

Primark Click & Collect

20 June 2022

Primark Click & Collect

- significant business opportunity from Click & Collect
 - capability now in place
 - careful identification of starting point
 - builds on existing strengths in product and supply chain
 - trial to test, learn and optimise
- strong business performance emerging from the pandemic
- accelerating store expansion programme internationally

UK website launch

- new website launched in UK in April
 - mobile-first design
 - much richer product content
 - showcasing 70% of product range, up from 20% previously
 - enabling customers to check stock availability in their chosen store
- driving higher conversion to purchase in store



Classic Drawstring Joggers

Everyday joggers for everyday chillaxing


£6.00

Ref# 991020848511

Colour: Dark Blue



Size (UK):

 [Size Guide](#)

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CHECK AVAILABILITY IN STORE

 [Share](#)

DESCRIPTION

Jog on, we've got some relaxing to do! These classic joggers tick all the essential boxes - two deep pockets, stretchy waistband, drawstring ties and elasticated ankles. After a long day, all you'll want to do is pull on a pair of these and officially activate comfort mode. Pair with your favourite hoodie for running errands, relaxing at home, enjoying some Netflix or even to bed, the possibilities are truly endless. We think we might be in love...

Material: Cotton 50%, Polyester - Recycled 50%

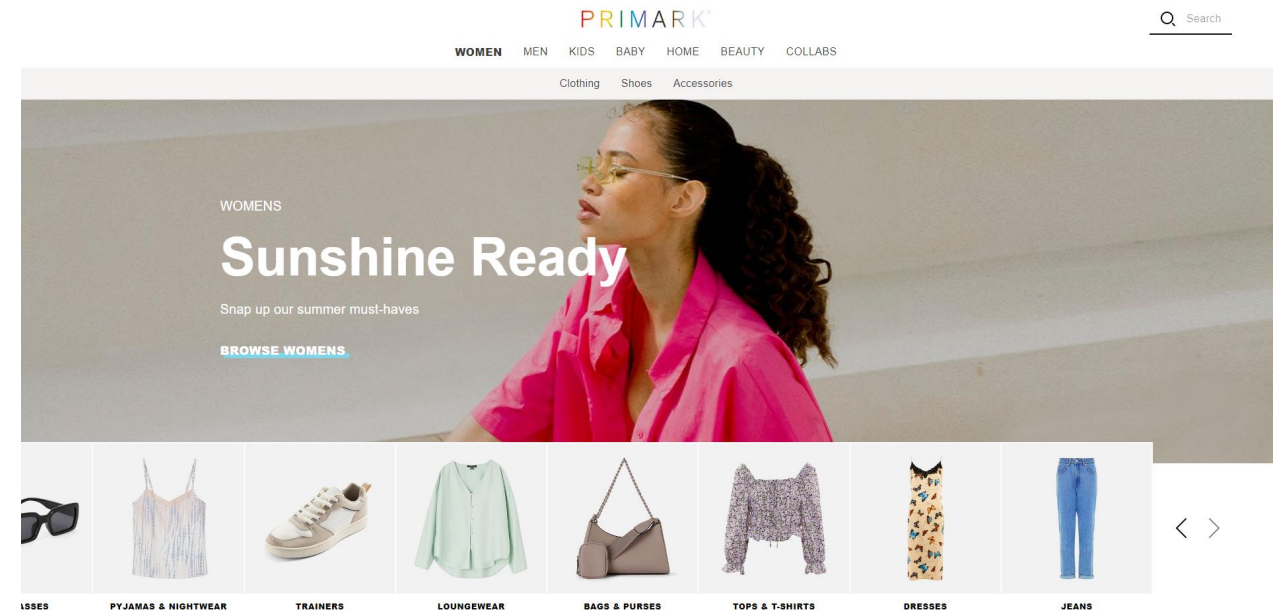
Colour: Dark Blue

Model is wearing size: M

Model height: 175 cm

Positive customer response

- strong performance of all website metrics
 - traffic to the new site increased by c.60%
 - customers viewing twice as many pages per session
 - almost 15% of website visitors using new stock checker facility



Click & Collect: starting with Kids

- category where we have clear strength
- satisfies unfulfilled demand
- will offer customers much expanded range of kids' products, complementing in-store offer
- building to some 2,000 options across clothing, accessories and lifestyle products, meeting broad range of family needs
 - online exclusives – c.40% of options
 - double the choice of product for customers to an average sized store
 - up to four times more choice for customers of smaller stores
 - particular focus on license, multipacks and larger nursery products

Click & Collect: UK trial

- up to 25 stores in the northwest
- a representative sample of store size and formats
 - average size of 43k square foot
 - ranging in size from 13k to 150k square foot
- targeting launch towards end of calendar 2022
- expect to drive higher footfall to store and deliver incremental sales from both existing and new customers while minimising substitutional sales

Seamless customer journey

- orders collected from designated areas in heart of the store
 - repurposed customer service desks
 - Click & Collect signage to navigate customer to collection space
 - journey designed to drive “attachment” basket
- customers select nominated collection day up to a week in advance
- customer is notified when order is ready
- Click & Collect orders free to collect
- returns accepted free of charge in store



Dedicated distribution centre

- Click & Collect orders processed and dispatched to store from dedicated UK distribution centre
 - suppliers will prepare majority of stock to be e-commerce ready using minimal packaging and plastic
 - manual pick and pack operation for duration of trial
- plans to automate in due course

Transformed digital capability

- built a modern and scalable technology platform
 - Oracle in all stores and depots
 - roll out of new state of the art point-of-sale terminals on track for calendar year end
- created in-house capability
 - attracted experienced talent from leading consumer and digital brands into new Digital and Technology functions
 - integrated with key commercial functions
- established trusted partnerships
 - EPAM Systems – primary design and technology partner
 - Publicis – lead digital marketing agency
 - Salesforce – digital solution specialist
 - Clipper – retail logistics provider

Business opportunity

- we now have both physical and digital assets in place
- Click & Collect allows us to supply our customers with wider product ranges
- starting with Kids where there is unfulfilled demand
- profitable sales whilst minimising substitution
- the opportunity goes beyond Kids
- trial to confirm the economics

PRIMARK®

Thank you