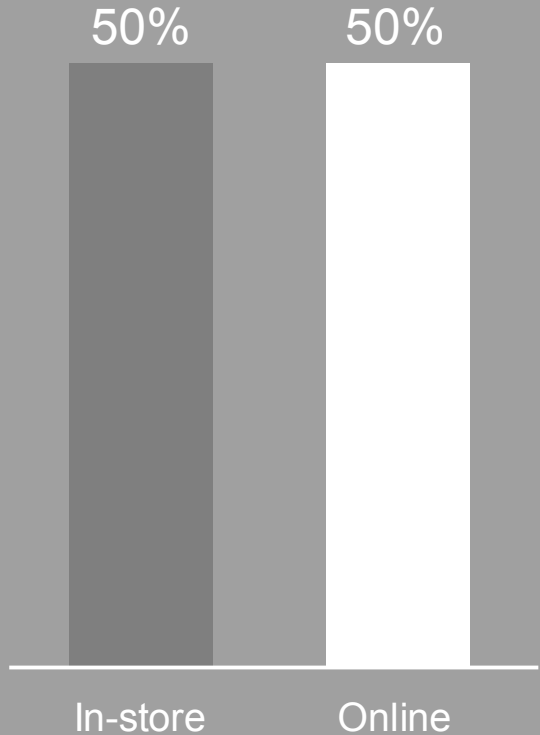
Current Share, 2017
US Market, Kantar



Est. Share, 2021
US Market, Kantar

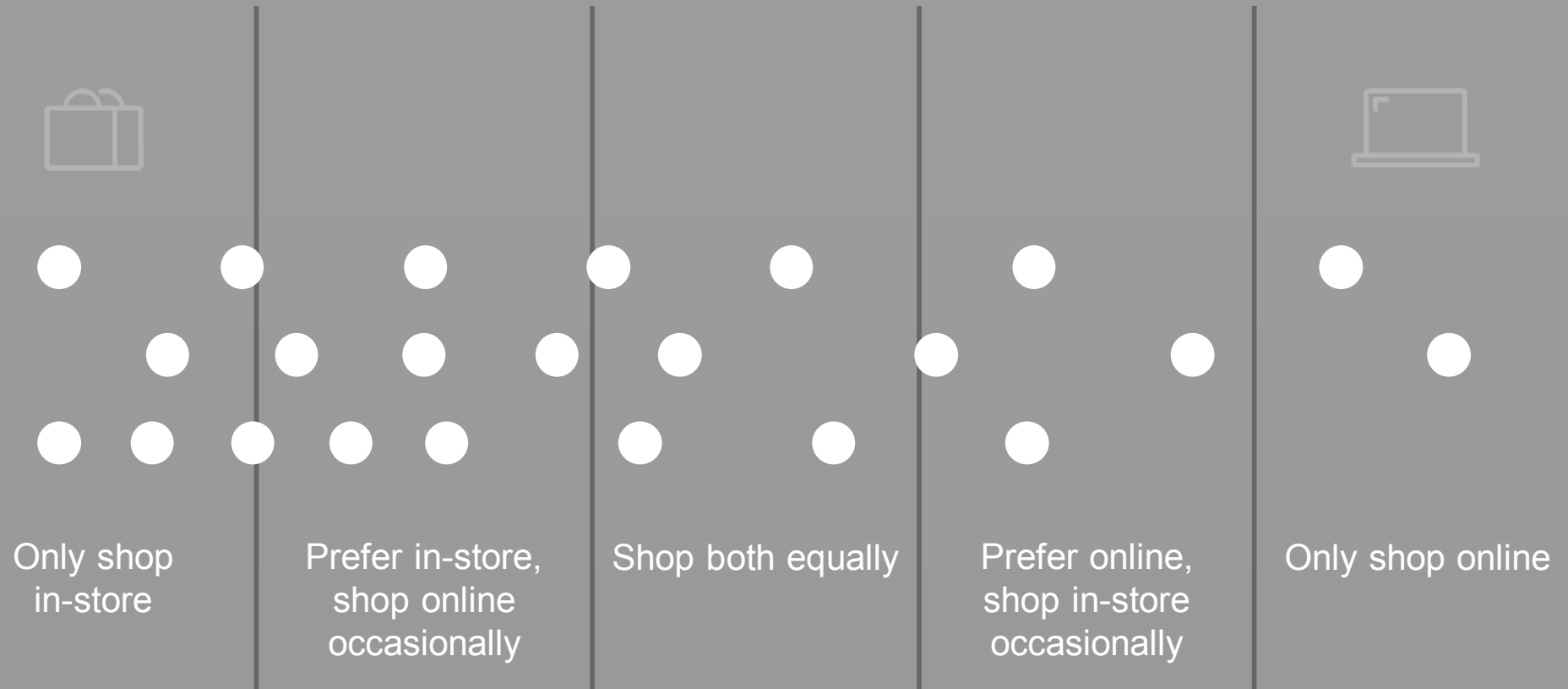


Our Prediction



One Way Street

Consumers Will Shift More Dollars Online



One Way Street

Consumers Will Shift More Dollars Online



Only shop
in-store



Prefer in-store,
shop online
occasionally



Shop both equally



Prefer online,
