

worten

Our Digital Journey

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~5000
STAFF

Who and where are we...



193 stores
PORTUGAL



42 stores
SPAIN



THE WORTEN FAMILY

HAS A LONG HISTORY OF CHALLENGES BEHIND

Limitation of
openings



Warranties
Law



Mobile
Specialist



New Offline
Competitors



Pure
Players



Digital
Age



Worten



Worten
Resolve



Worten
Mobile



Worten
Spain



New Worten
Online+Sales Assistant



VALUE PROPOSITION

WIDE RANGE OF PRODUCTS AND BRANDS



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VALUE PROPOSITION
NEW RANGES & INNOVATIVE PRODUCTS



SOMAG

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ESTÁ NA HORA
**DE ENTRARES
NO JOGO**

EXPERIMENTA EM PRIMEIRA MÃO
OS NOVOS JOGOS DE REALIDADE VIRTUAL.

24 SETEMBRO, NA WORTEN DO VASCO DA GAMA.



PlayStation VR

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VALUE PROPOSITION

LOW & COMPETITIVE PRICES

MINIMUM PRICE
GUARANTEE

SE ENCONTRAR
MAIS BARATO,
IGUALAMOS O PREÇO.



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STRONG INSTORE PRICE
COMMUNICATION



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VALUE PROPOSITION
STRONG PROMOTIONS

NOVA
**worten
mobile**
ESTAÇÃO DO CAIS DO SODRÉ

30%
DESCONTO
DIRETO

**NA SUBSTITUIÇÃO
DOS ECRÃS DE iPhone**

ABERTURA A 12 DE DEZEMBRO

20



20% DESCONTO
EM TALÃO EM TODOS
OS PRODUTOS.

25, 26 E 27 DE NOVEMBRO

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Bilheteiro, carregamento de telemóveis, cartões de desconto, cartão presente, etc. e serviços de assistência e suporte ao cliente estão incluídos na campanha.



VALUE PROPOSITION

BEST SERVICES WITH WORTEN RESOLVE



SAMSUNG

**SMART
SERVICE**
CENTRO DE REPARAÇÃO

REPARAMOS O SEU EQUIPAMENTO SAMSUNG,
NÃO IMPORTA ONDE COMPROU.

EM CASO DE DÚVIDAS, CONSULTE UM COLABORADOR WORTEN OU LIGUE PARA O 808 100 007

QUAQUER QUE SEJA A REPARAÇÃO,
A WORTEN RESOLVE.

worten
resolve



- ✓ Repairs, including immediate services
- ✓ Home delivery
- ✓ Installations
- ✓ Logistic to stores
- ✓ Contact Center



VALUE PROPOSITION

LOYALTY & CREDIT CARDS

WORTEN RESOLVE LOYALTY CARD

With more than 2.5M users in 3 years, it offers multiple advantages namely:

- ✓ automatic storage of purchase info for warranty activation;
- ✓ longer return periods
- ✓ free ticket insurance



2013

UNIVERSO CREDIT CARD

Credit & reward card, common to all Sonae Group brands, that allows for multiple payment methods, including with 0% interest



