



e-merchant

E-COMMERCE PLATFORM & SERVICES



E-Commerce Outsourcing & consulting

E-merchant, a subsidiary of the Pixmania Group, provides high-end services enabling brands to build and expand their online business worldwide

Supported by Pixmania, which has over 10 years' experience in European e-business, e-merchant's e-commerce outsourcing offer covers every area of online sales, from creating sellers' websites, hosting, IT maintenance and product merchandising to online marketing, European logistics, payment and fraud prevention and customer services

Through its consulting offer, e-merchant works with clients every step of the way, helping to define strategies with feasibility studies, e-business plans, optimisation of the value chain business model, and international and multi-channel expansion

e-merchant

Exclusive e-commerce solutions in Europe

Pixmania: Europe's leading E-Tailer with over 10 years' experience



- Founded in 2000
- Near \$1,3 billion turnover in 2011*
- 1,400 employees
- Operates in 26 countries
- 65 e-commerce websites
- 17 languages
- 9 million customers
- Over 30 million unique visitors per month
- 1.4 million products
- 17 stores
- A subsidiary of Dixons Retail Plc since 2006

Dixons Retail Plc

- Over \$13 billion – 2011 turnover*
- 1,200 retail stores
- 38,000 employees
- 100 million customers
- + 5 million square feet of warehousing surface

*Financial year ending April 2011



E-commerce consulting services

**Looking to launch an e-business, or want to boost your online sales?
Our consultants can provide the support you need**

- Feasibility study and formulation of e-business plans
- Optimisation of value chain business model: purchase funnel, supply chain management, creating and implementing media plans, design and deployment of e-business practices
- European deployment study (26 countries)
- Launch of multi-channel strategy

E-commerce outsourcing

Already have a project in mind?

Send us the full details and let us handle the operation and day-to-day-management of your business to boost your online sales

Focus on your brand, and leave all the complexities of e-business to e-merchant !

E-commerce platform

- Robustness : over \$2 billion of online sales volume
- Natively Multi-Countries, Multichannel, Multi-brands, Multi-activities (BtoB et BtoC)
- Designed to boost productivity and quality and maximise revenue
- Centralised rights management
- Interfaces enabling clients and partners to transfer data between information systems
- Comprehensive and full-featured applications: website management, product management, order management, traffic management and reporting

Services

- A team of e-business experts to manage day-to-day operations on your behalf
- In-depth knowledge of international markets
- Tailored services: group packages or individual consulting and support services
- A commitment to quality of service
- Command of the entire e-commerce value chain

BEST SOLUTION
for International Expansion



Strategy & management

Helping you every step of the way

A range of consulting services to help you launch and run your e-commerce: daily monitoring and ongoing support for all your business operations.

E-commerce consulting

- E-business and multi-channel strategy
- Business planning
- Operational recommendations to optimize each level of the value chain
- E-business benchmarking

Management

- A dedicated account manager to monitor your day-to-day activity
- Tailored consulting services and the option of delegating all or part of your operations to our teams
- Analysis and recommendations from our consultants with qualitative studies and audits

Merchandising

Proactive management of products and services

Increase your margin by adopting the best practices on the internet for up-selling and cross-selling

Enhanced web content

- Copywriting
- Translation
- Videos, 3D animation
- Product photographs

Effective sales management

- Multi-country, multi-currency, multi-brand, BtoB specificities
- Up-selling, cross-selling, related products & bundles
- Real-time pricing
- Flexible management of promotions
- Optional Market Place creation and management

Web agency

Best of breed design tailored to your business

e-merchant's web agency builds and creates content for e-business websites

Web project management

- Front-office specifications and recommendations
- Detailed storyboarding and creative briefs
- Search engine optimization (SEO)
- Beta testing

Creative

- Art direction, web design, iconography and graphics
- Designing and programming user interfaces in compliance with web standards
- Online merchandising and promotional design
- Web ergonomics and user experience optimization

Technical implementation

- Technical development and integration
- Configurable deployment template
- Development of animations and applications

Site animation & webmastering

- Product merchandising and promotional action plan
- Management and deployment of pages for promotional events
- Copywriting, blog creation and management

Online marketing

Boost sales and analyse ROI

Drive sales, reduce acquisition cost and increase customer loyalty thanks to our in-house marketing agency

