



EUROPE'S LEADING ONLINE FASHION DESTINATION

Capital Markets Day: Advertising Services

25 March 2015

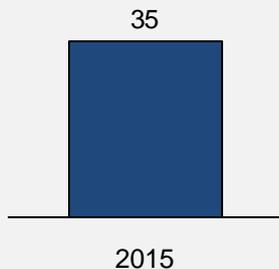
ADVERTISING SERVICES CREATES A WIN-WIN-WIN SITUATION FOR CUSTOMERS, BRANDS/ADVERTISERS AND ZALANDO



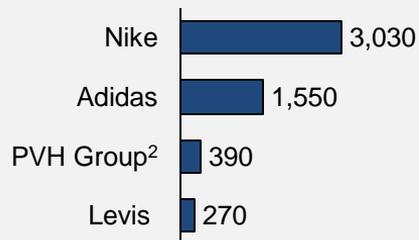
ADVERTISING SERVICES OFFERS ACCESS TO A LARGE AND HIGHLY PROFITABLE MARKET

~\$35bn Market ...

Digital ad spend, Western Europe, \$bn¹

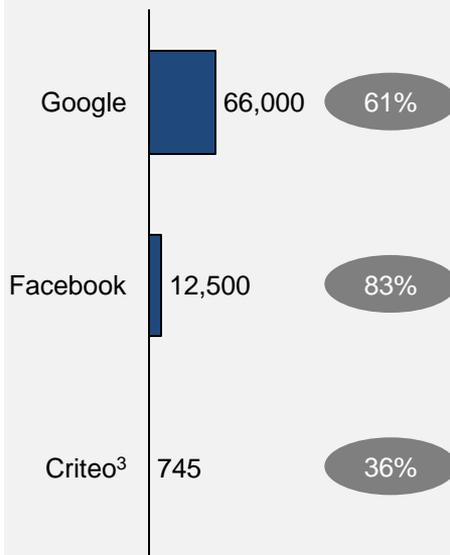


Advertising spend, selected brands, \$m



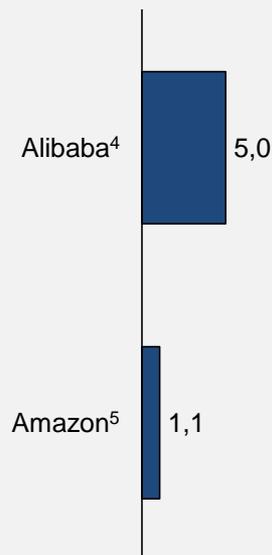
... with high margins

Global advertising revenue and gross margin, \$m



... with retailers joining

Net advertising revenue, \$bn

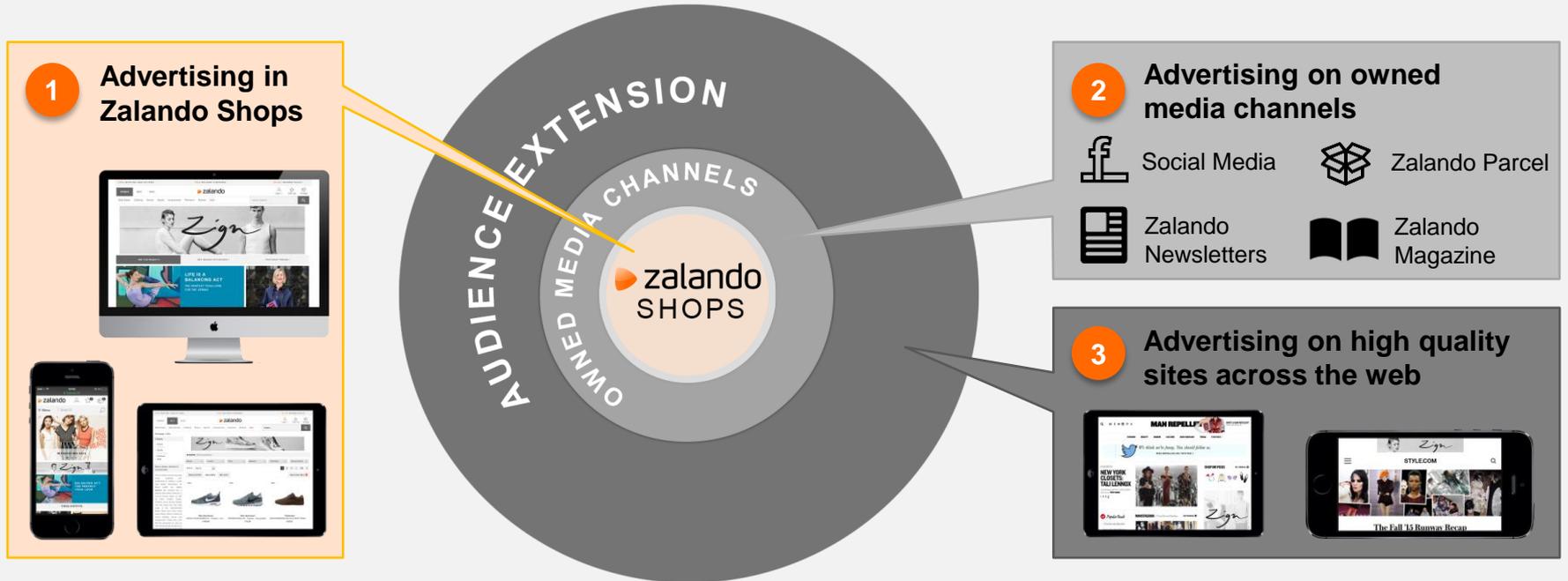


... and Adtech Companies reacting

- **Adtech solution providers increasingly focus on this market**
- **Google tries to enter the retail media business with own ad products e.g. Google AdSense for Shopping**

