

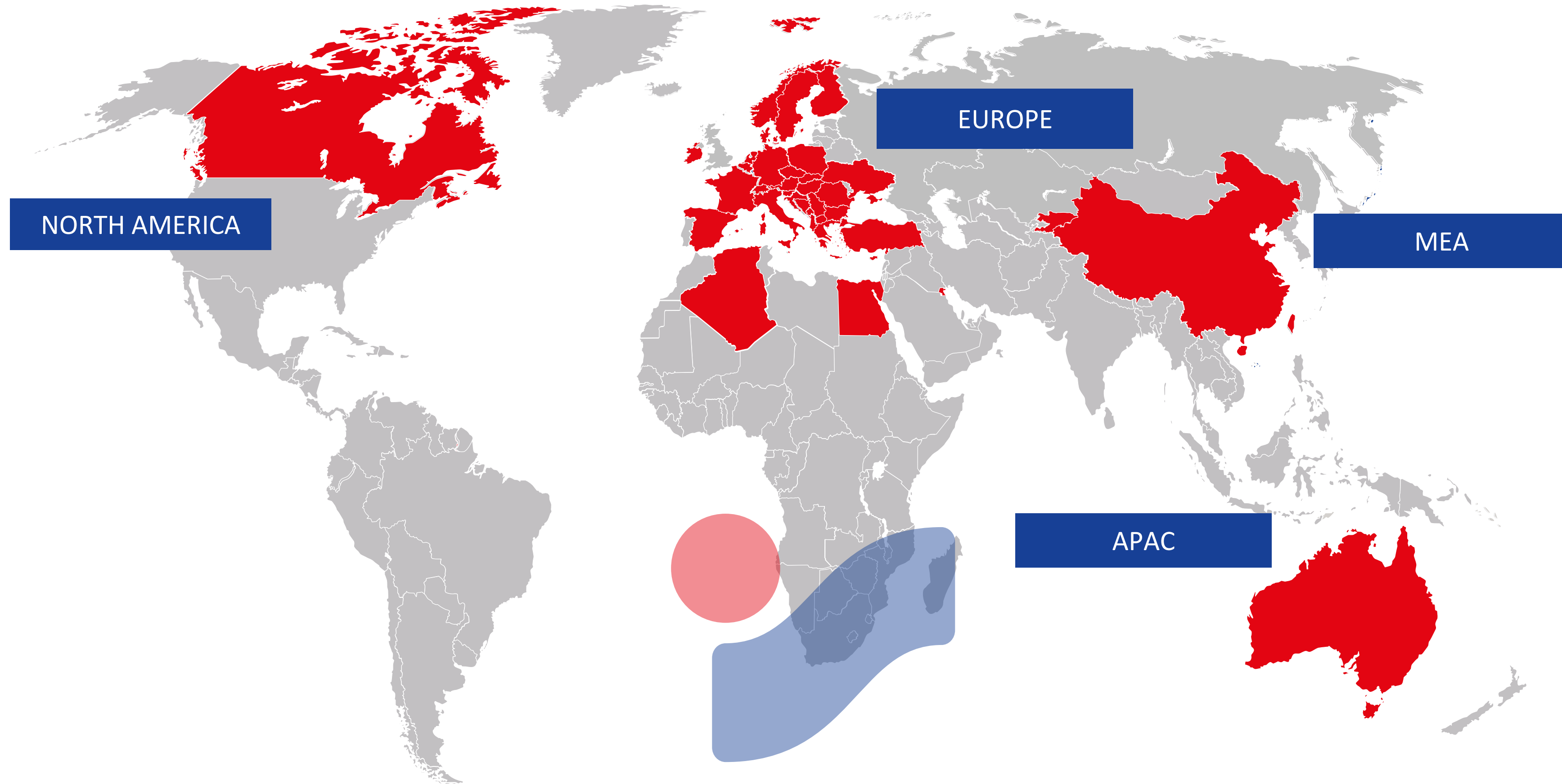


WINNING WITH WAREHOUSING:
POWERING OMNICHANNEL AND
CLICK AND COLLECT



MONIQUE TYRER
ECOMMERCE TRADING MANAGER





AWARENESS

WESLIE KALVERDA	1:48:26
WESLIE KALVERDA	1:50:24
WESLIE KALVERDA	1:52:03
WESLIE KALVERDA	1:53:28
WESLIE KALVERDA	1:57:36
WESLIE KALVERDA	1:58:24
WESLIE KALVERDA	2:16:04
WESLIE KALVERDA	1:58:24
WESLIE KALVERDA	1:58:24