Customer acquisition

- Strategic and marketing plans for all European markets
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Affiliate marketing
- Shopbot management and daily optimization
- Market research
- Online advertising

Effective sales management

- Promotional direct email marketing
- Loyalty programs
- Discount codes

Customer relations

Customer centric' service : putting customers first

A customer care service for guaranteed customer satisfaction

Order lifecycle management

- Payment processing, account reconciliation
- VAT management
- Fraud prevention
- Processing returns and refunds

Payment methods

- Over 38 payment methods in 26 countries across Europe

Multilingual customer contact centre providing information and support, and closing sales

- Providing support in 17 languages to customers in 26 countries
- Real-time customer and order management system
- Email response in local language

Extended warranties and special services

Logistics

24- to 48-hours delivery to 26 countries in Europe

State-of-the-art facility, cutting-edge technology and standardized procedures for stock management and order processing

Stock management

- Dynamic Storage System
- Optimization of storage location
- Secure zones for high-value goods

Processing

- Picking, packing, shipping
- Outbound logistics and delivery management

Multi-channel capability

- Seamless integration with existing physical stores
- A range of delivery methods (standard, express, courier, etc.), drop-spot pick-up, in-store pick-up, ship-to-shop for in-store collection

Reverse logistics

- Returns management
- Product testing
- Product repackaging

Hosting & support

Technology for business

High availability system ensuring technical issues do not slow down your business

Applications supporting e-business

- One application for each major process
- Applications designed by a leading e-business company
- Constant innovation building on previous achievements

Suitable for high volume technical solutions

- Over 70 sites hosted and managed
- Ability to build dedicated infrastructures

High availability guarantee

- Commitment to SLA (Service Level Agreement)
- High availability infrastructure with 4 active-active redundant hosting sites
- 24-hours a day, 7 days a week monitoring

Technical integration

Making e-commerce the core of your information system

The e-merchant platform has been designed to comply with your Business Rules, processes and existing information systems.

Project management methodology

- Customer- and result-oriented project management
- Adapted to the e-business industry

Interface development

- Existing interfaces
- Standard interfaces or specific developments depending on your information system

Best practices

- Analysing requirements
- Advice and recommendations
- Compliance with your Business Rules and processes

e-merchant Partner of Brands

E-commerce consulting

Our e-commerce consultants can provide support and consulting services on a pro rata basis to prepare and formulate your e-business project or boost your online sales.

> Invoiced per hour

E-commerce outsourcing

The best of both worlds on a day-to-day basis: bringing together your knowledge of the brand and our e-business solutions.

Delegating operations to experts striving to achieve common sales targets while respecting your brand's strategy.

> Package invoiced based on implementation plus revenue sharing upon launch of website.

I

SAVE TIME

Take advantage of Pixmania's understanding of the European e-business industry to boost your online sales

II

DEVELOP YOUR BUSINESS ACTIVITY IN EUROPE

thanks to our in-depth market knowledge

III

BENEFIT FROM THE KNOW-HOW OF AN E-COMMERCE LEADER

on all e-commerce work streams

IV

CHOOSE EFFICIENCY with a dedicated localised platform that's solid and reliable.

Retail



Largest retailer in Europe and second largest worldwide

With over 16,000 outlets in 33 countries and more than 470,000 employees, the Carrefour Group is the second largest worldwide retailer and the leading retailer in Europe. The Carrefour Group has chosen e-merchant to manage its non-food online ranges in its top European countries : France, Belgium, Spain, Italy.

www.carrefour.fr



General online retailer, BtoC, 26 countries

Created in 2000, Pixmania.com is the largest online consumer electronics e-tailer. With 30 million unique visitors per month and more than 9 million customers, Pixmania operates in 26 countries across Europe selling more than 1.4 million products.

Pixmania.com owes its success to the availability of its stock, competitive prices, quick delivery and range of services.