THE ZALANDO MEDIA PLATFORM ENABLES BRANDS/ADVERTISERS TO REACH TARGET AUDIENCES ACROSS MULTIPLE TOUCHPOINTS

ZALANDO MEDIA PLATFORM



ZALANDO OFFERS A UNIQUE SET OF BENEFITS TO ADVERTISERS



Substantial NET REACH



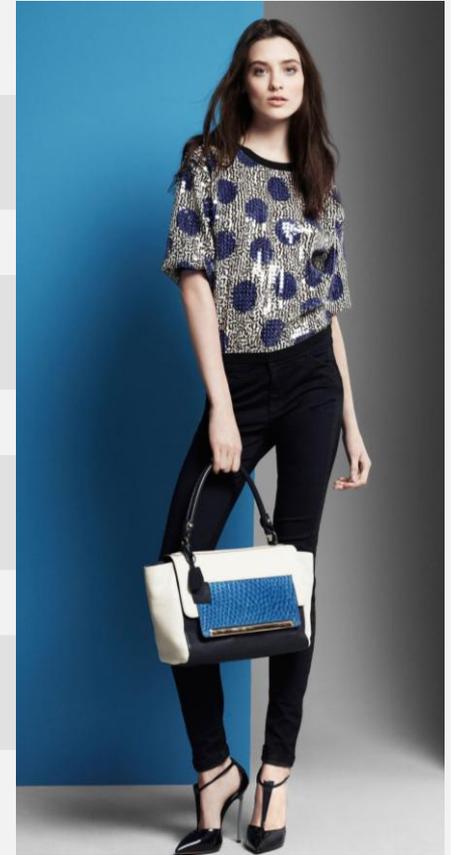
Quality FASHION CONTEXT



Deep CONSUMER INSIGHTS



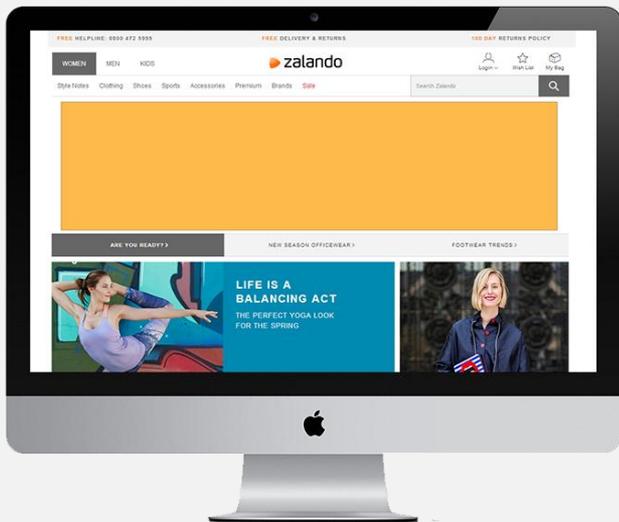
Addressable FASHION AUDIENCES



1 HIGHLY SCALABLE ADVERTISING FORMATS TO ADDRESS CONSUMERS

Scalable standard media formats

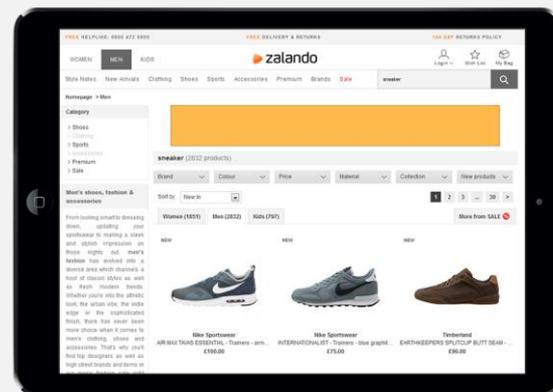
EXAMPLE



Billboard Banner



Mobile Leaderboard



Super Banner

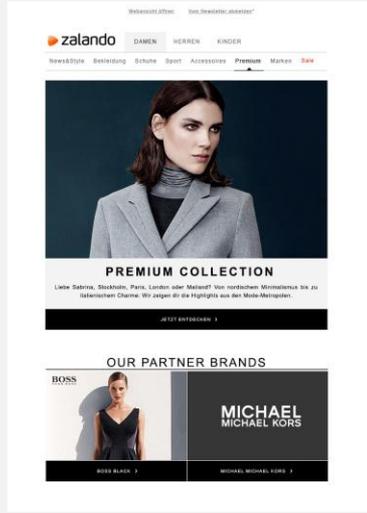
2 ENABLE ADVERTISERS TO COMMUNICATE 360° ON OWNED MEDIA CHANNELS