WINTERSPORT
HYROX
MAASTRICHT

werkenbijdefensie.nl | **INTERSPORT** | **HYROX** | **OUR SPORT IS**
MAASTRICHT

INTERSPORT | **HYROX**

OFFICIAL TITLE PARTNER



BRAND AWARENESS

EAFC PARTNERSHIP

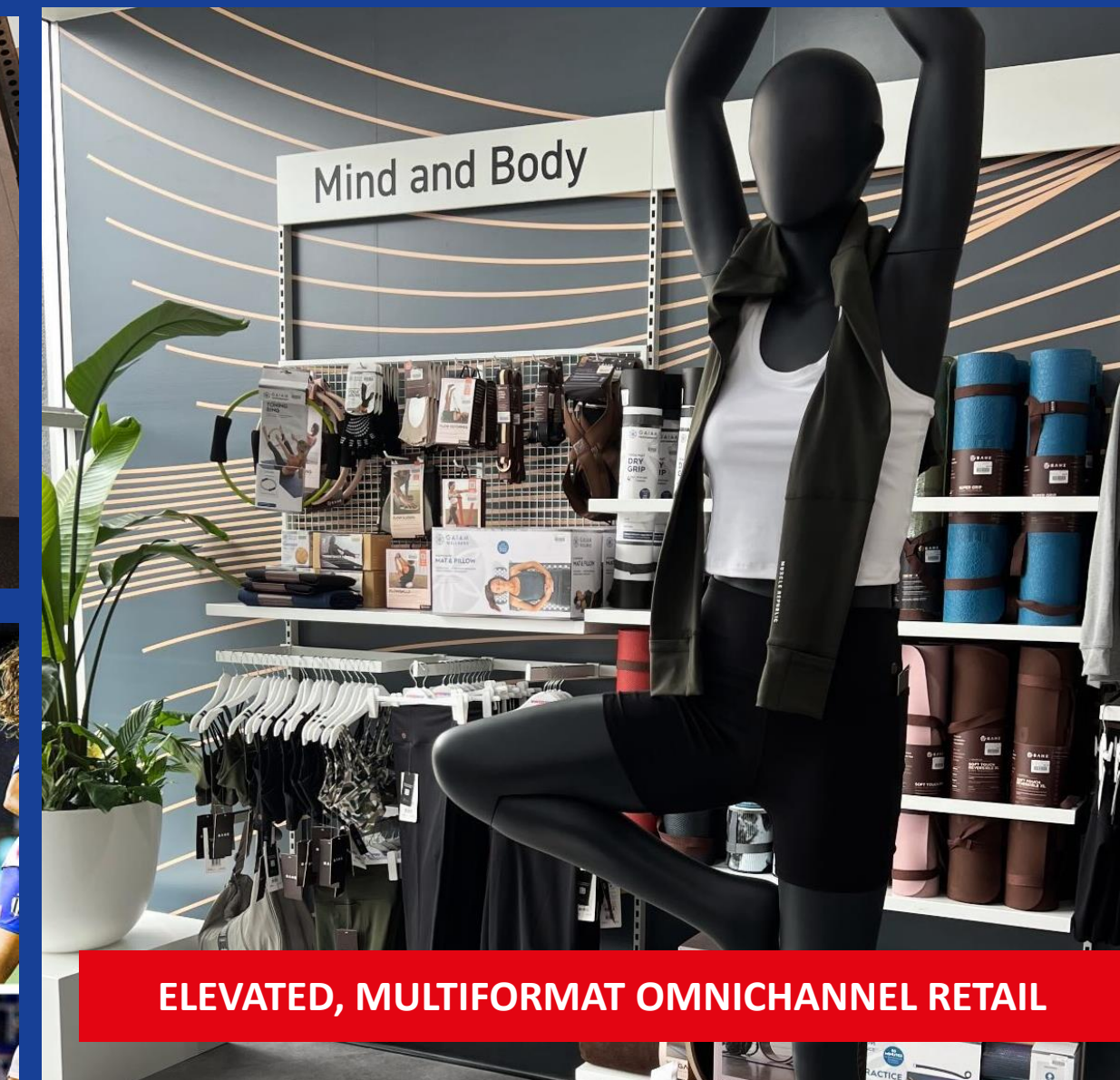


IHF HANDBALL PARTNERSHIP



OUR BRAND IS POSITIONED AT THE HEART OF SPORT

READY SET GROW





OUR VISION:

TOGETHER WE ARE THE
BEST SPORTS SPECIALTY
RETAILER IN OUR
COMMUNITIES

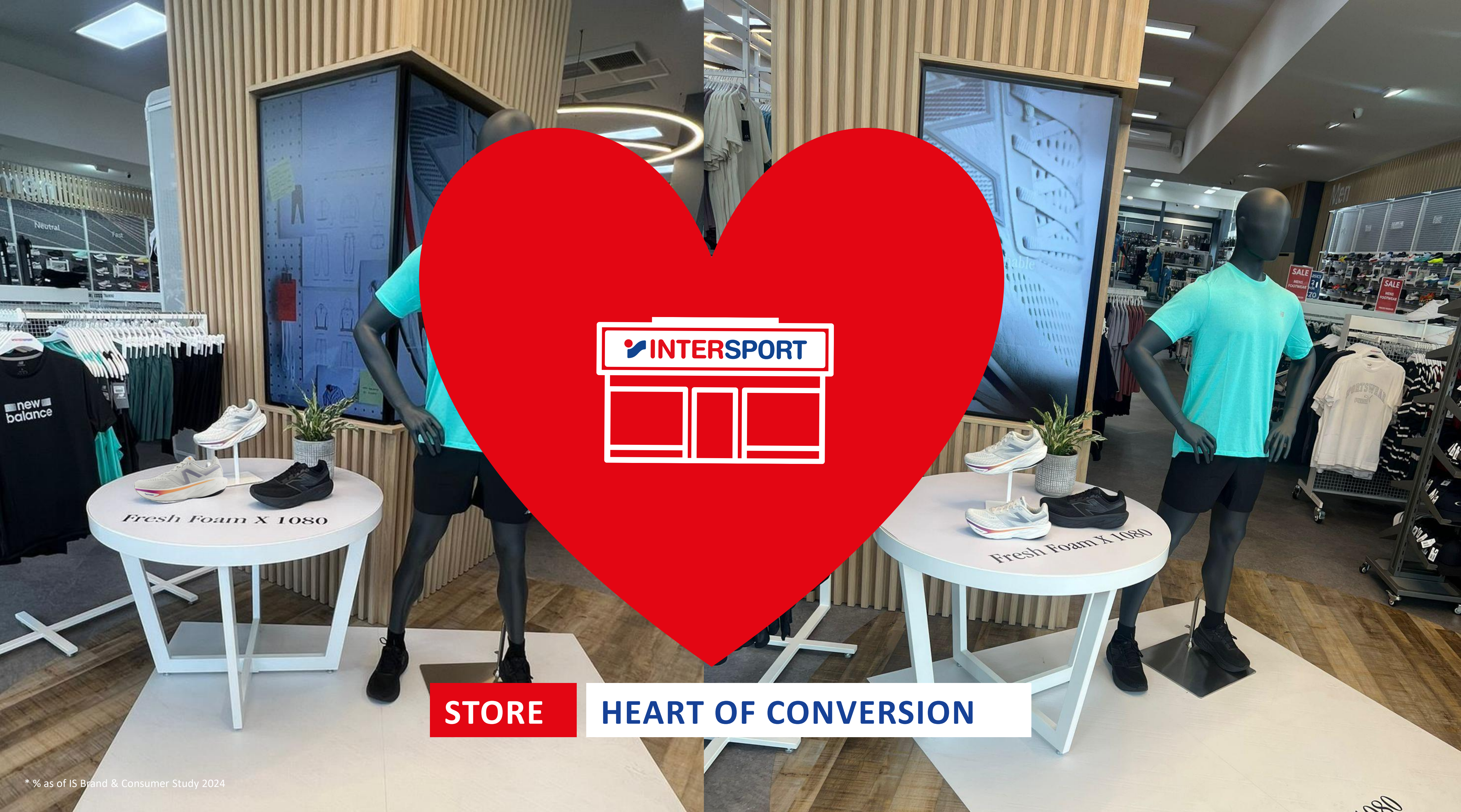


OMNICHANNEL JOURNEY

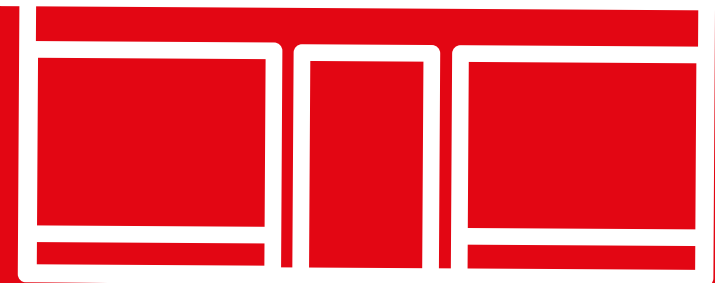
HOW DO WE

WIN?