shop in-store
occasionally



Only shop online



**Building
Brands
Online First**

**Vertical
Integration
2.0**

**Agile
Acquisition**

Competitive Advantages To Building Brands Online



Faster
Feedback Cycle



Instant National
Availability



Data-Driven
Individualized
Personalization

Metrics That Matter

Then

Store
Openings

>

Now

Customer
Acquisition
Metrics

Same
Store
Comps

>

Customer
Lifetime
Value

Vertical Integration 2.0

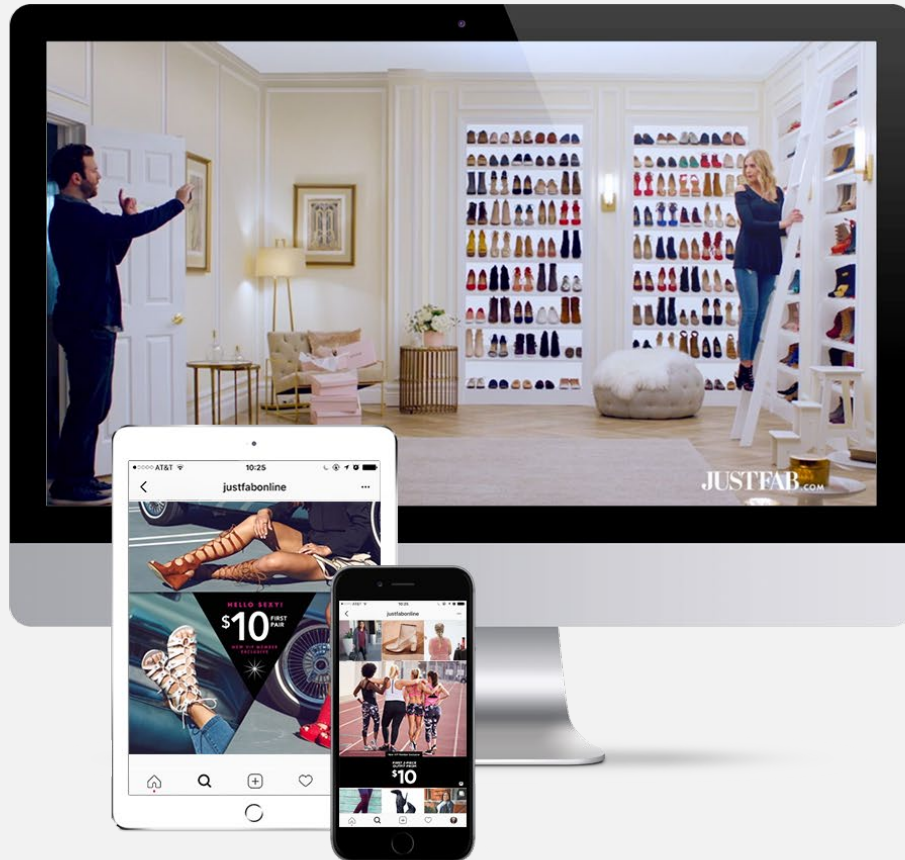
Key to Success in a Digital-First World

Vertically Integrated Expert Services



Agile Acquisition

Rapid, Iterative Testing Enabled By Technology & Expert Services



\$150M+

Annual Media Spend

150+

Iterations of TV Commercials Tested/Year

2k+

Website Iterations Tested/Year

35k+

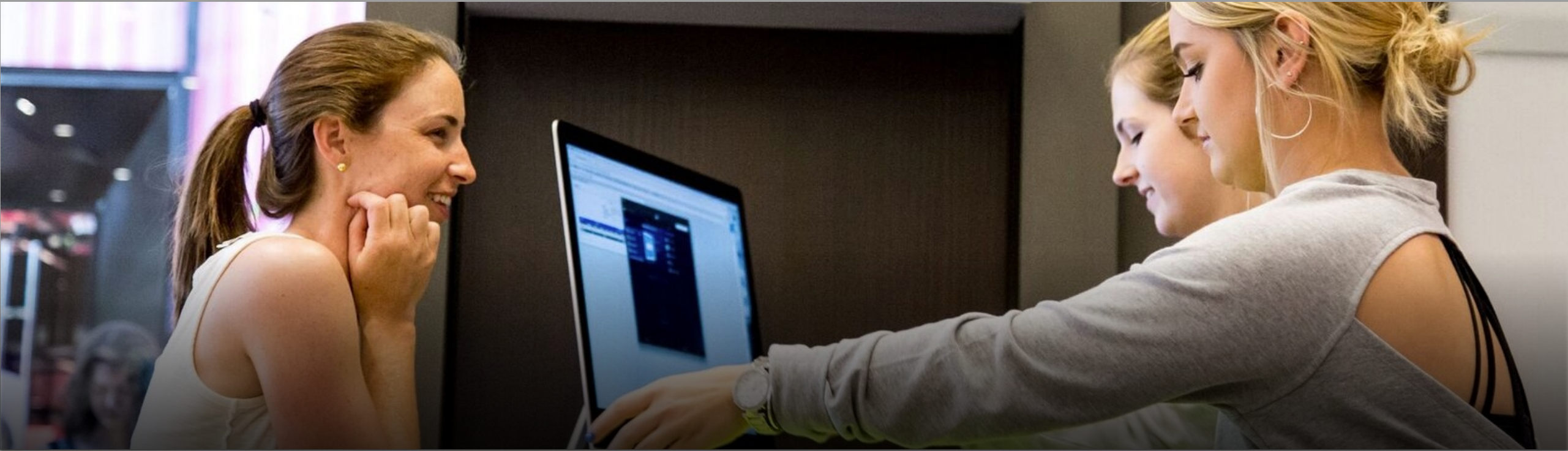
