

極度乾燥(しなさい)
Superdryplc

CAPITAL MARKETS EVENT

16th October 2018



Agenda.

- 4.30pm** **Introduction** – Euan Sutherland
- 4.40pm** **Adapting stores for a digital world** – Nick Tatum & Gordon Knox
- 4.55pm** **Enhancing margins through automation**– Shaun Packe & Paula Kerrigan
- 5.10pm** **Precise design DNA** – Alex McFarlane-Watts, Laura Hannam & Gemma Evans
- 5.30pm** **Conclusion and Q&A**
- 6.15pm** **Drinks & product showcase**

極度乾燥(しなさい)
Superdryplc

INTRODUCTION

Euan Sutherland
CEO



Purpose.



We design and make clothes for **everyone** to help them look and feel **amazing**

Mission.



Get an item of **Superdry** in every **wardrobe**

Intent.



Deliver **brand growth**



- Global consumer perspective
- **Precise design DNA**
- Global brand platform
- Super Responsible 40



- Unleashing our design capabilities
- Collaborative innovations
- Extend to new categories



- **Adapting our stores for a digital world**
- **Enhancing margins through automation**
- Globally aligned, multi-channel retail and wholesale sales teams



- World leading Wholesale
- Accelerate Ecommerce
- US and China opportunities

Introducing: Brigitte Danielmeyer.

Chief Product Officer



- Brigitte brings with her a deep experience of brand, product, design and retail, built over a 22 year career in fashion
- At Tommy Hilfiger she defined the look of the brand's womenswear globally, including the critically acclaimed capsule collections with super model Gigi Hadid
- Her role at Superdry will support our Global Digital Brand strategy by delivering innovation and creativity from our in-house design teams

極度乾燥(しなさい)
Superdryplc

ADAPTING STORES FOR A DIGITAL WORLD

Nick Tatum
Global Retail Director

Gordon Knox
Logistics Director



Adapting Stores For A Digital World.

Listening to our customers

"I can't find what I want"
"You don't have my size"
"There is nothing in store for me"

"I'm not inspired to go into Superdry"

"You've run out of bestsellers"

"Store staff aren't able to help me get the product I want"