INTERSPORT



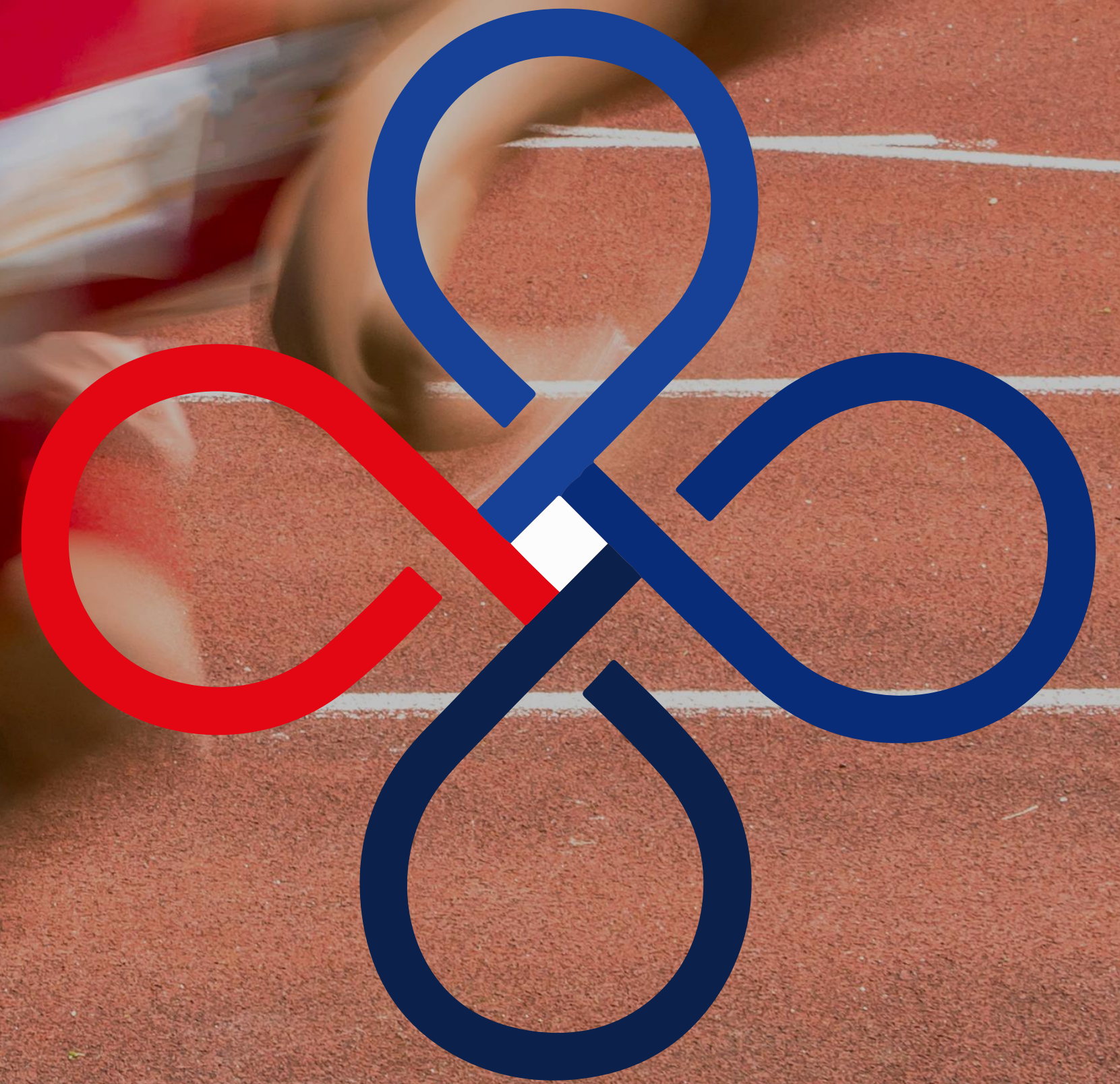
STORE

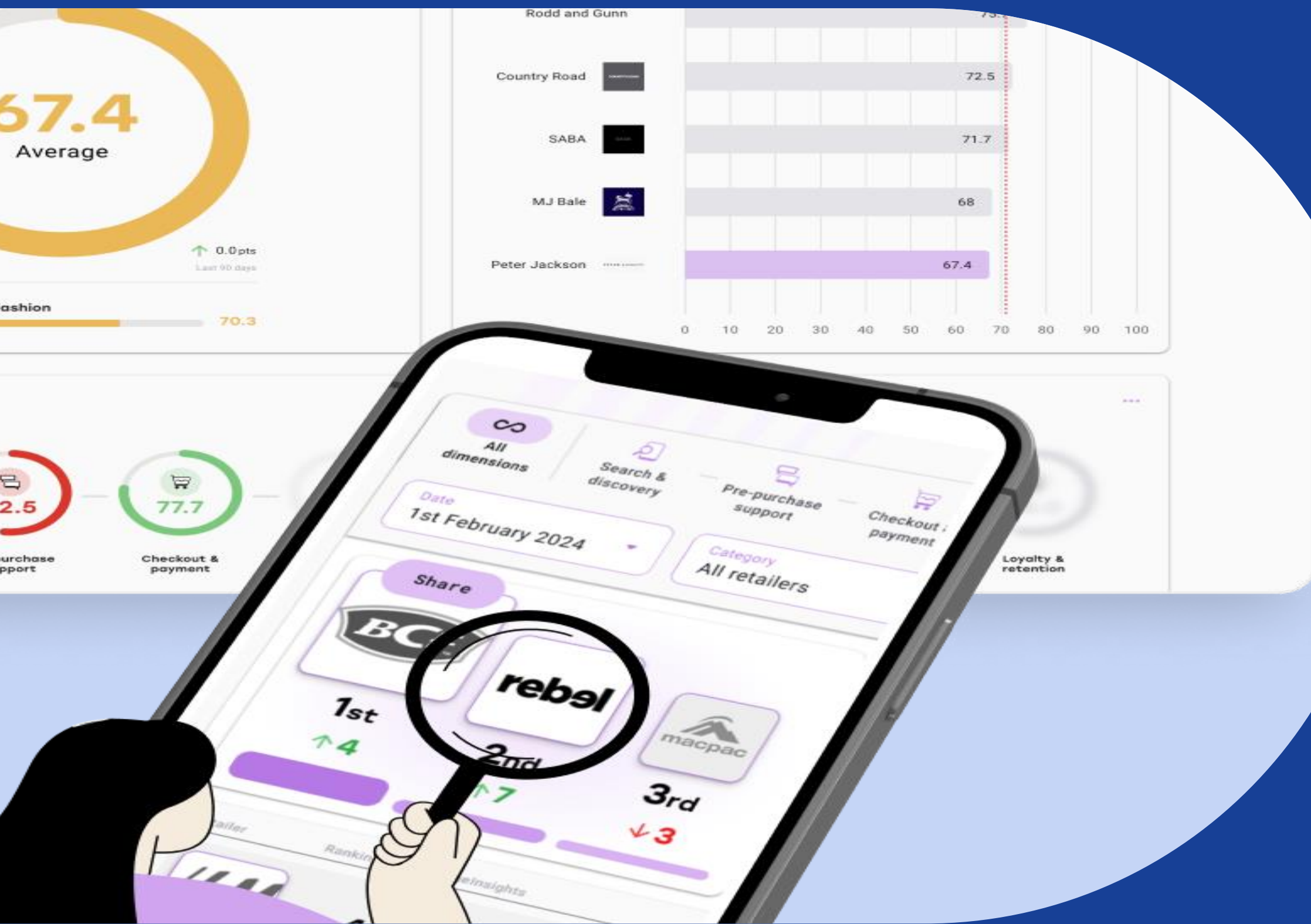
HEART OF CONVERSION

* % as of IS Brand & Consumer Study 2024

STORES AT THE FOREFRONT OF FULFILLMENT

OMNICHANNEL APPROACH





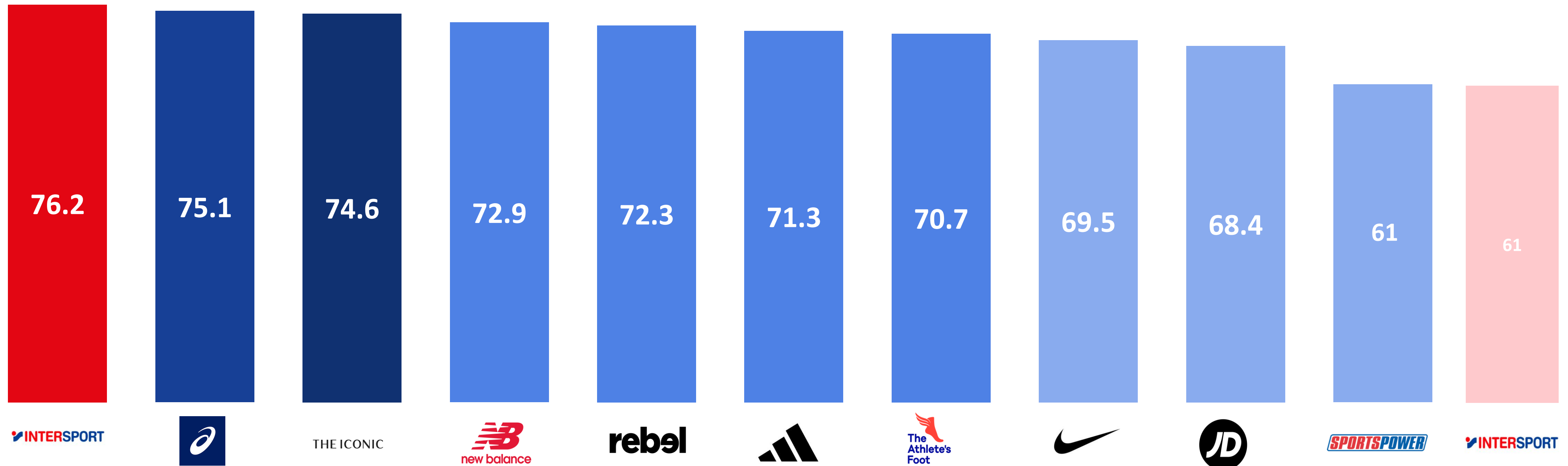
HUMII CUSTOMER RESEARCH

ONLINE MEASURING UP IN MARKET

ONLINE CUSTOMER EXPERIENCE INDEX SCORES

INTERSPORT HAS HAD THE STRONGEST CX GROWTH

THAN ANY OTHER RETAILER IN PAST 12 MONTHS.



Source: <https://insideretail.com.au/online-cx-index>



SPEED & ACCURACY

MULTI-CARRIER OPTIONS OFFER COST-EFFECTIVE AND EFFICIENT DELIVERY TO CUSTOMERS



SOH VISIBILITY

STRONGER ALIGNMENT ON STOCK ON HAND .



SCALABILITY

OMNICHANNEL APPROACH – ALIGN AND INVEST IN CHANNELS THAT DRIVE OUR BUSINESS FORWARD.

