

► Accès membre

EURATEX General Assembly

Brussels, June 9th

[MOT DE PASSE OUBLIÉ ?](#) [DEVENIR MEMBRE](#) [QUI SOMMES-NOUS ?](#) [PRESS ROOM](#)



vente-privee.com : the success story

- ▶ **10 years** of success to become the **No.1 European e-commerce site** for total number view pages*
- ▶ **International development**: open in France, Germany, Spain, Italy and the UK
Recently opened in Austria and Belgium
- ▶ More than **12,3 million** members including **8,8 million** in France and **7,300** new members per day in average
- ▶ **€969 million** gross turnover
- ▶ More than **2,000** sales in Europe: more than **41 million** products sold & **12,2 million** parcels dispatched in 2010
- ▶ Fluid, user-friendly and no advertising website
- ▶ **1,200** partner brands
- ▶ **1,322** team members



(source : Médiamétrie /NetRatings) – March 2011



vente-privee.com : No.1 French e-retailer

- ▶ **6,2 millions** unique visitors a month
- ▶ **52,1 millions** total visits a month
- ▶ **8,9** visits per member, per month (average)
→ *2.5 times more than Amazon with 3,6 visits per month*
- ▶ **40 minutes & 9 seconds** spent on site per member per month (average)
→ *ahead Amazon, 12min 40sec*
- ▶ **835 millions** page views per month = **135** page views per person (average)
→ *3,3 times more than Amazon with 253 million*



(source : Médiamétrie /NetRatings) - March 2011

Over 30 innovative departments

Sales



In-house & high quality:
Offering brands the best service



Marketing

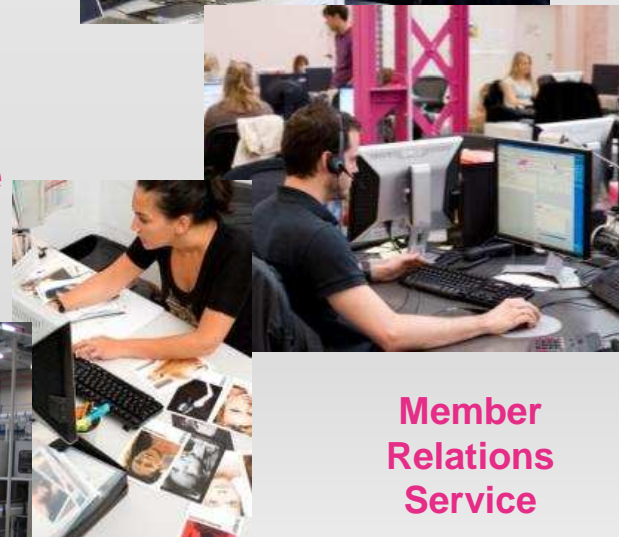
Digital Factory



IT



Logistics



Member Relations Service

Production

vente-privee.com: sector experience

The Digital Factory by vente-privee.com: No.1 European image production centre (3,800 m²) & top modelling agency client



The Digital Factory

- ▶ 3,300 sales planned 2010
- ▶ 15,000 photos taken / day
- ▶ 30 photo shoots / day
- ▶ 60 photo studios
- ▶ 5 film studios
- ▶ 5 sound studios
- ▶ 55 original pieces of music composed / month



Marketing: serving members and brands



A special relationship with members

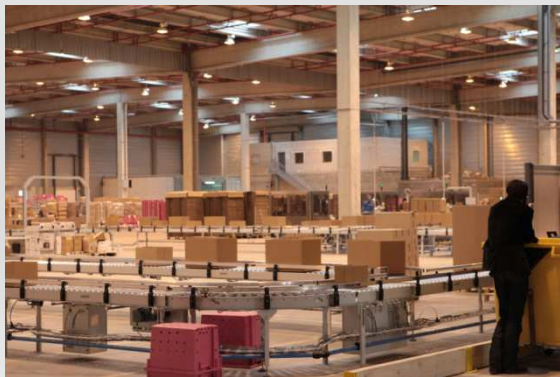
- ▶ **extensive buyers understanding:** young, average 36 years old, city-based and loyal (more than 4 purchases a year)
- ▶ **permanent contact:** gift vouchers (VPcado), blog (Cécile de Rostand's Blog), widget to stay connected (VPbubble)

High quality customer experience

- ▶ **feedback** from sales in terms of performance and member profile
- ▶ **accompany brands** in their strategy



vente-privee.com : space brings performance



Logistics

- ▶ 425 employees
- ▶ 75,000 parcels sent a day
- ▶ 12,2 million parcels sent in 2010
- ▶ 125,000 m² of warehouse space (Blanc-Mesnil, Saint Vulbas, Lyon, Mitry-Mory, Madrid, Germersheim)
- ▶ New warehouse: Lyon 3