FY19 Priorities

RFID
LINEAR AND GRADING
SUPERFAST REPLENISHMENT
DROP AND LOCK

GLOBALLY ALIGNED PROMOTIONS
(STUDENT EVENT, MID SEASON SALE, BLACK FRIDAY)
TARGETED IN STORE MARKETING

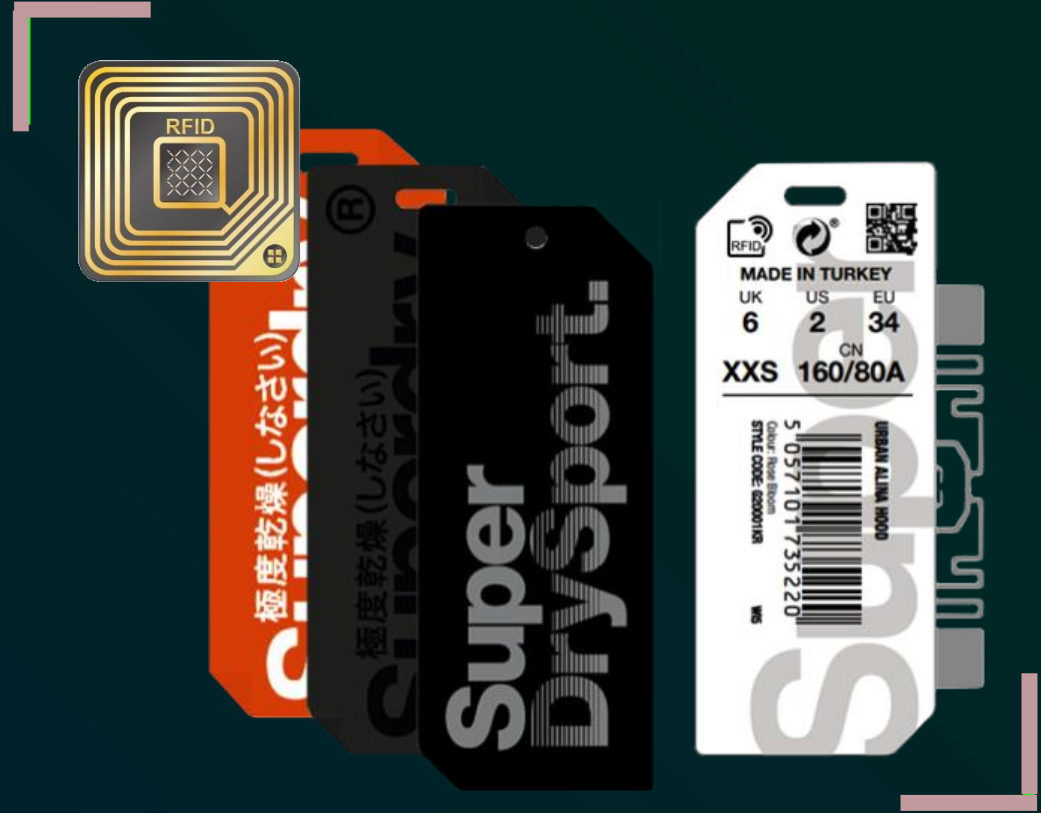
SINGLE STOCK POOL
ISTs REINSTATED

IKIOSK
CLICK & COLLECT / RESERVE & COLLECT
IPAD

Scale of opportunity

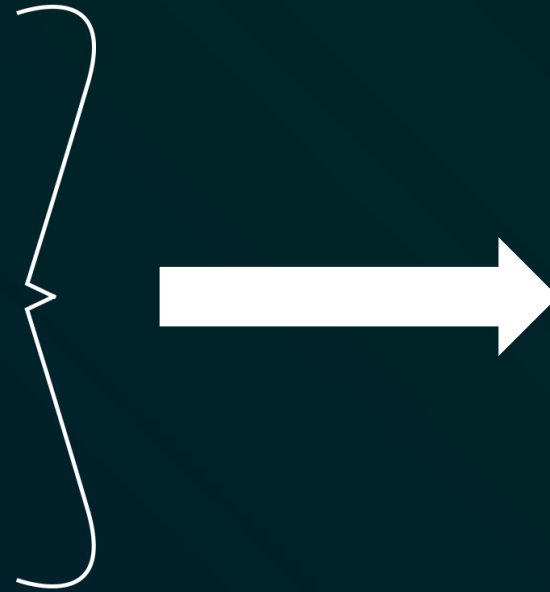


RFID



Why RFID?

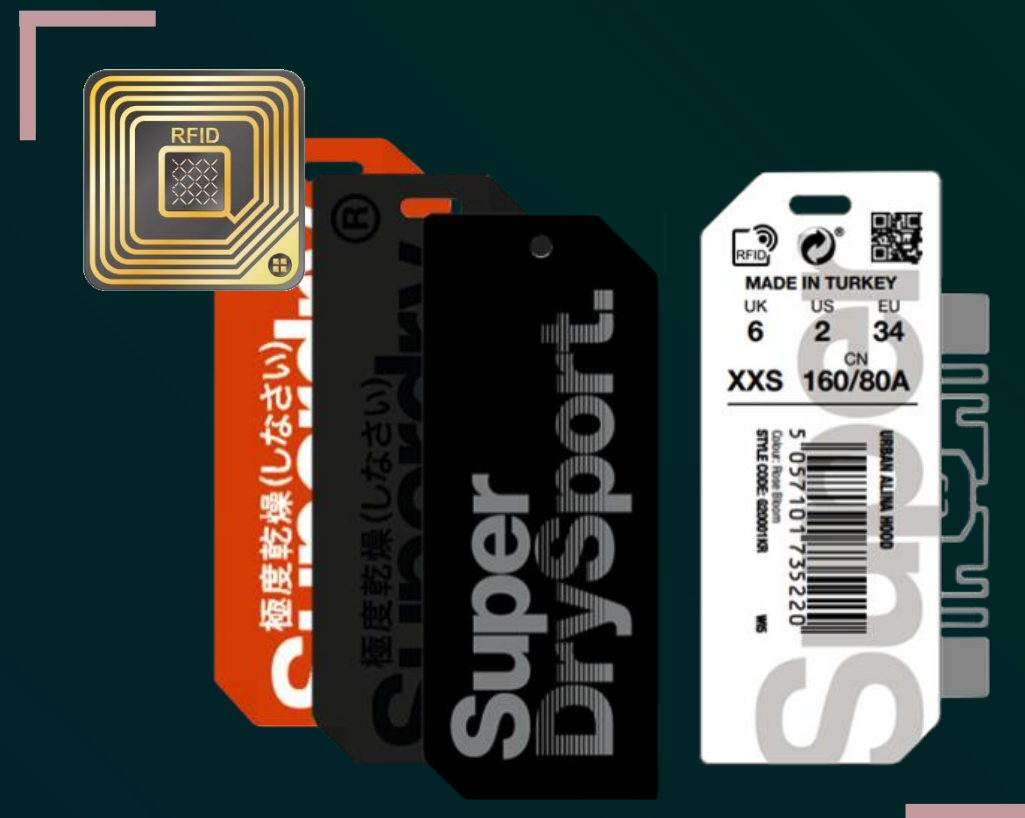
1. **Greater Accuracy**
2. **Actionable Data**
3. **Mobile Access**
4. **Stock Reduction**