Local fulfillment drives click and collect

OMNICHANNEL JOURNEY

OMNI-CHANNEL

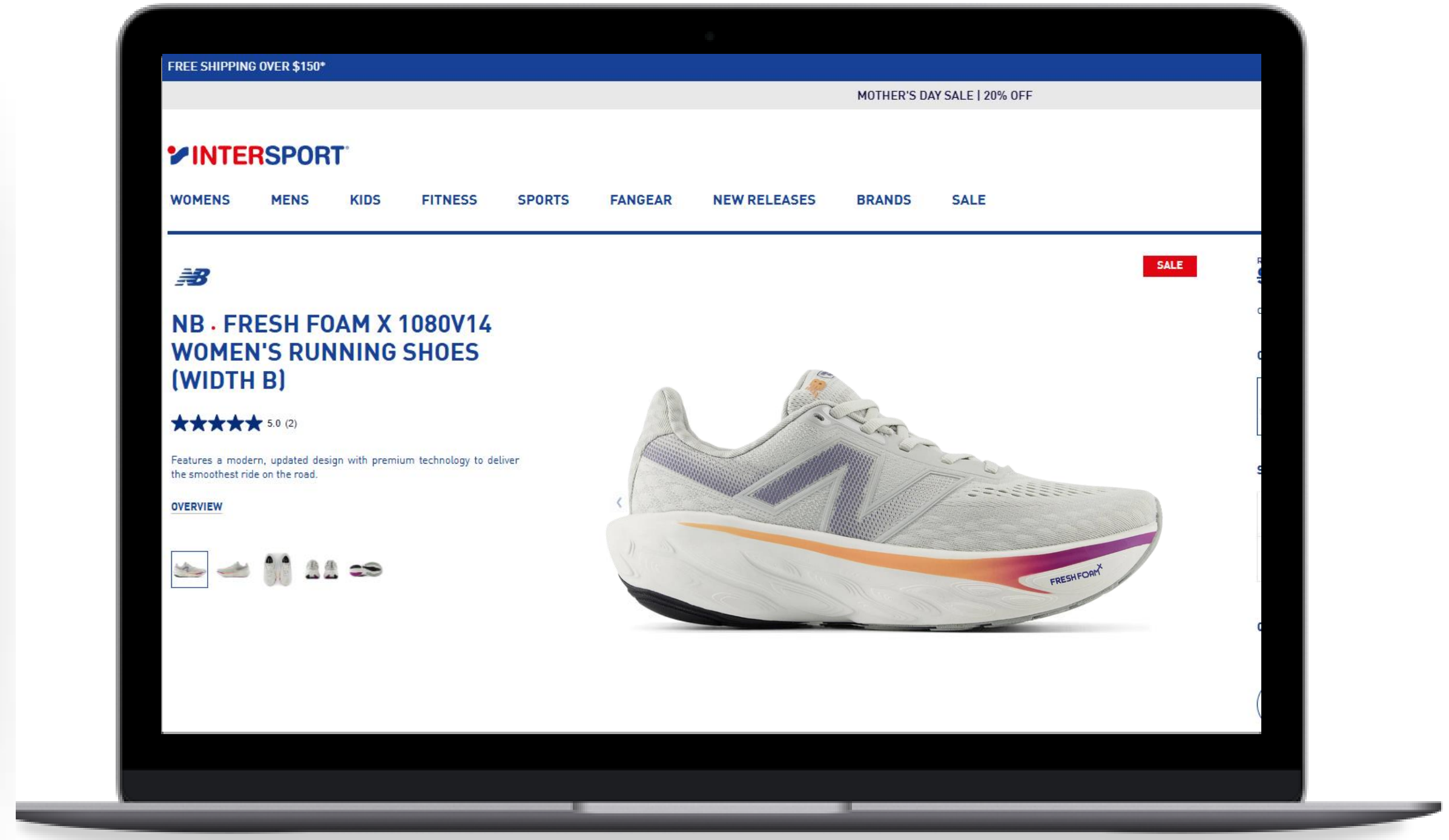