Award

- ▶ 2nd prize “King of the Supply Chain”, Supply Chain magazine, France



vente-privee.com & its members: a special relationship

*'97% of members questioned have a good or very image of vente-privee.com.
92% are satisfied or very satisfied with their experience'* * according to an study by
the ExactEtudes Institute¹ in 2009



Member Relations Service

- ▶ 110 employees
- ▶ 25,000 calls / month
- ▶ 77,000 emails / month
- ▶ 500 letters / month



Awards

- ▶ “Best Customer Service of the Year 2010 & 2011“, *BVA-Viséo Conseil Study, France*
- ▶ “Customer Service 2010“, *AFRC, Association for Customer Service, France*

* *BVA-Viséo Conseil Study - Best Customer Service of the Year 2011 election*



vente-privee.com & its members: France's favourite brand*

'vente-privee.com is France's favourite apparel brand'

* OC&C Study



- ▶ No.1 brand in front of Zara and Etam
- ▶ No.6 overall most appealing brand, behind Ikea and Amazon (but ahead of Leclerc & FNAC)

'vente-privee.com is the brand consumer recommend most often'

BrandZ study, conducted by the Millward Brown Institute



- ▶ No.1 'recommended' brand in the 'e-commerce' category
- ▶ No.5 'recommended' brand – all categories (behind **Google**, **Pampers** or **Apple iPhone** but ahead of **Chanel**, **Lindt** or **Nespresso**)



vente-privee.com: e-commerce at the service of traditional retail*

The TNS Sofres study conducted in June 2010 shows that appearing on vente-privee.com helps a brand increase its brand awareness: average **13%** awareness increase among members and **24%** among members buying in the last six months.

It also shows that:

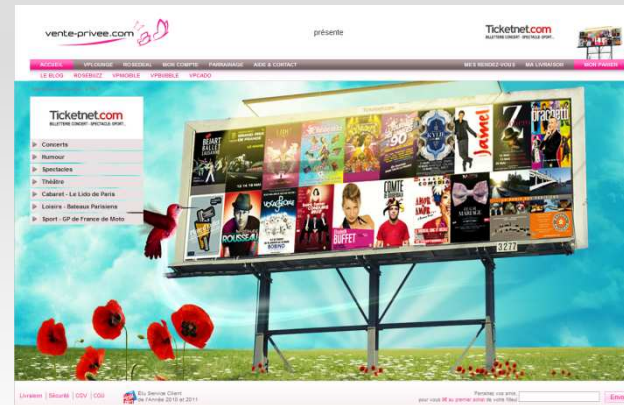
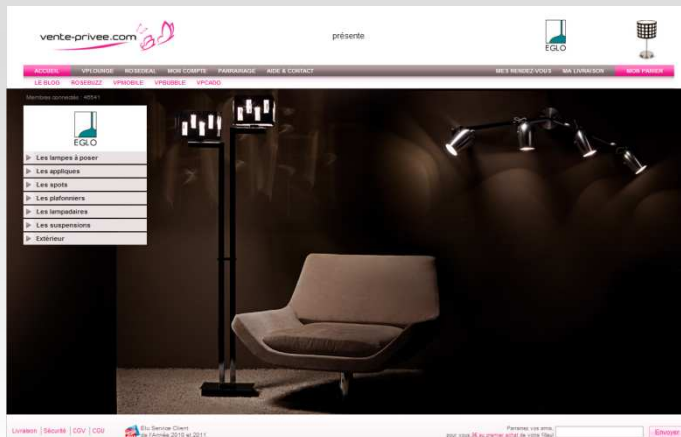
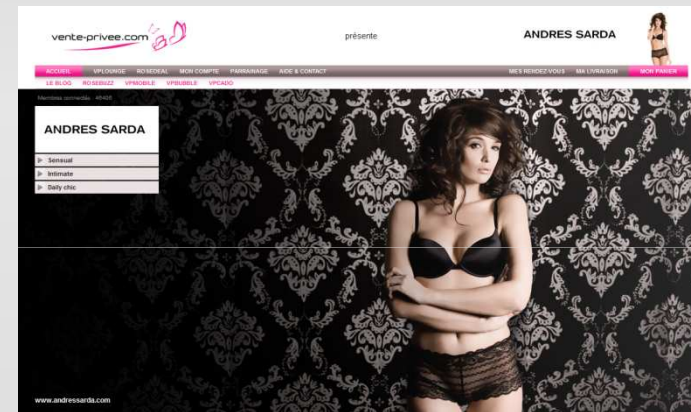
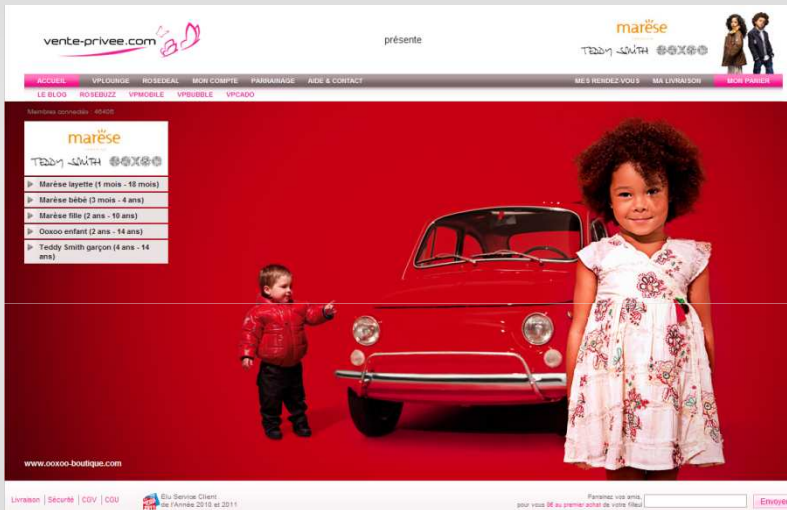


