

Focus on: Connected Retail

Case study:

Accelerating Direct-to-Consumer
leveraging the platform

Wöhrl



Wöhrl leveraging Connected Retail to strengthen their online presence

Boosting the topline

Wöhrl has shipped more than 401k parcels to customers all over DE - In Q1/21, the partner has already reached a growth of >89% compared to 2020 and belongs to the top 3 Connected Retail partners.

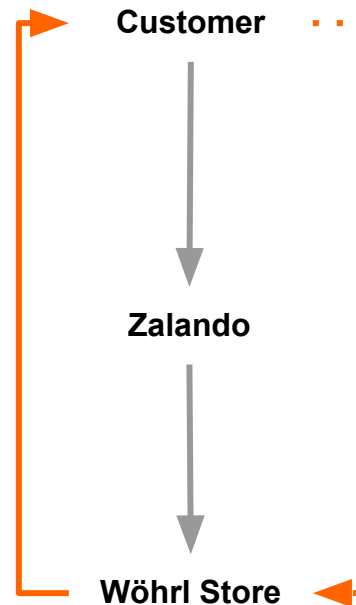
Co-designing the future

Wöhrl is actively involved in designing (future) use cases and interfaces - creating maximum value for the retailer

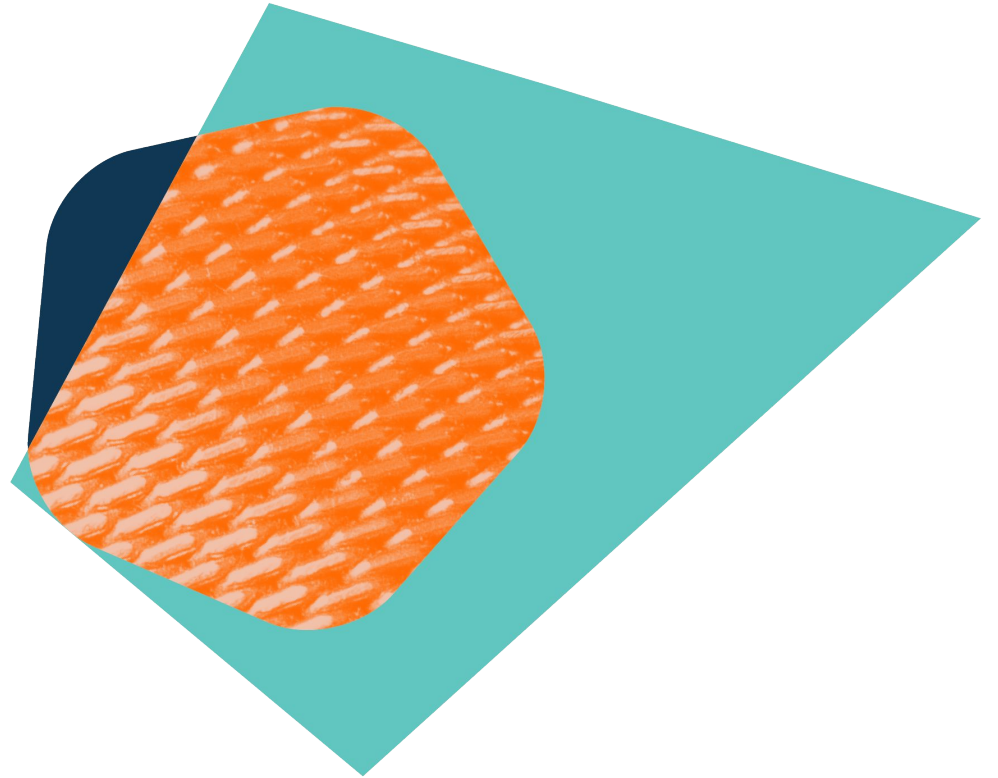
Joining a movement

Wöhrl joined the dynamically growing Connected Retail network of more than 3,400 stores