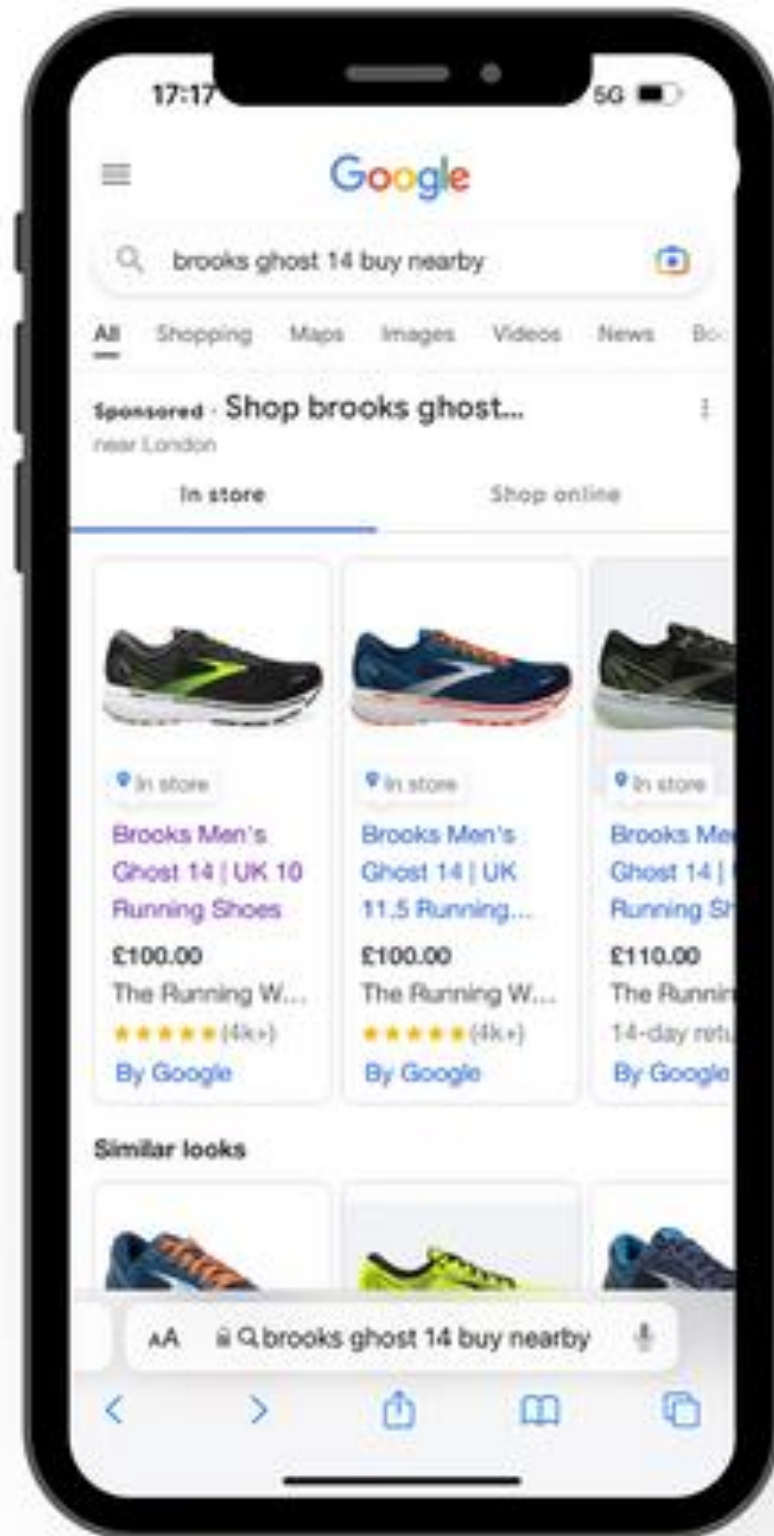
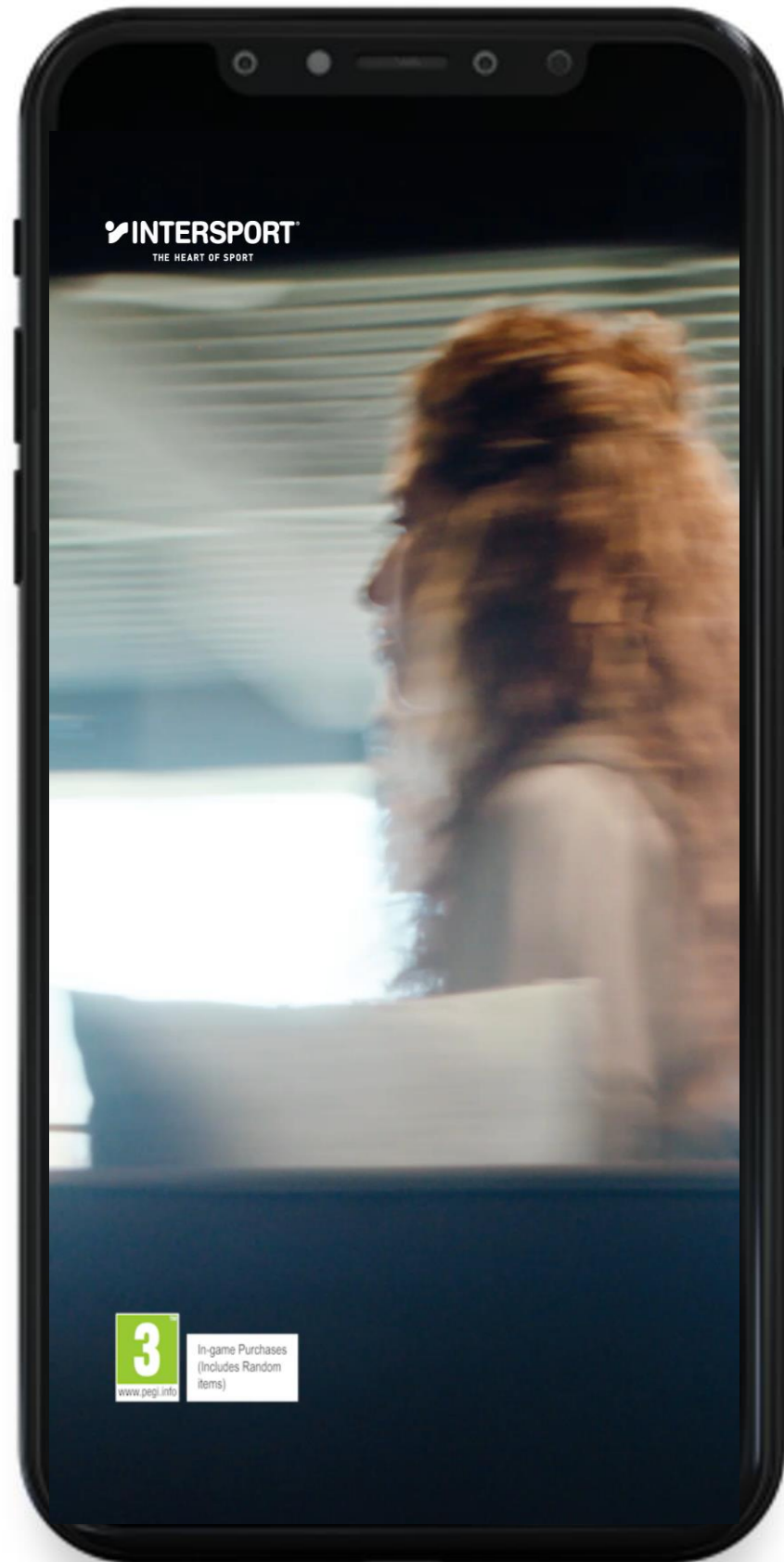
OUR APPROACH