- Improved Superdry customer experience – Revenue driving
- Lower costs
- Improved working capital efficiency

What is RFID?

- A small, unpowered chip embedded in the swing tag or in future, embedded in the garment
- Completely unique fingerprint for that specific single item



Where are we?

Phase 1

27 UK and 3 US stores before Peak 2018

Phase 2

All remaining own stores by Autumn 2019

2017

5 store trial

2018

Rollout

Platform Development

Source Tagging

2019

Full Rollout

What has it given us so far?



ACCURACY



DATA



MOBILE ACCESS



**STOCK
REDUCTION**

What has it given us so far?



ACCURACY

100% accuracy on outbound stock

99.5% accuracy on store stock

99.5% accuracy on location of store stock

(versus 72% pre RFID)

What has it given us so far?



DATA

We can count Bicester
in 10 minutes versus 6 hours

Availability issues in real time

What has it given us so far?



Mobile Access
Live demonstration

What has it given us so far?



2016 – 36,000

2017 – 24,000

2018 – 13,000

STOCK
REDUCTION

(Cheltenham Store example)

Immediate Benefits.



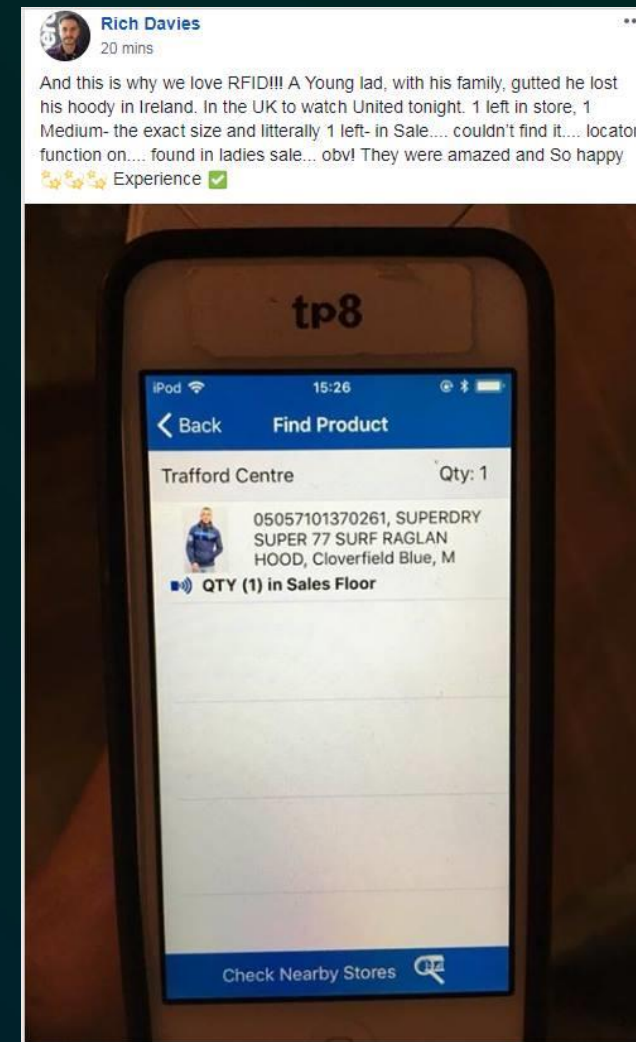
Local digital marketing

Better availability

Improved customer experience

Customer Experience.