Social Media



Zalando Newsletter



Package Inserts



Zalando Magazine



3 REACH TARGET CUSTOMERS ON HIGH QUALITY SITES ACROSS THE WEB

SUBSTANTIALLY INCREASE REACH by targeting relevant fashion audience ACROSS THE WEB

AUDIENCE TARGETING

AD TECHNOLOGY

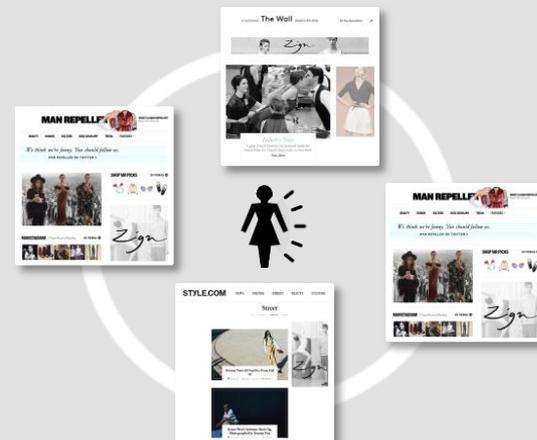
MEDIA BUYING EXPERTISE

CASE STUDY

1) Advertiser/brand wants to target **women, aged 20-35, contemporary fashion style, interest in denim**

2) Audience segment is built upon **Zalando data**

3) Target group **woman surfs on high quality sites** across the web and targeted **ad is delivered**



Q&A



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