INVENTORY VISIBILITY & ACCURACY

ROPO | RESEARCH ONLINE, PURCHASE OFFLINE



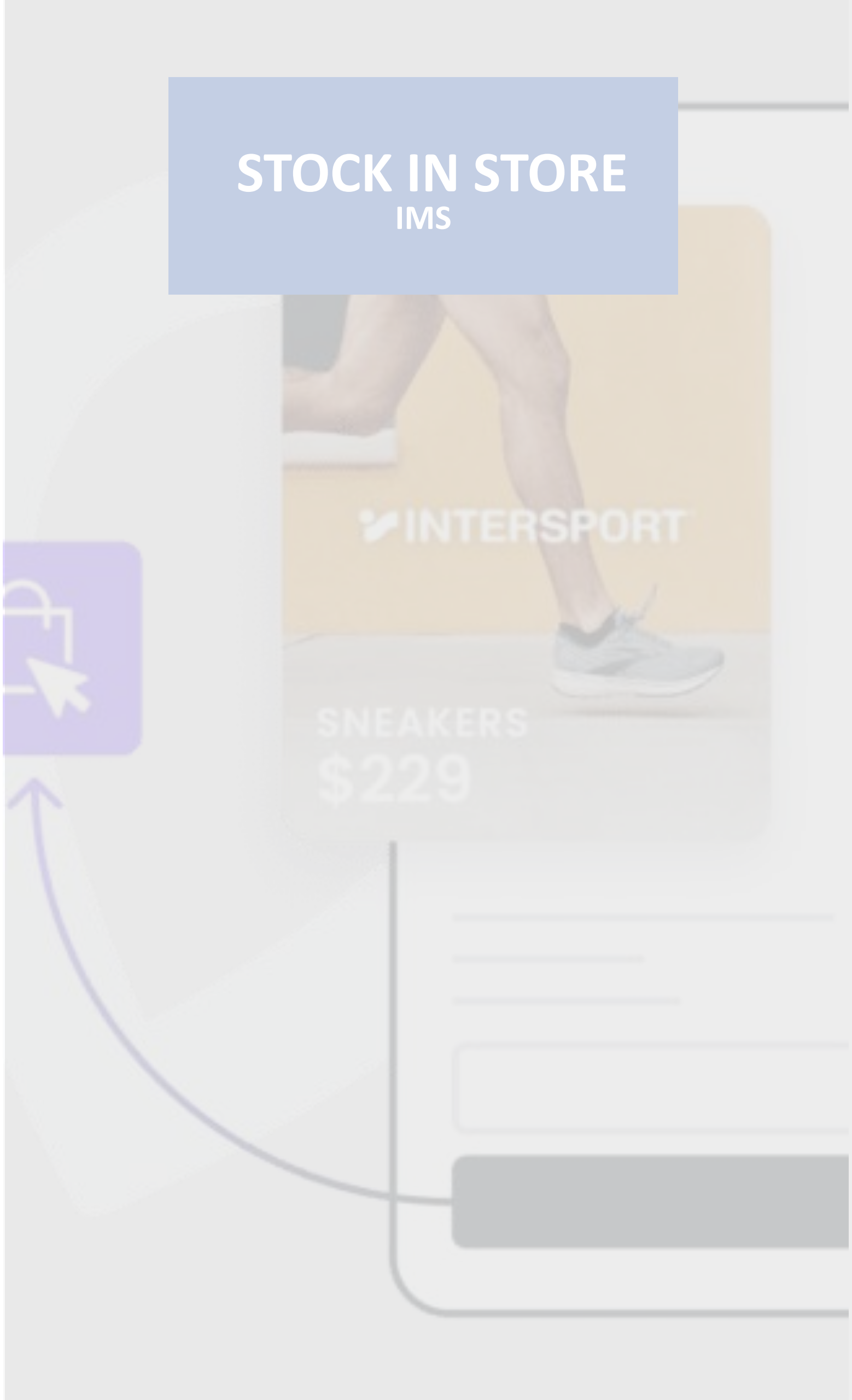
SHOPIFY

BEST IN CLASS PLATFORM



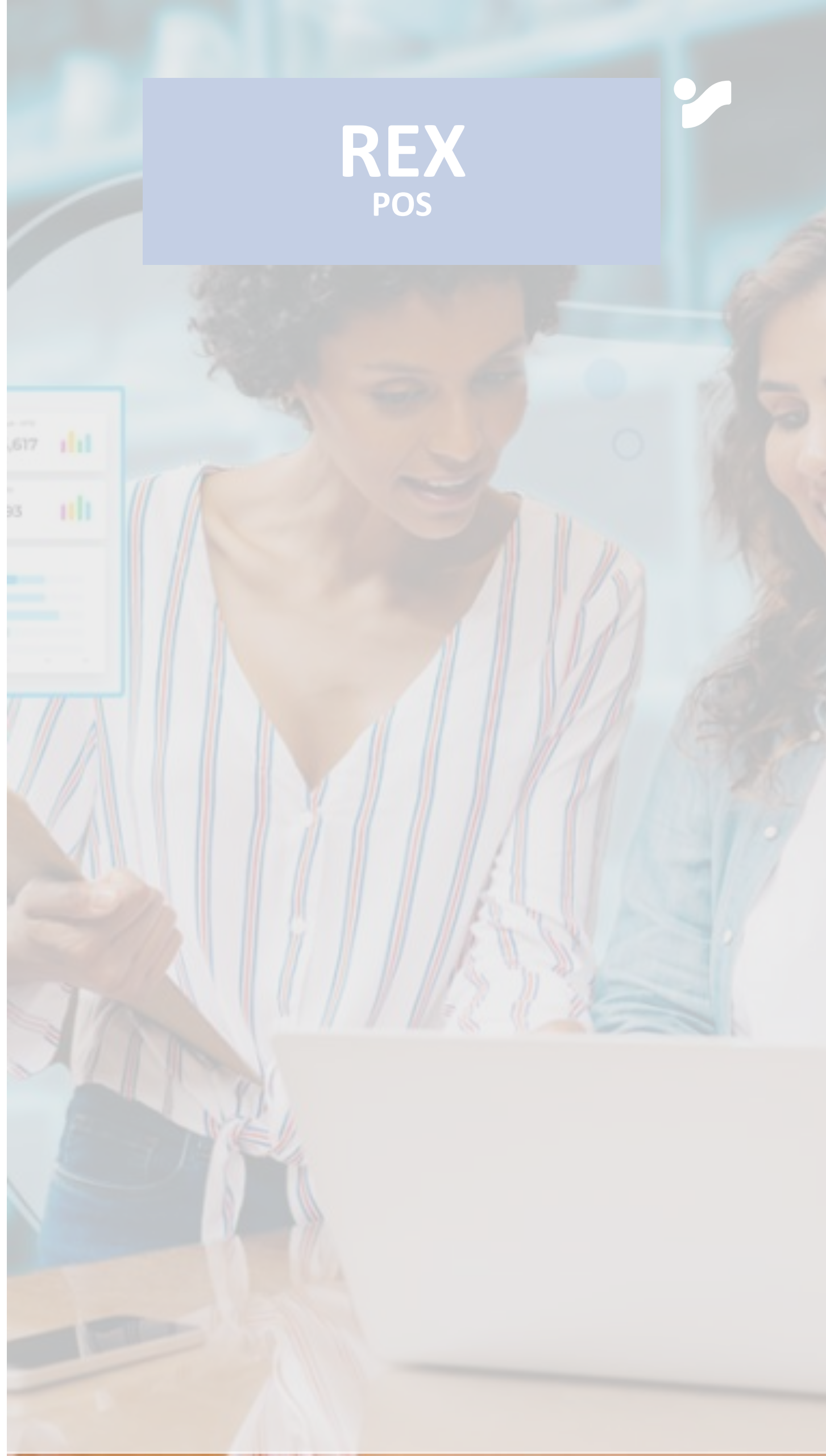
STOCK IN STORE

IMS



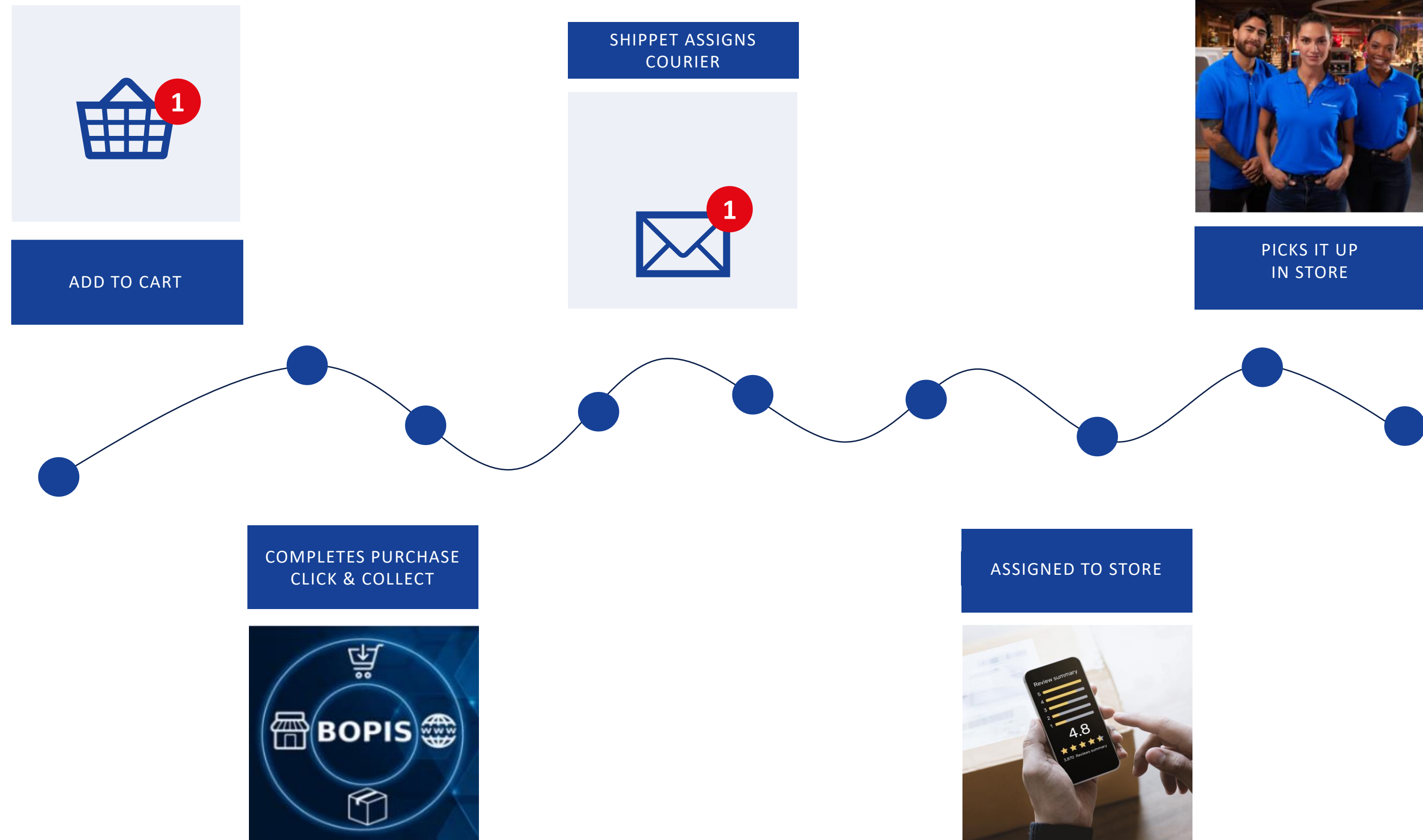
REX

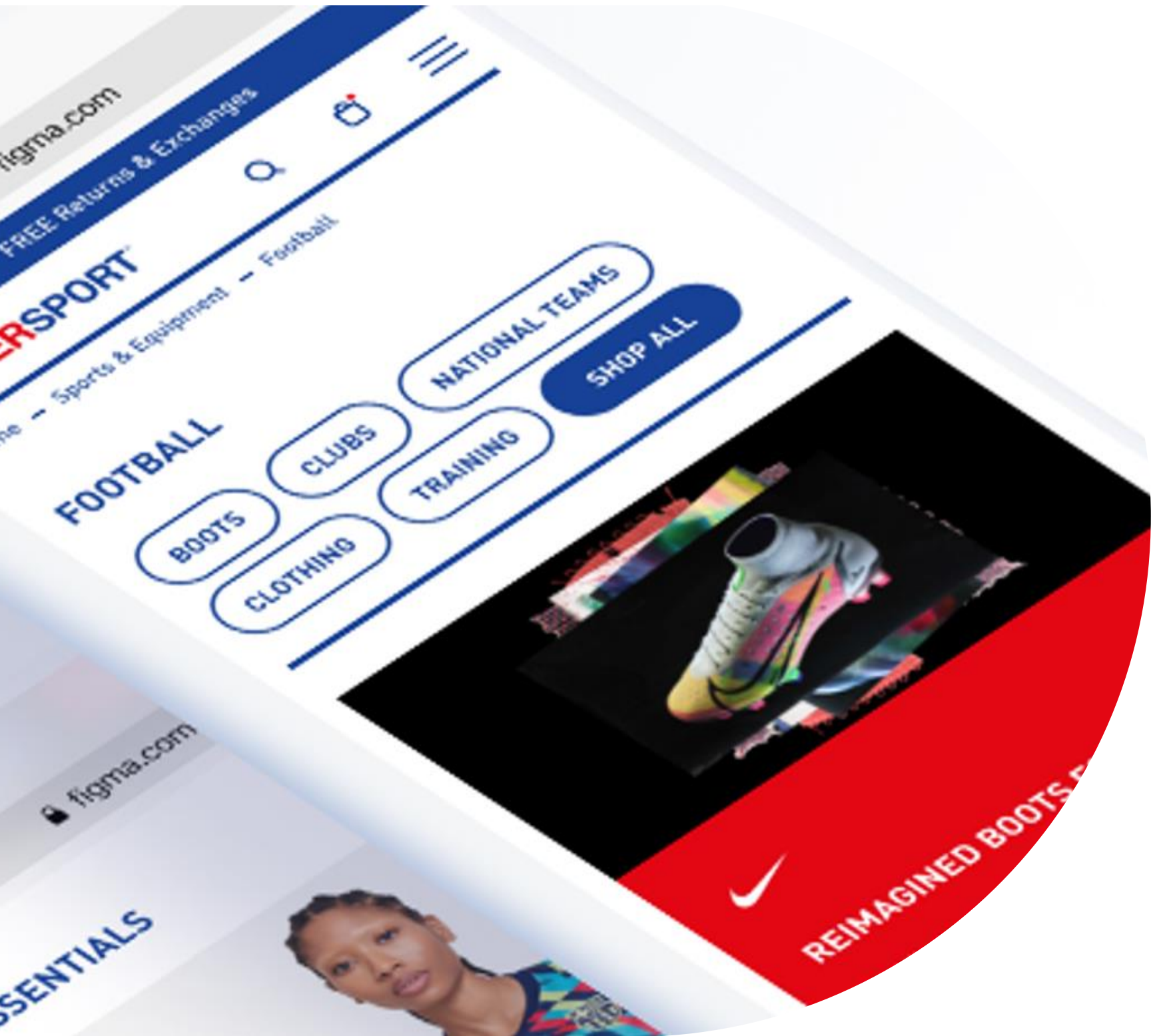
POS



FULFILLMENT JOURNEY

BUYING PAIR OF RUNNING SHOES