Ad Creatives Designed and Tested/Year

 FABLETICS

Reimagining Retail



Fabletics Retail Strategy



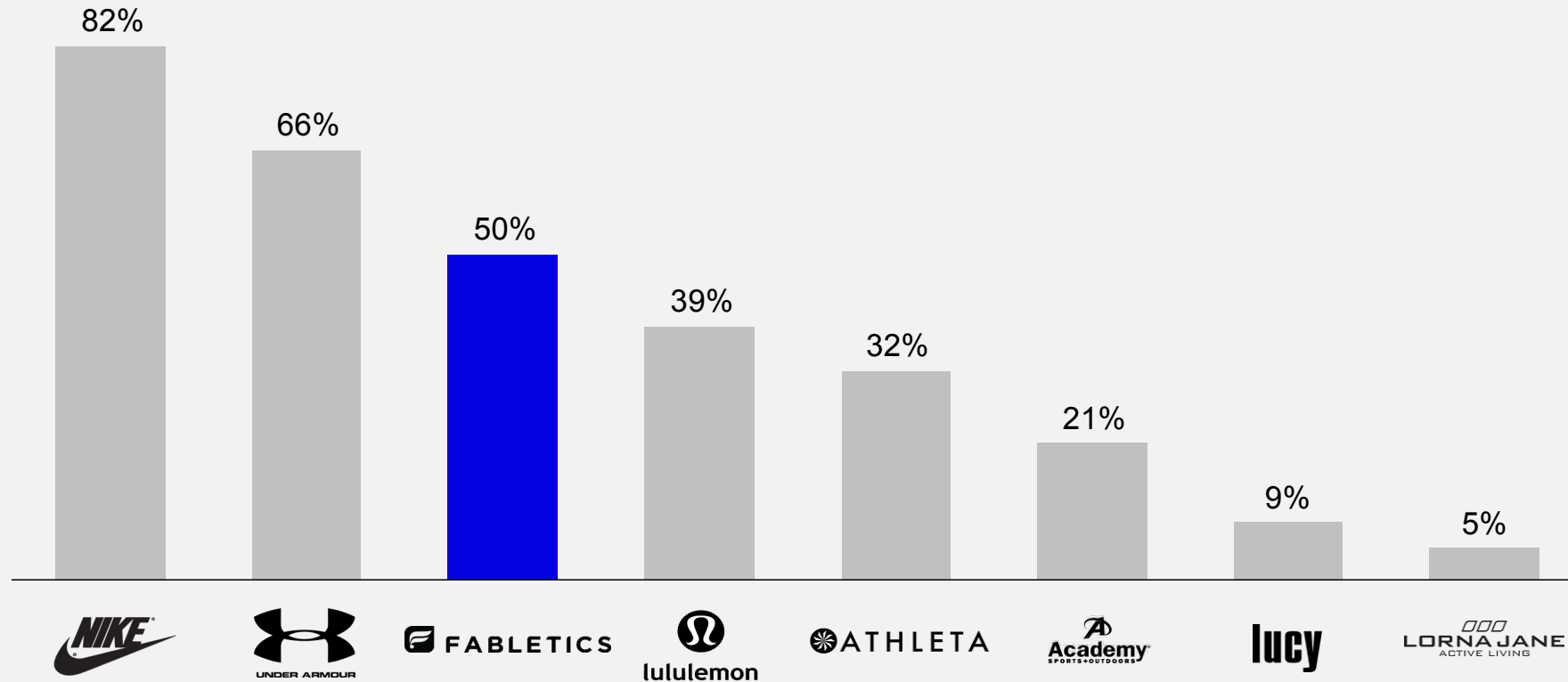
**Building
Customer Base
Online First**

**Create a True
OmniChannel
Experience**

**Data-Powered
Cross-Channel Optimization**

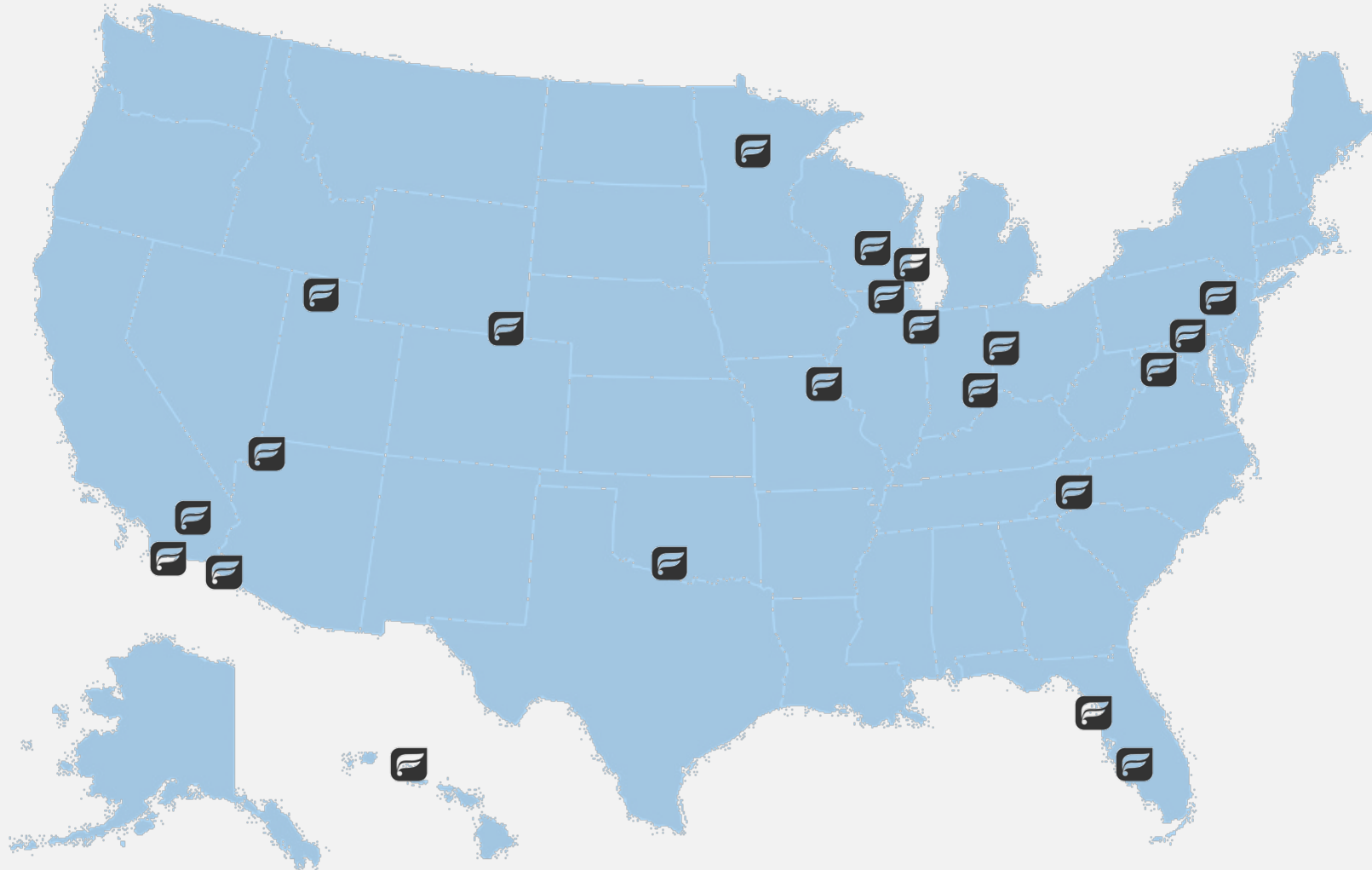
Built Brand Awareness Online First

National Brand Awareness, Women's Athletic Wear, USA



Opening Stores Near Our 1M Members

Using Data to Choose Locations



We Track Nearly Every Item That Goes Into Our Dressing Rooms



Hi! I'm Katherine, tap me for help! **Welcome Alexandra!**

Delta Seamless Tank

Try on a different Size?

XXS XS S M L
XL 1X 2X 3X

Color?

Get it for me!

KATE'S FITNESS FAVORITES
MARCH
Join Kate as she jumps starts her new spring routine.