- ▶ **vente-privee.com encourages purchase in brands' traditional retail networks:** Nearly 4 out of 10 members buy in the brand's traditional retail network after visiting vente-privee.com.
- ▶ **vente-privee.com provokes impulse buying:** 62% brought in-store due to frustration at being unable to buy on the site (limited stock).
- ▶ **vente-privee.com generates publicity for brands:** 31% bought in-store after vente-privee.com reminded them of a brand that hadn't yet purchased from
For 17%, buy in-store from a brand they discovered and bought from on vente-privee.com

* TNS Sofres study – June 2010: 1,380 vente-privee.com members having bought in the previous 6 months

vente-privee.com: a varied offer

From **lingerie** to **theatre tickets**, **children's PAP** to **furniture**: all categories featured on **vente-privee.com**



Exceptional sales



Disney ticket & holiday sale:
more than 80,000 park entry tickets &
20,000 hotel packages sold
in November 2010

Desigual Men/Women PAP sale:
more than €3,000,000 in sale
in December 2010



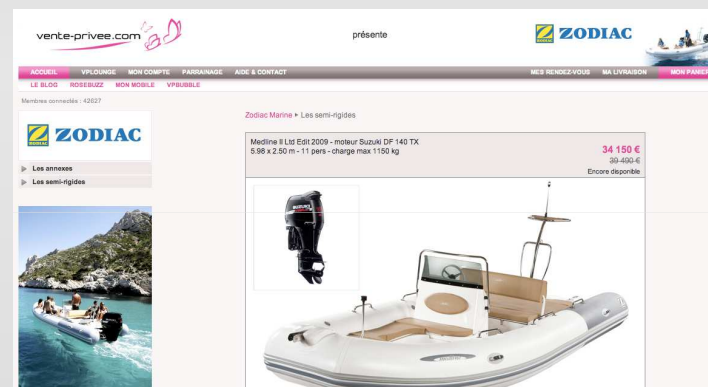
Puma sportswear sale:
more than €2,000,000 in sale
in July 2010

Exclusive sales

Freebox subscription for €10 for 1 year on vente-privee.com



Exclusive **Zodiac** sale on vente-privee.com



Membres connectés - 40532

LES CHANES  

Homme
Femme
Enfants

LA VENTE + QUE PRIVEE

CHER MEMBRE,
SUITE A UNE BREVE OPERATION DE MAINTENANCE TECHNIQUE, LE SERVICE CLIENT EST MOMENTANEMENT INDISPONIBLE.
NOUS VOUS INVITONS A VOUS RECONNECTER ULTERIEUREMENT.
MERCI DE VOTRE CONFIANCE.
CECILE DE ROSTAND
RESPONSABLE DU SERVICE RELATIONS MEMBRES
VENTE-PRIVEE.COM



Canal + subscription for only €10 a month for 1 year



vente-privee.com: the fun facts



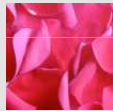
- ▶ **€10 million** for the last Disney sale in November 10, the highest turnover for a single sale



- ▶ More than **50,000** sex toys sold in 3 days



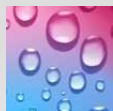
- ▶ **1,2 million** bottles of wine and champagne sold each year, making vente-privee.com the No.1 wine e-distributer in France



- ▶ More than **100,000** rose plants sold in 3 days



- ▶ **2,500** watches of a very prestigious brand were sold in 48 seconds!



- ▶ More than **3,400** swimming pools sold in 3 days



- ▶ Other curious products sold: tickets for shows/musicals, fireplaces, jacuzzis, holidays, diamonds, accessories for dogs, taps and fittings, heaters.

See you soon on
vente-privee.com

The logo for Vente-privee.com, featuring three stylized butterfly icons in a light blue color, positioned to the right of the text.