CR Ship-from-Store Model



Partner challenge II: Driving Internationalisation



Enabling DTC

Driving Internationalisation

Deepening customer relationships

ZFS offers Partners a cost efficient fulfilment solution to internationalise in Partner Program while meeting the high convenience expectations of our customers

Enables internationalisation

Fast and easy internationalisation in just one contract

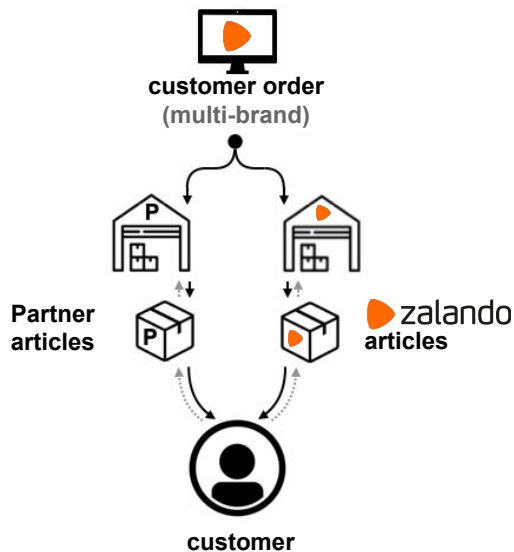
Superior Order Economics

Significant savings through bundling multi-brand orders in a single parcel

Unmatched convenience experience

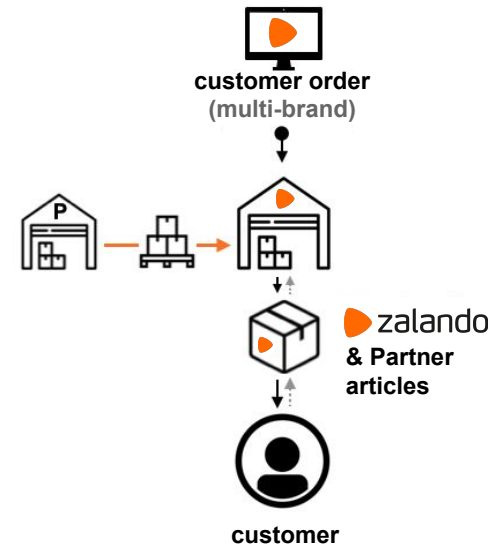
Convenience proposition on par with Zalando wholesale

Drop ship model



- No parcel sharing
- High fulfilment cost
- Less compelling convenience proposition

ZFS model



- Multi-Brand orders in one parcel
- Parcel sharing cuts fulfilment cost
- ZFS orders are **PLUS** Premium Delivery enabled

Focus on: Partner Program & ZFS

Case study:

Driving profitable growth across all
markets in a platform enabled
Direct-to-Consumer model

Mango



Mango accelerating profitable growth by leveraging ZFS to improve efficiencies in convenience

Mango's challenge:

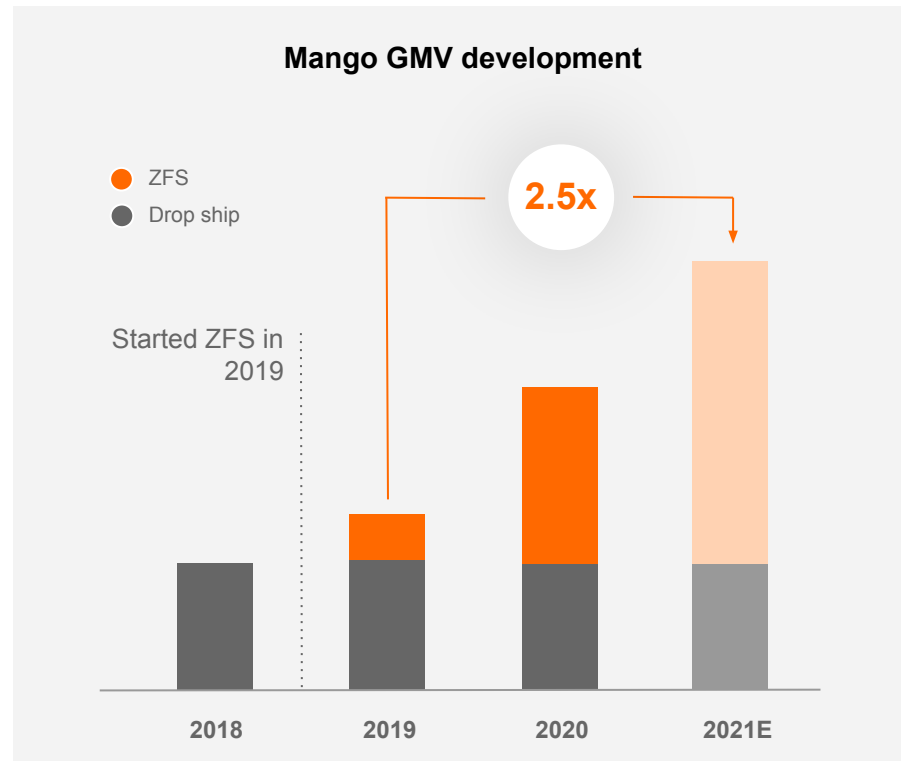
- Unfavorable drop-ship fulfillment cost
- Difficulties to meet Zalando convenience proposition

Platform solution:

- Joined ZFS to leverage our European logistics network

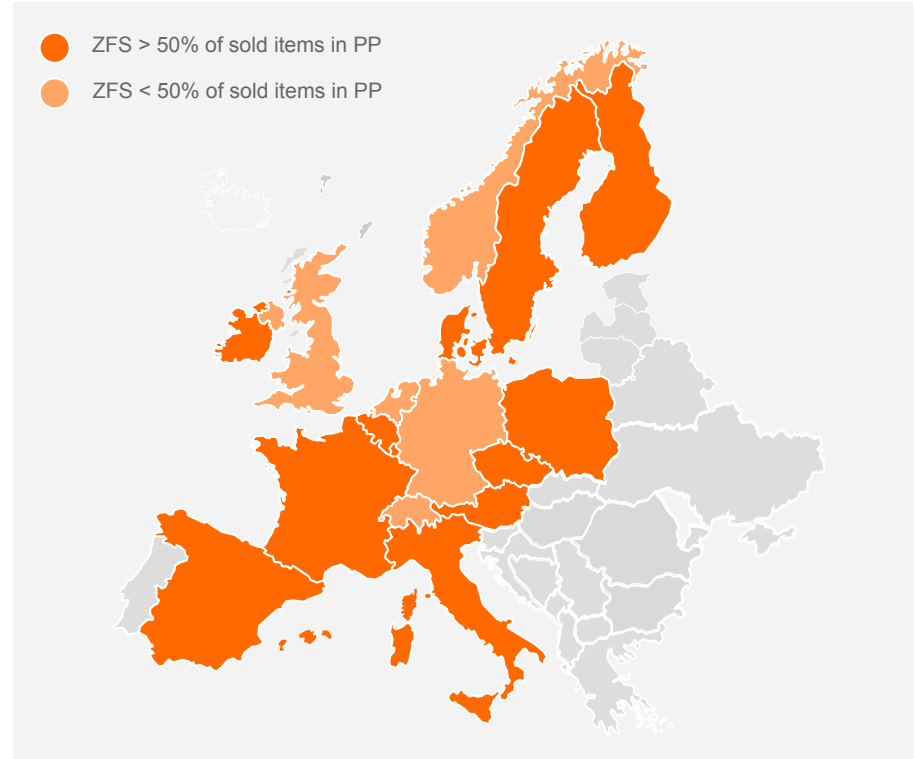
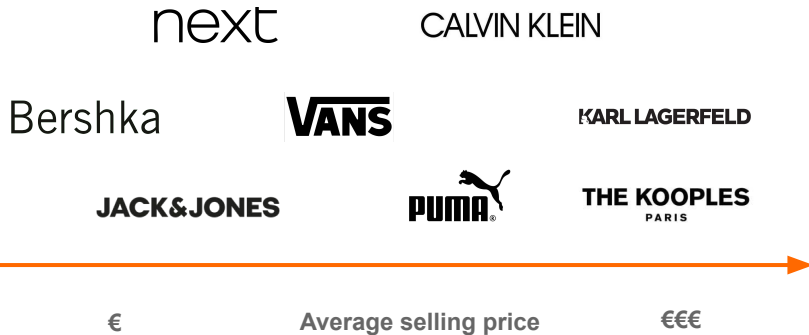
Results:

- The fast and reliable service of **ZFS improved Mango's convenience proposition** and increased customer satisfaction
- Mango will further **grow** the **ZFS** share in 2021



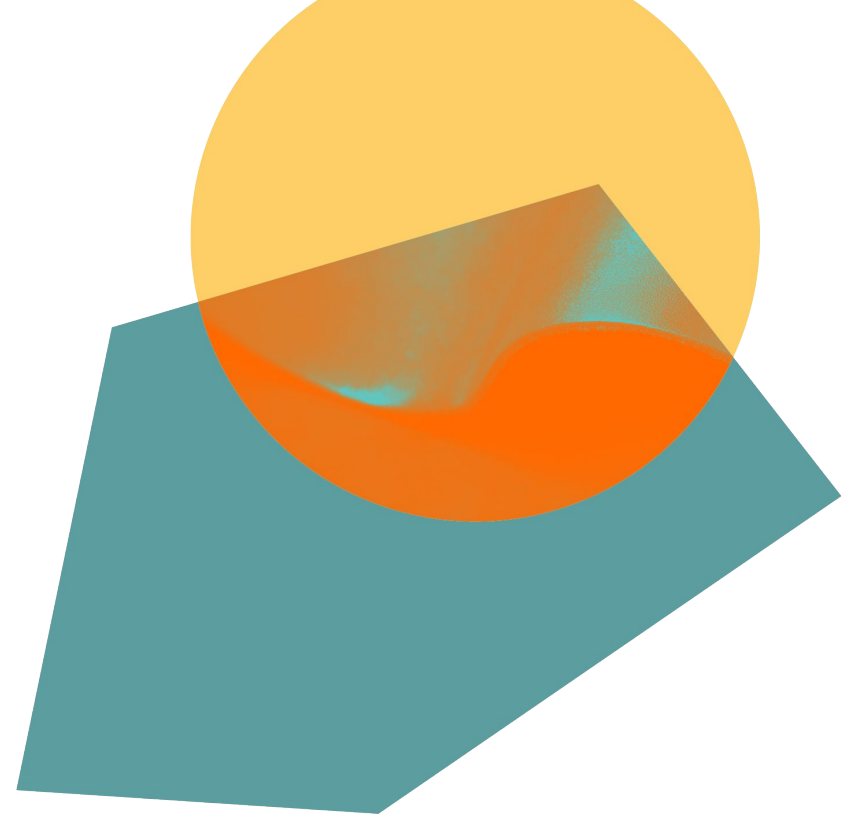
Mango is not the only Partner leveraging ZFS for their advantage

- ZFS is the **preferred fulfilment option** in **11 of 16 countries**
- In 2020, **more than half of all Partners** in Partner Program used ZFS to some extent
- Resulting in a **51% ZFS items**¹ share of all Partner Program items shipped