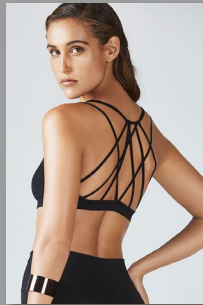


OmniCart

Conversion Tracked At The:

- Customer level
- Item level
- Size level

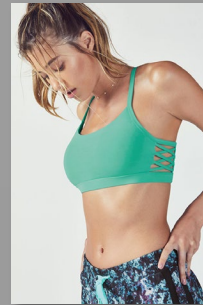
Examples of Dressing Room Conversion Data



Dash Bra II
40%



Gaviota Legging
38%



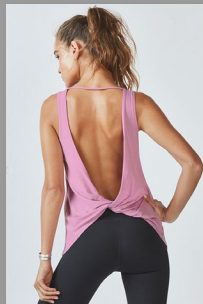
Peri Sports Bra
35%



Yukon Dress
31%



Delta Tank
29%



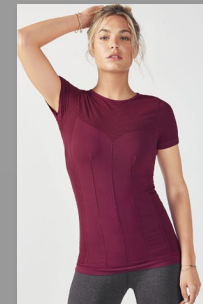
Femina Tank
28%



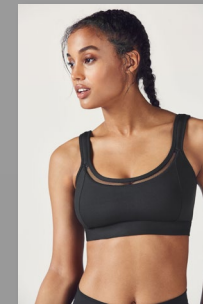
Salar Capri
26%



Powerlite Gia Capri
22%



Delta S/S Top
18%



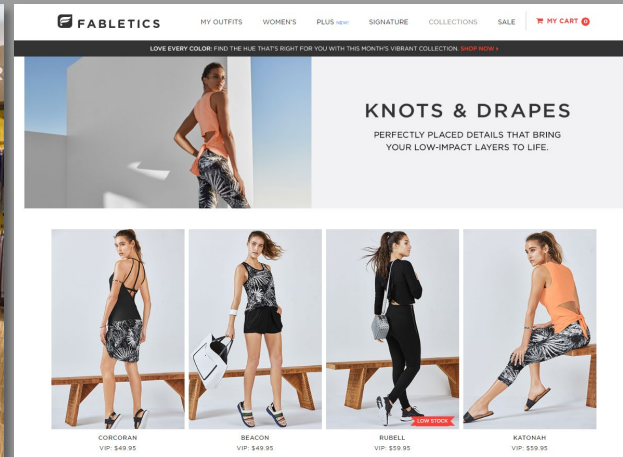
Zuri Sports Bra
15%

Our Dressing Room Data Informs...