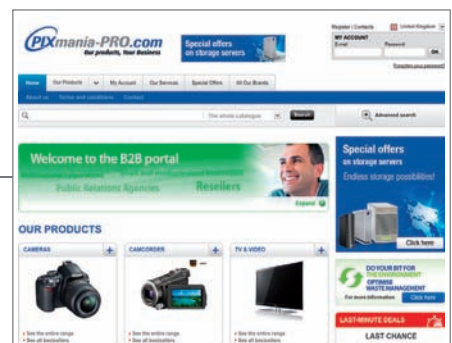
www.pixmania.com



General online retailer, BtoB, 23 countries

Pixmania-Pro was created to meet the growing demands of small to medium-sized businesses, large groups, local authorities, and even retailers. As part of the Pixmania Group, Pixmania-Pro offers a broad range of products, as well as services tailored to the needs of professionals, such as a dropshipping service.

www.pixmania-pro.com



Telecommunications



Mobile service provider, BtoC and BtoB, France

In 2005, Bouygues Telecom - the third largest mobile service provider in France with more than 10 million customers - outsourced the creation and management of all its eCommerce websites to e-merchant, including Bouygues Telecom, Bouygues Telecom Pros & Universal Mobile.

www.laboutique.bouyguetelecom.fr / www.boutiquepros.bouyguetelecom.fr
www.boutique.universalmobile.fr



Consumer electronics & Home appliances



I.T., BtoC, United Kingdom

PC World is one of the largest multichannel specialist electrical retailers in the U.K., with an eCommerce website and 160 stores.

www.pcworld.co.uk



Consumer Electronics and Home Appliances, BtoC, United Kingdom

Dixons is one of the largest online pure-play retailers of Consumer Electronics and Home Appliances in the U.K.

www.dixons.co.uk



Consumer Electronics and Home Appliances, BtoC, United Kingdom

Currys is one of the largest multichannel retailers of Consumer Electronics and Home Appliances, with an eCommerce website and 505 stores.

www.currys.co.uk



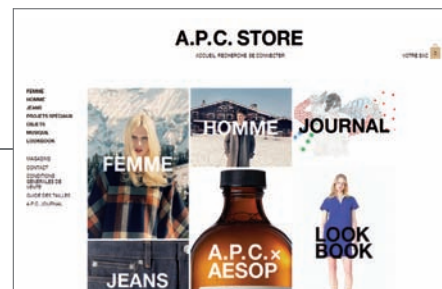
Fashion

A.P.C. STORE

Women's, Men's and Children's fashion, BtoC, France

Established in 1987 by Jean Touitou, A.P.C. stands out in the fashion industry. Its timeless, ultra-simple collections include key pieces with a streamlined design.

www.apc.fr



Women's fashion, BtoC, France

Brand Bazar is a multi-brand retailer located on Paris's left bank, at 33 rue de Sèvres in the 6th arrondissement. The boutique was opened in 2002 by Nathalie and Patricia Samson with their friend Edith Ayache. Brand Bazar is a smart mix of prêt-à-porter brands and fashionable accessories, as well as more intimate collections from the Samson sisters' favourites.

www.brandbazar.com



Sud★express

Women's fashion, BtoC, France

With 110 stores in France, Sud Express is a fashion brand that has been designing women's clothing for over 20 years.

www.sudexpress.com



Luxury Goods

S.T. Dupont

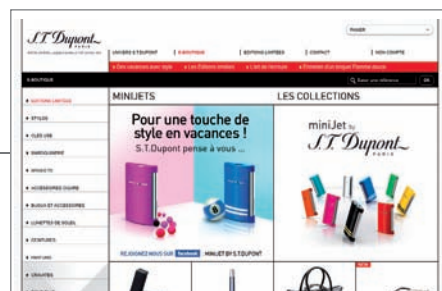
PARIS

MAÎTRE ORFÈVRE, LAQUEUR & MALLÉTIER DEPUIS 1872

Luxury goods, BtoC, 3 countries in Europe (France, Germany, Belgium), US and Asia

Established in 1872, S.T. Dupont is a French company that designs a range of accessories using unique craftsmanship. Its pens and lighters are renowned worldwide.

www.boutique.st-dupont.fr



MONNIER Frères

High-end accessories, BtoC, France

Monnier Frères was created in response to the growing demand for luxury products over the internet, and sells more than 3,000 products from 50 brands, with both established names and emerging talent. The creators of this innovative site, Jean and Guillaume Monnier, used their extensive experience in retail and the luxury industry to join forces with Marc Simoncini and Françoise Montenay with their expertise in luxury goods and eCommerce.

www.monnierfreres.fr





e-merchant, a Pixmania Group company (Dixons Retail plc.)

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