¹51% ZFS share in Q4 2020

Partner challenge III: Deepening customer relationships



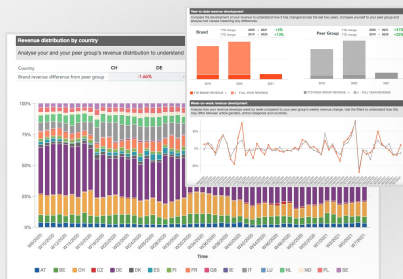
Enabling DTC

Driving Internationalisation

Deepening customer relationships

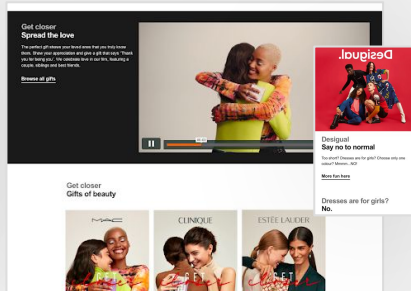
ZMS enables Partners to connect their brands to Europe's largest fashion audience at the point of sale and beyond

Insights



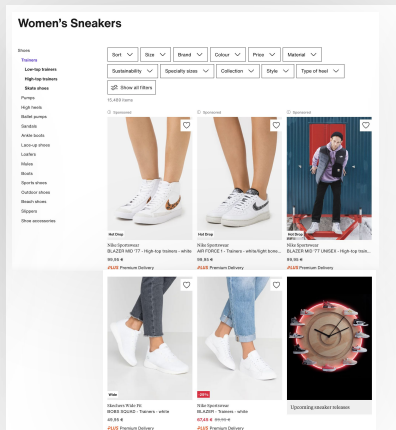
Integration of **customer insights** alongside the Partners' **Go-to-Market Process**

Content



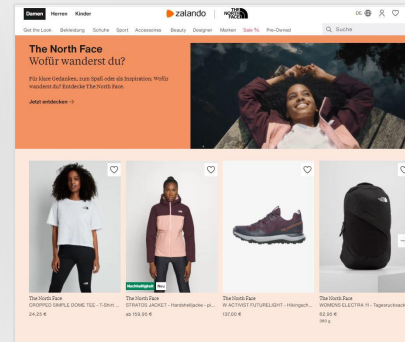
Inspiring and tailored stories through disruptive ideas powered by data

Growth



Drive Business growth on Zalando platform by **securing product visibility** in the catalog