Rich Davies, Store Manager at Trafford



Future Applications.

- Ecom Fulfilment
- Store of One Ranging
- Customer Self Serve



Accuracy + data = better decisions, faster

極度乾燥(しなさい)
Superdryplc

ENHANCING MARGINS THROUGH AUTOMATION

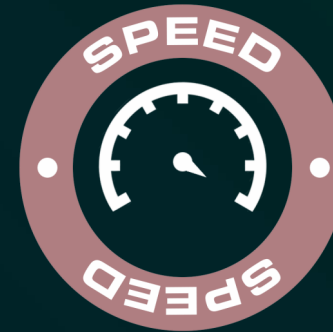
Paula Kerrigan
Transformation Director

Shaun Packe
Sourcing Director



Automation.

Our Priorities



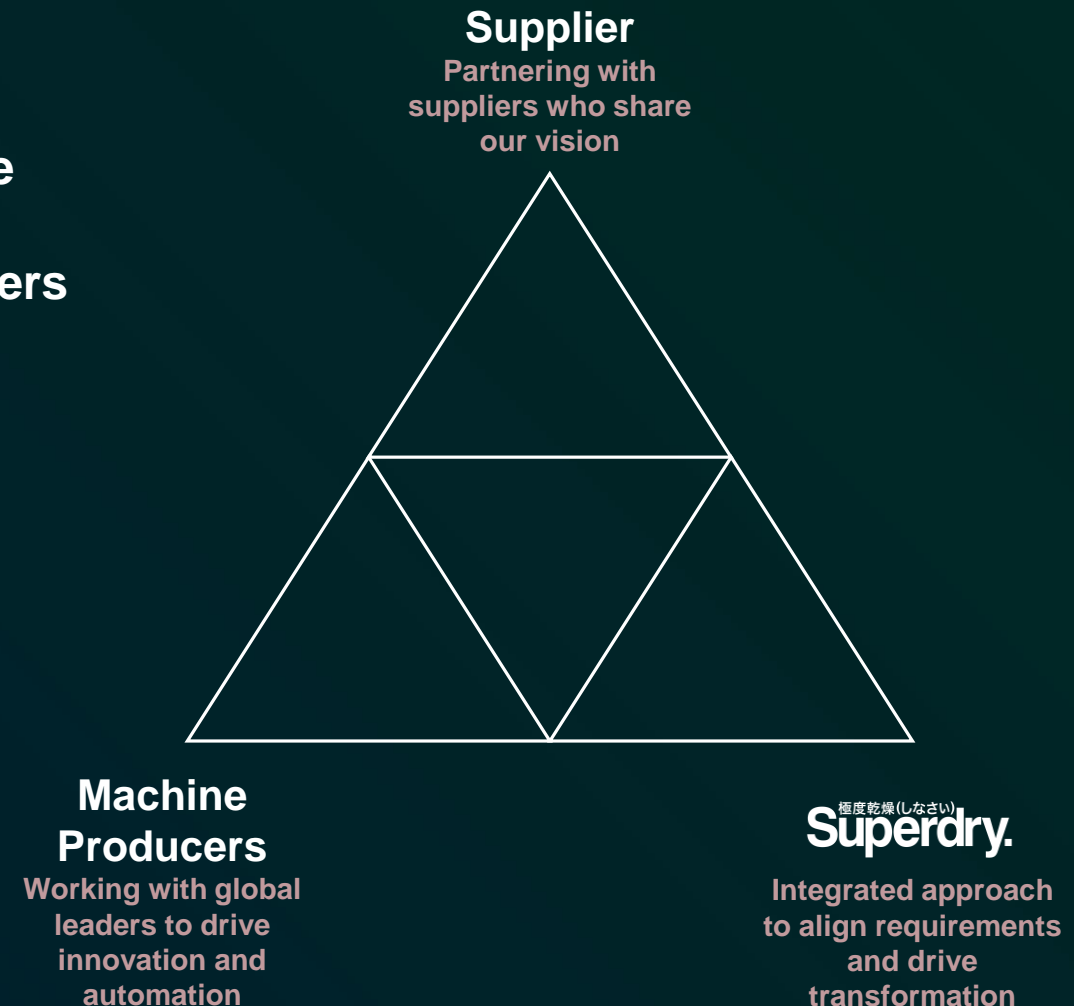
Background

- **The apparel industry has been very slow to evolve**
- **Any advancements have been supplier lead and slow**
- **Main focus has been to move to lower cost sourcing regions**
- **The apparel industry is heading towards a big bang moment**