2015

VALUE PROPOSITION
NEW STORE CONCEPT



**Worten offers
a new approach to getting
to know & buying home
appliances & electronic products**

VALUE PROPOSITION NEW STORE CONCEPT

GUIDELINES FOR THE NEW CONCEPT DEVELOPMENT



Greater fusion between physical & digital, in a truly omnichannel vision



Keeping the best prices and promotions



Reinforcing our position as specialists in technology



Offering a more friendly and relational environment



Giving a truly better experience in service usage

EXPERT POINTS



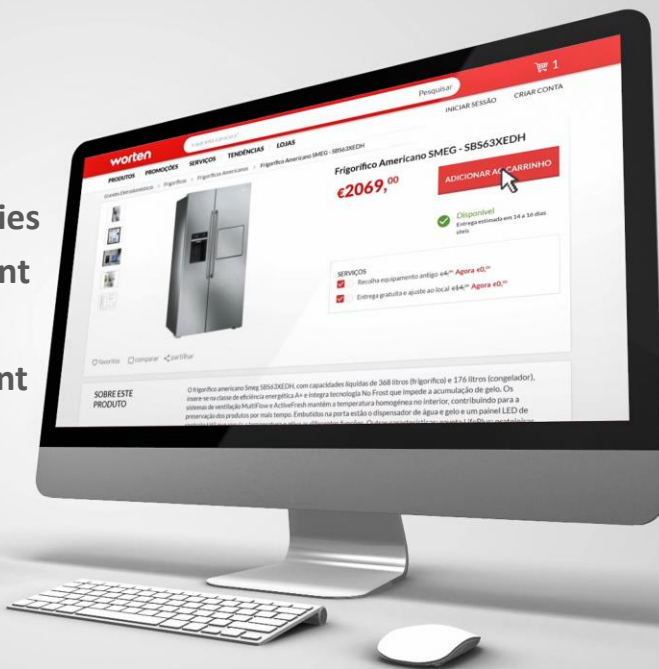
EXPERIMENTATION



VALUE PROPOSITION NEW DIGITAL STORE

A WEBSITE THAT STRENGTHENS OUR OMNICHANNEL STRATEGY

- ✓ The widest range, at competitive prices
- ✓ 100% responsive
- ✓ Strong search capabilities
- ✓ Easy, intuitive & efficient navigation
- ✓ More and better content