Branding



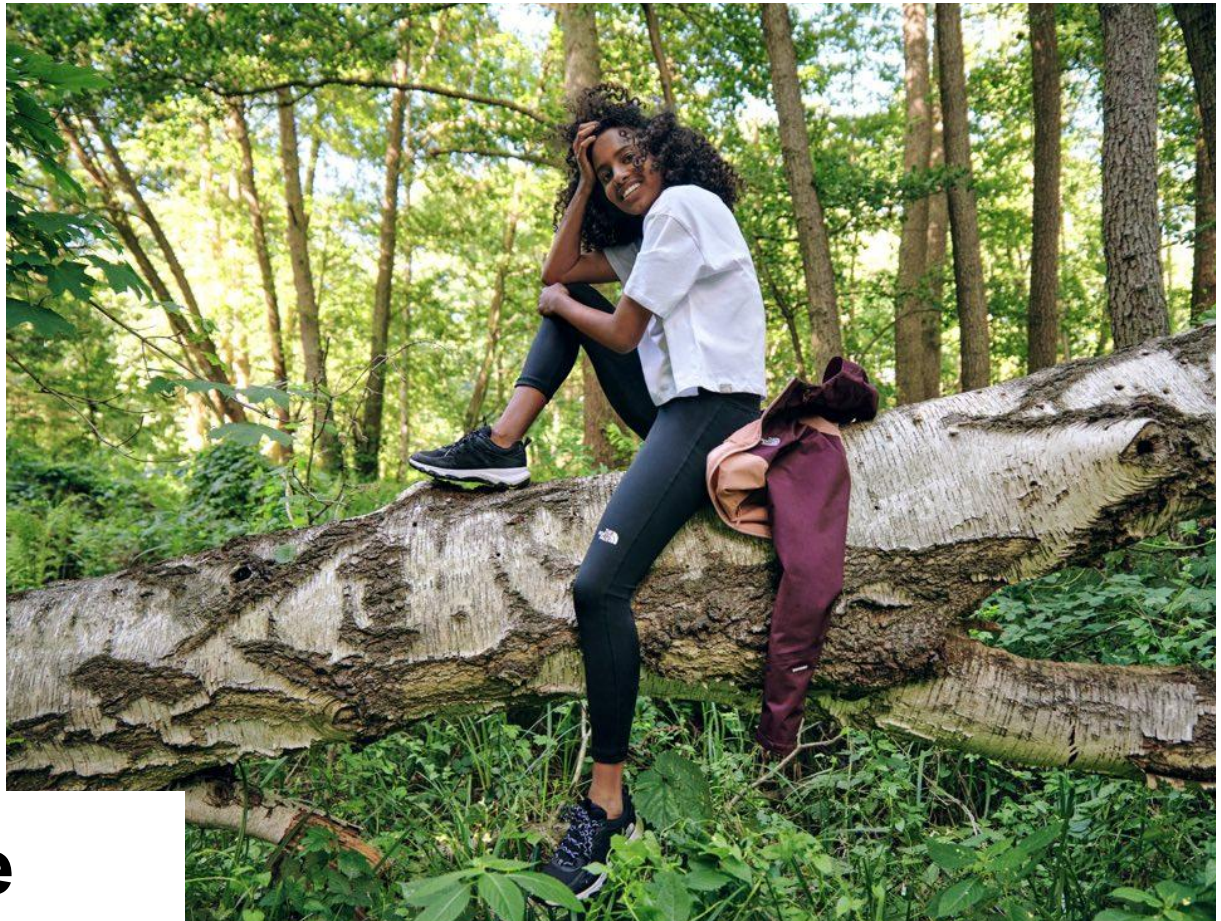
Boosting your **brand visibility** across multiple channels on Zalando and beyond

Focus on: ZMS

Case study:

Connecting to the consumer on
the platform

The North Face



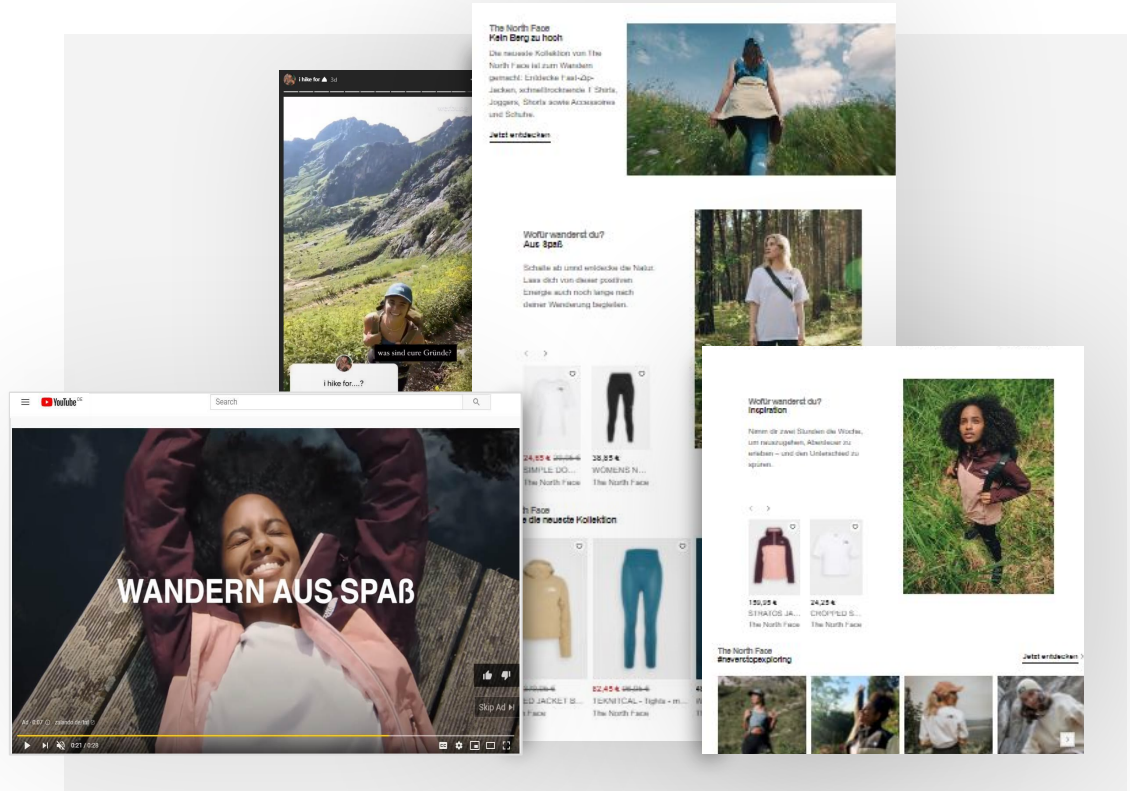
The North Face conveyed their brand story to a new target audience by leveraging ZMS