Automation.

Our Strategy

1. 3 year project to transform our supply base
2. Become global leader by partnering suppliers and machine producers
3. Fully integrated, automated and cost optimised irrelevant of location
4. Creating a sustainable supply base for the long term future



Why 3D Design?



Speed to Market



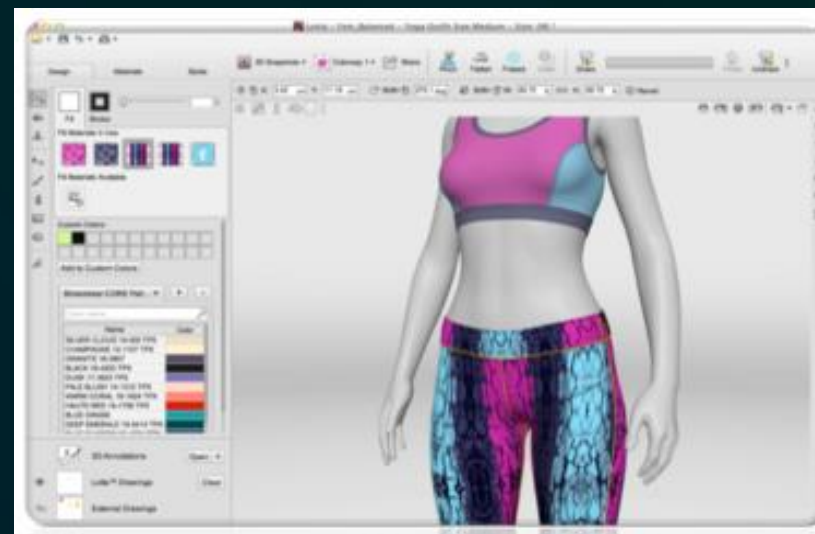
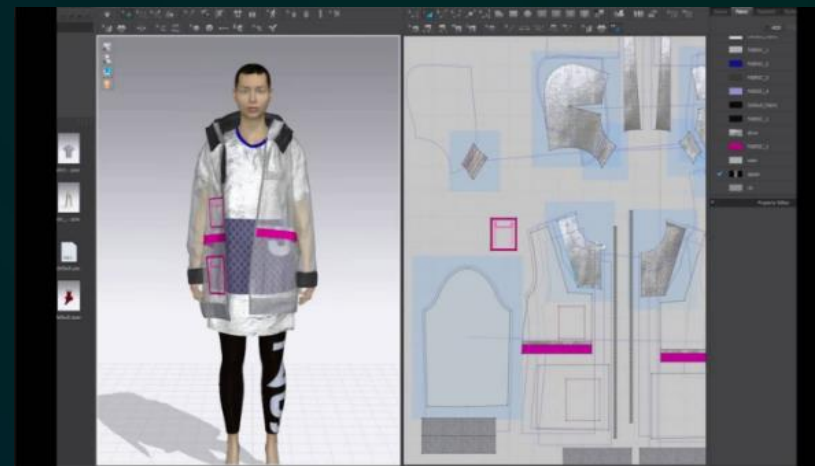
Reduced Cost



Improved Quality

3D Design.