	ONLINE SLS	CVR	C&C % SLS	C&C
INCREASE	+70%	+45%	+30%	+46%

KEY TAKEAWAYS

1

LEVERAGING PHYSICAL RETAIL STORES AS FULFILMENT HUBS

2

ALIGNING INVENTORY VISIBILITY AND ACCURACY

3

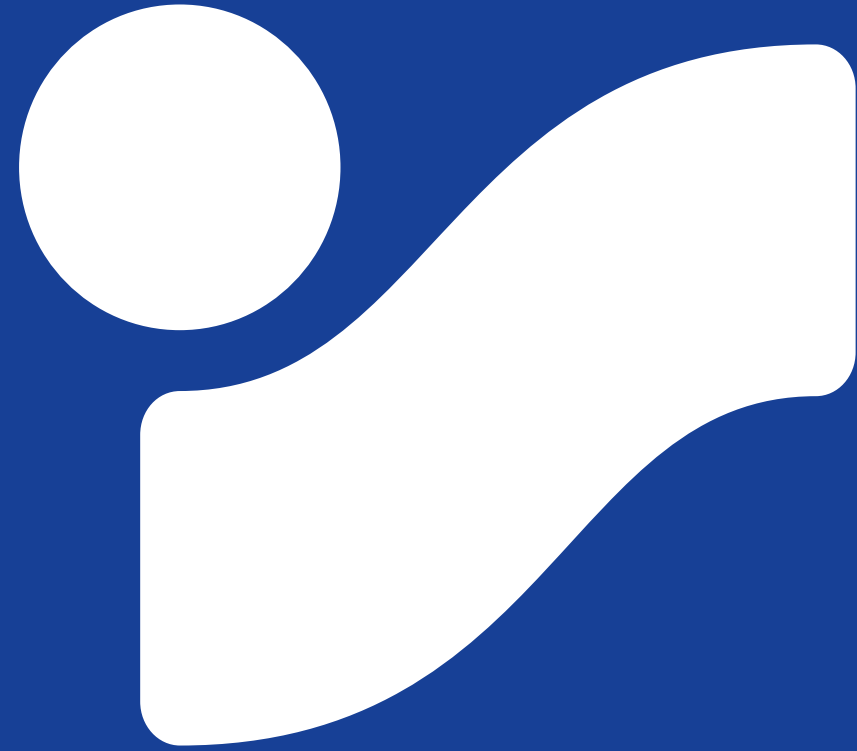
INVESTING IN SHARED INFRASTRUCTURE AND AUTOMATION





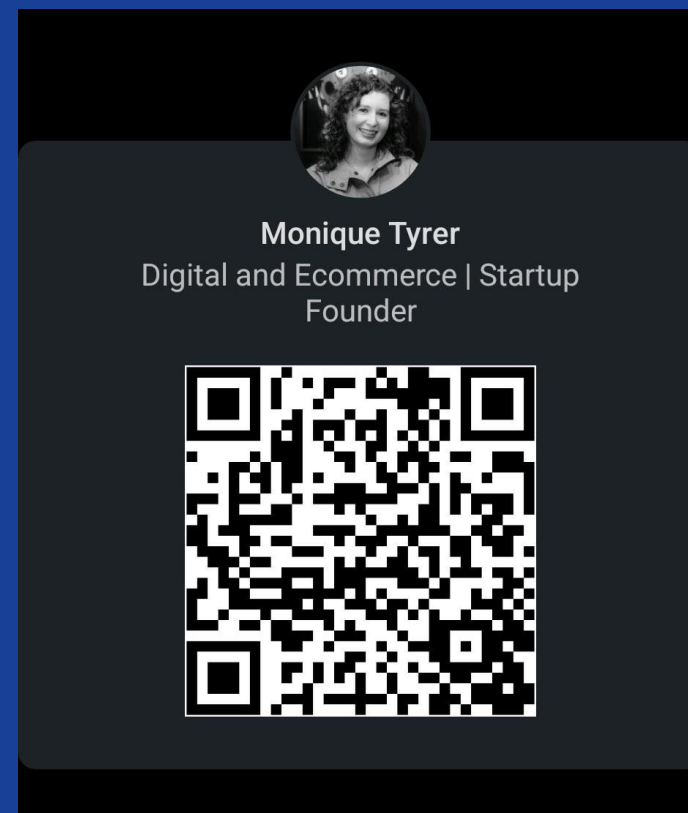
**WIN WITH
OMNI-
CHANNEL**

GROW TOGETHER
FASTER




WINNING WITH WAREHOUSING

THANK YOU



Monique Tyrer
Digital and Ecommerce | Startup
Founder



MONIQUE TYRER

ECOMMERCE TRADING MANAGER



The logo icon consists of a red circle at the top left, followed by a blue shape that curves downwards and to the right, resembling a stylized 'i' or a swoosh.

INTERSPORT

THE HEART OF SPORT