**WE WANT CUSTOMERS TO
DECIDE TO BUY FROM
WORTEN – BE IT DIRECTLY ON
THE WEBSITE OR LATER IN ONE
OF OUR STORES**



STRATEGIC ASSETS

BRAND RECOGNITION & NPS



TOP OF MIND

#1

MARKET SHARE

#1

BRAND
RECOGNITION
& CONSIDERATION

NPS

#1 electronics
retailer in
Customer Net
Promoting Score

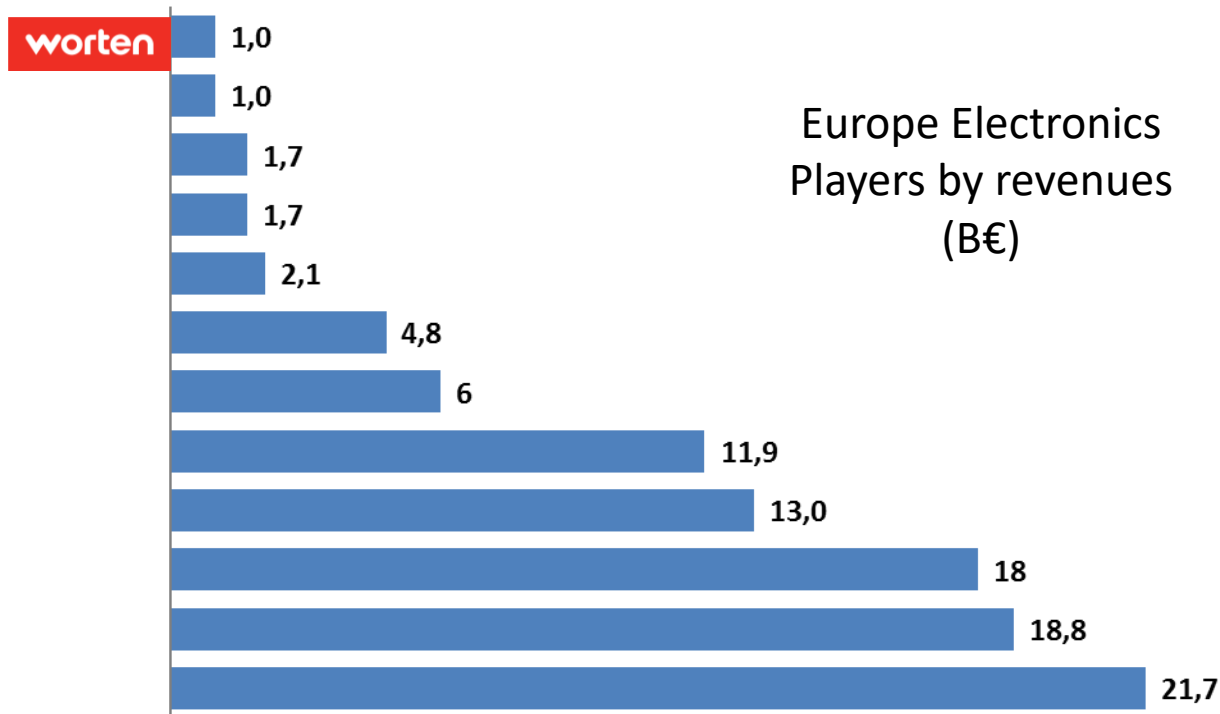


1 electronics retailer in
social networks in Portugal

CHALLENGES IN THE ELECTRONICS MARKET



We are relevant in Iberia but...



Electronics market facing several challenges

Entry of non-traditional players, disrupting the retail model

Sector consolidation in pursuit for scale and efficiency

Continuous innovation shaping the retail landscape

And we are in a disruption era right now

TRADITIONAL RETAIL



MODERN RETAIL (incl. category killers)



NON TRADITIONAL PLAYERS

- + **Broader** customer reach
- + **Efficient and leaner** structure
- + **Purchasing power**
- + **Capital** to drive innovation

Continuously challenging the
status quo

Innovation is key to attract savvy digital customers

STORE CONCEPT REDESIGN

Showrooms



ZARA

Collection points



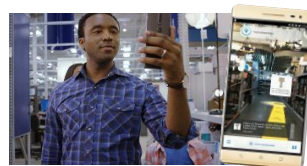
STORE INNOVATIONS

Interactive windows



adidas

In-store navigation App



AR, AI AND BLOCKCHAIN

AR testing solutions



IKEA

Blockchain



Walmart

ROBOTS IN RETAIL

In delivery



In customer assistance



OSHBOT

Artificial intelligence



Target

Particularly, in the electronics market landscape

FRICTIONLESS SHOPPING

No checkout



amazon go

Scan - pay - go



Media Markt

Self-service
sales points



BEST
BUY

ROBOTICS

In logistics
and delivery



amazon robotics



NON STORE DELIVERY



amazon key



amazon locker

GROWTH IN AND OUT OF RETAIL

Broader
product range



fnac
MARKETPLACE

Home advisory
services



BEST
BUY

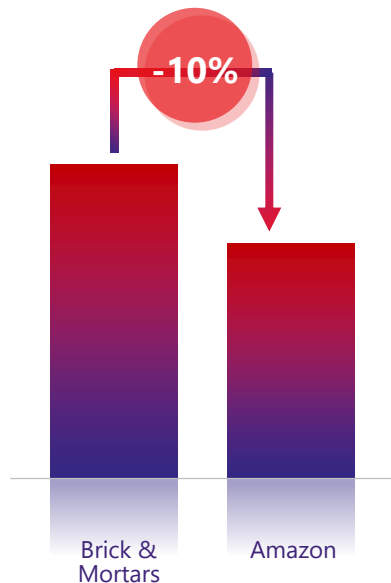
Expansion
beyond
electronics retail



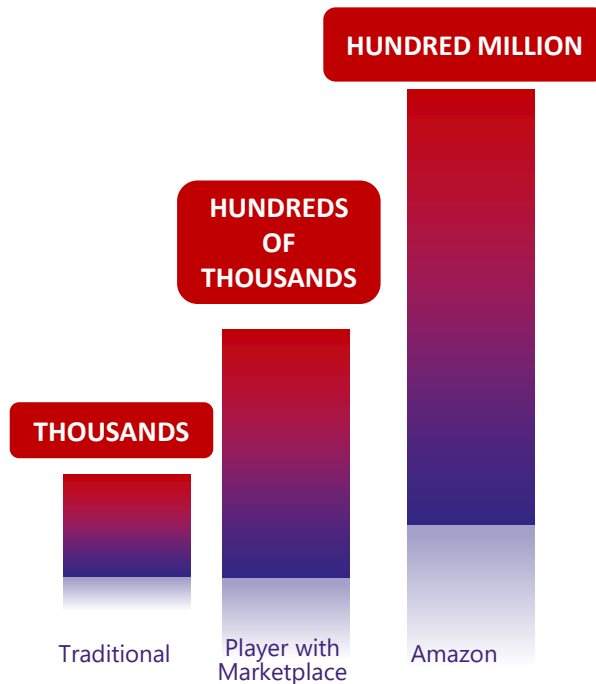
greatcall.