The North Face's challenge:

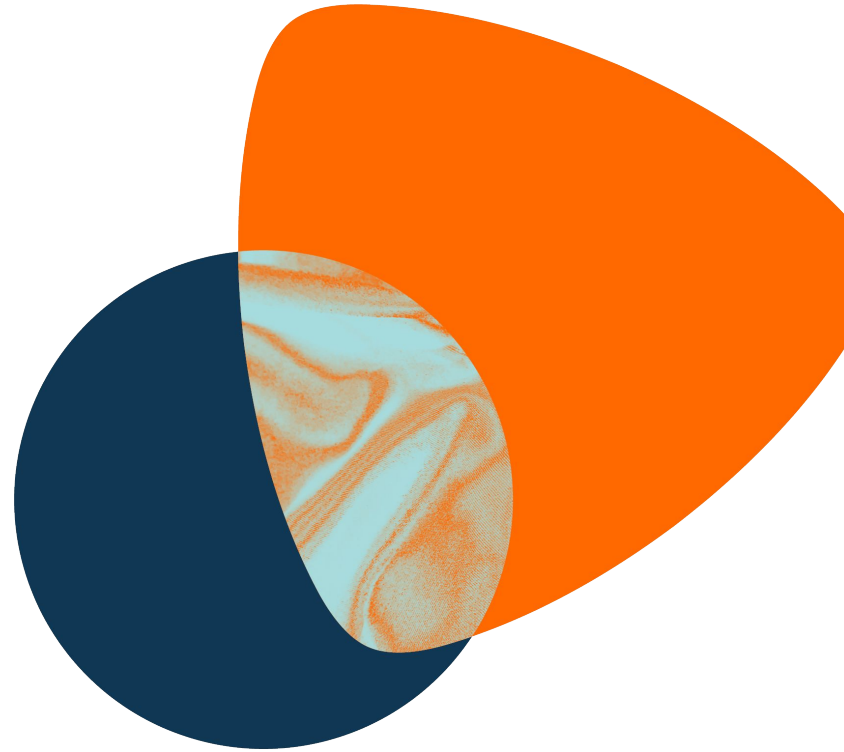
- Customer acquisition and deepening customer relationships
- Low brand consideration among younger female customers
- Content production & consumer activation in difficult times of COVID-19

Platform solution:

- **ZMS insights** enabled TNF to understand consumers and their own positioning better
- Based on the insights, ZMS Creative **ideated & produced inspiring content** for the right target audience
- **Integrated media activation** from branding to performance all along the user journey with the **right message at the right moment.**