- Designing product digitally
- Granular material visibility
- Automatic upload to suppliers

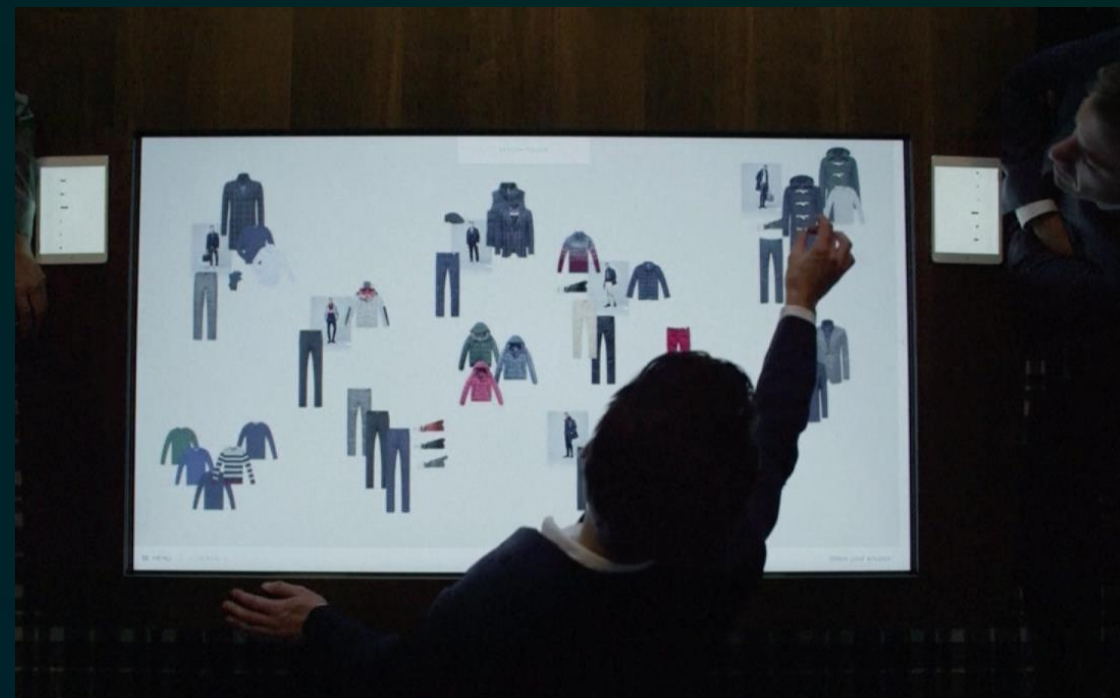


Opportunities.

Samples driving Wholesale



Digital Showrooms



Opportunities.

Sewing machines



Machines that sew



極度乾燥(しなさい)
Superdryplc

**PRECISE
DESIGN
DNA**

Alex McFarlane Watts
Head of Category Management - Menswear

Laura Hannam
Senior Buyer - Womenswear

Gemma Evans
Head of Merchandising - Menswear



Quality Obsession.

- Premium base fabrics
- Direct relationships with best-in-class suppliers
- Superior quality control enabled by regional offices

SUPERDRY
PREMIUM

LARGE

360 Design Detail.

- In-house team of 50 designers
- Hand drawn graphics and unique prints
- Bespoke Superdry components and trim



Value for Money.

- Quality fabrics, materials and finishes
- Product elevation
- Value add innovative designs





CUSTOMER SEGMENTATION



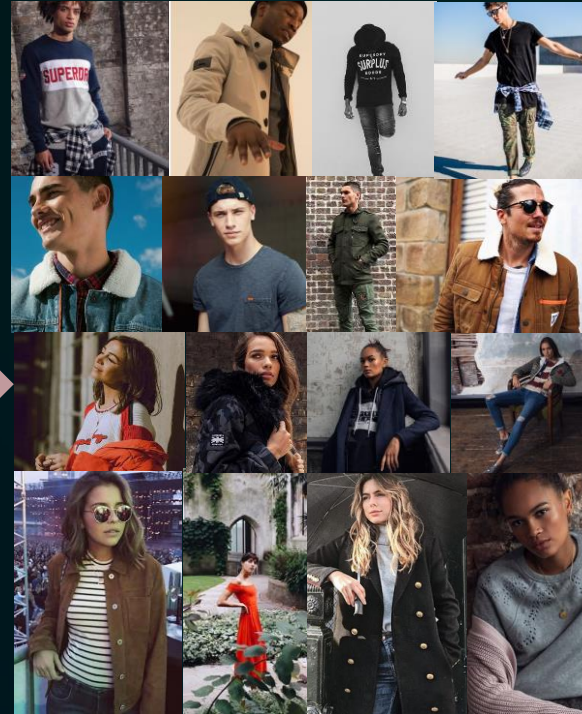
Customer Segmentation.