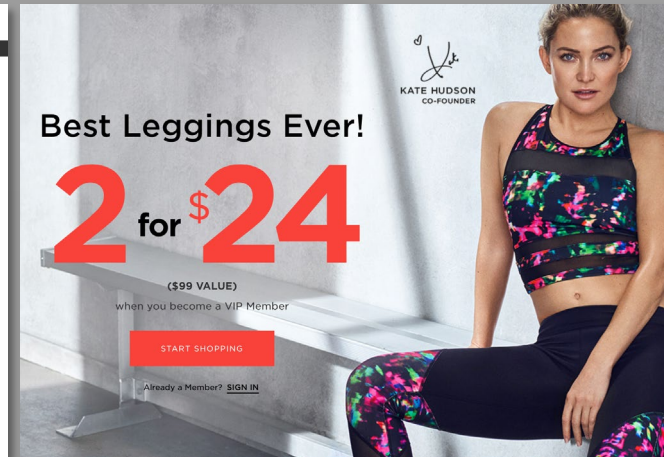
Store
Merchandising



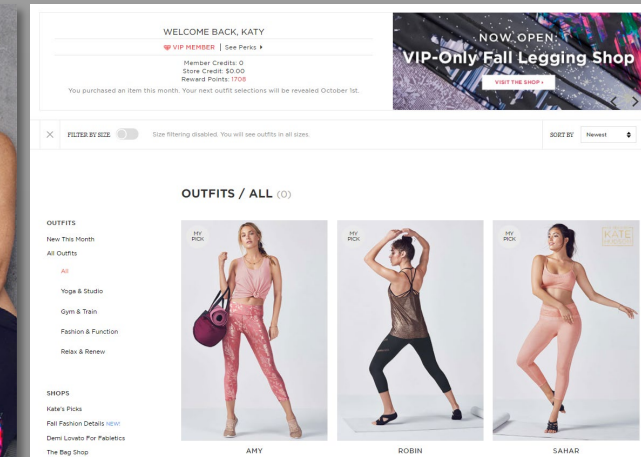
Site
Merchandising



Customer
Acquisition

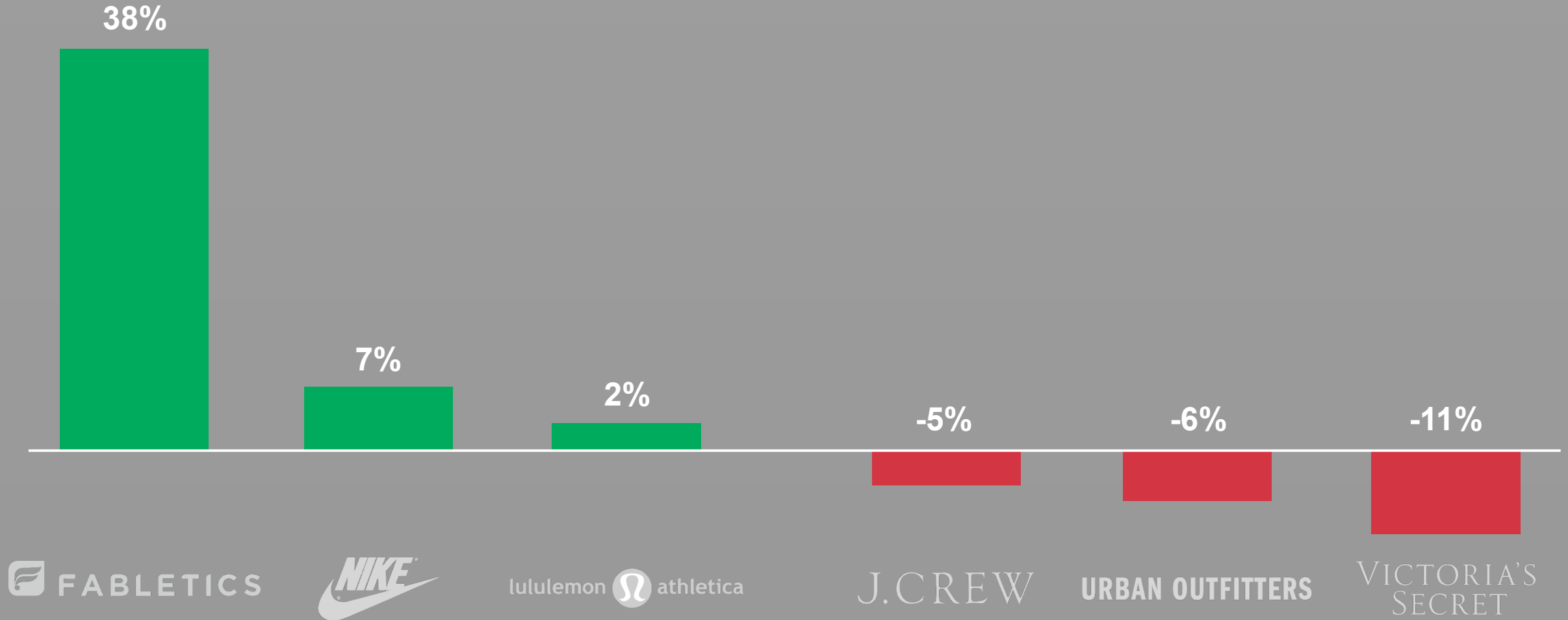


Personalized
Marketing



It's Working

Comp Store Sales, Most Recent Quarter





TECHNOLOGY WILL DRIVE

OUR FUTURE DESTINATIONS

MOBILE ECOMMERCE

ON-DEMAND ECONOMY

AUGMENTED REALITY

INTERNET OF THINGS

PERSONALIZATION

SPEED TO MARKET



THANK YOU



TechStyle

FASHION GROUP