Summary

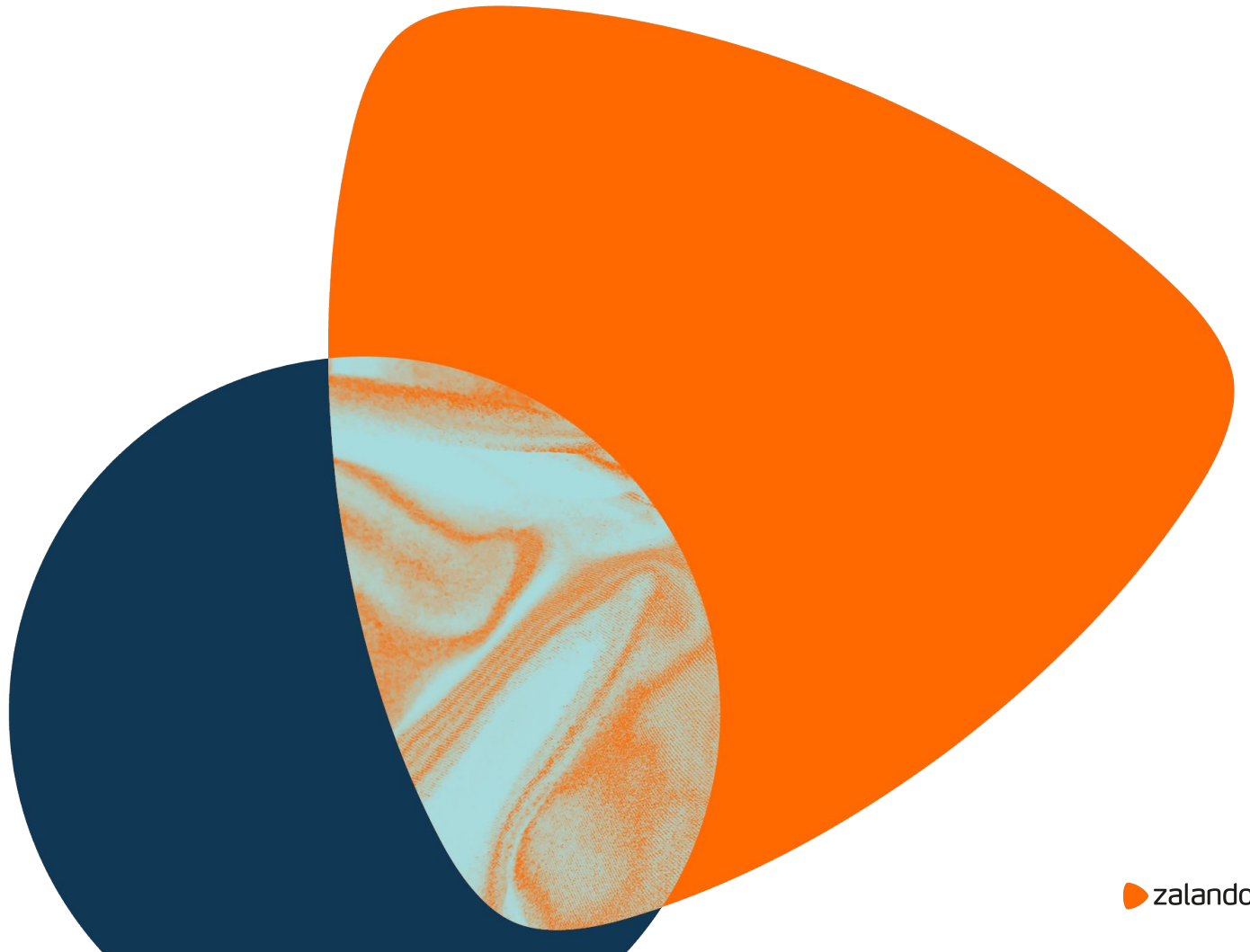


Enabling DTC

Driving Internationalisation

Deepening customer relationships

Q&A



Disclaimer

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