“Heritage”



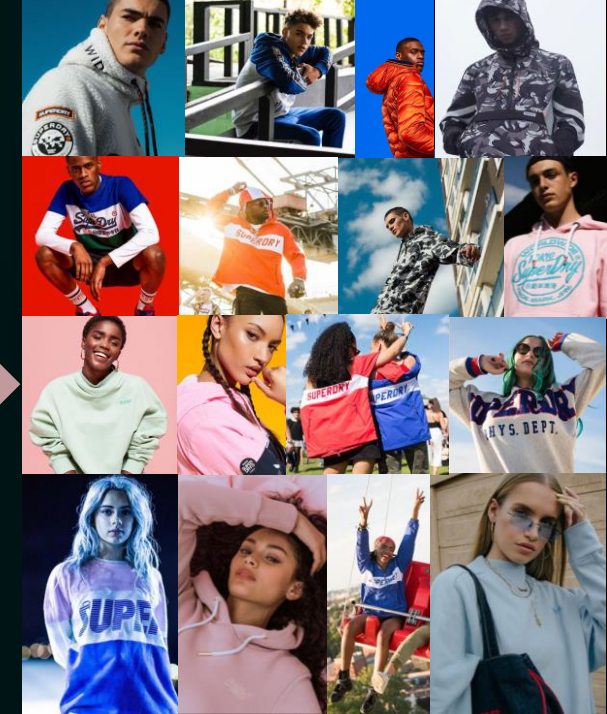
Brand loyal / Less trend driven

“Current”



Stylish / Trend aware

“Early Adopter”



Fashion forward / Trend led

DISRUPTION

INNOVATION

“Heritage”

- Loves Superdry for our vintage Americana-Japanese inspired graphics
- Looking for Superdry’s updated iconic heritage pieces



Market leading garment print applications

“Current”

- Appreciates Superdry’s quality & attention to detail
- Looking for pared back, timeless pieces with subtle branding



The
SUPERDRY
[Edit]

“Early Adopter”

- Appreciates innovative disruptive designs
- Looking for statement pieces

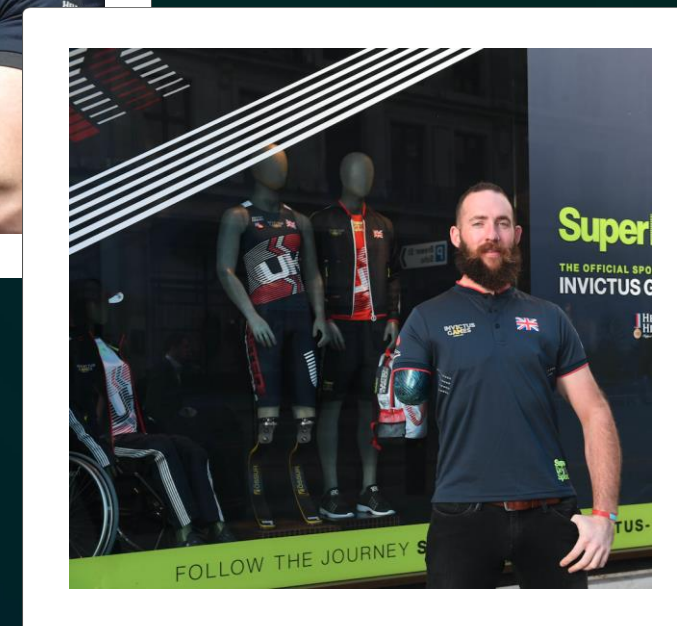


"Preview" - our disruptive innovation



Invictus.

- An inspirational year working with the athletes to deliver full technical kit and athleisure wear for supporters
- Unveiled the first disabled mannequin in the West End in our Regent St Store window
- Significant brand enhancement; massive international reach; on track to hit targets:
 - 1bn opportunities to see Superdry Invictus Sports kit
 - 185,000 extra visits to superdry.com
- True partnership established with the athletes and Help for Heroes with excellent future partnership opportunities as well



極度乾燥(しなさい)
Superdry plc

Q&A