New Paradigms...

PRICE



ASSORTMENT

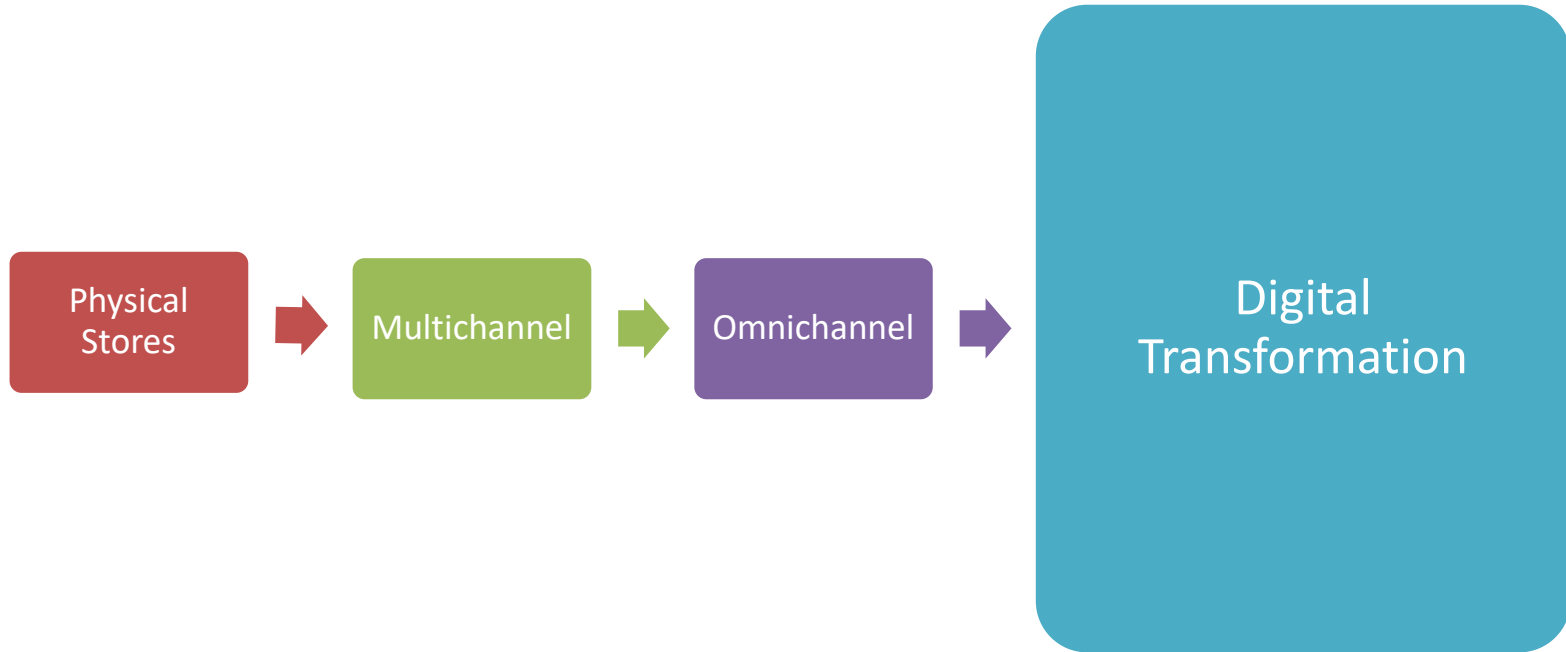


DELIVERY

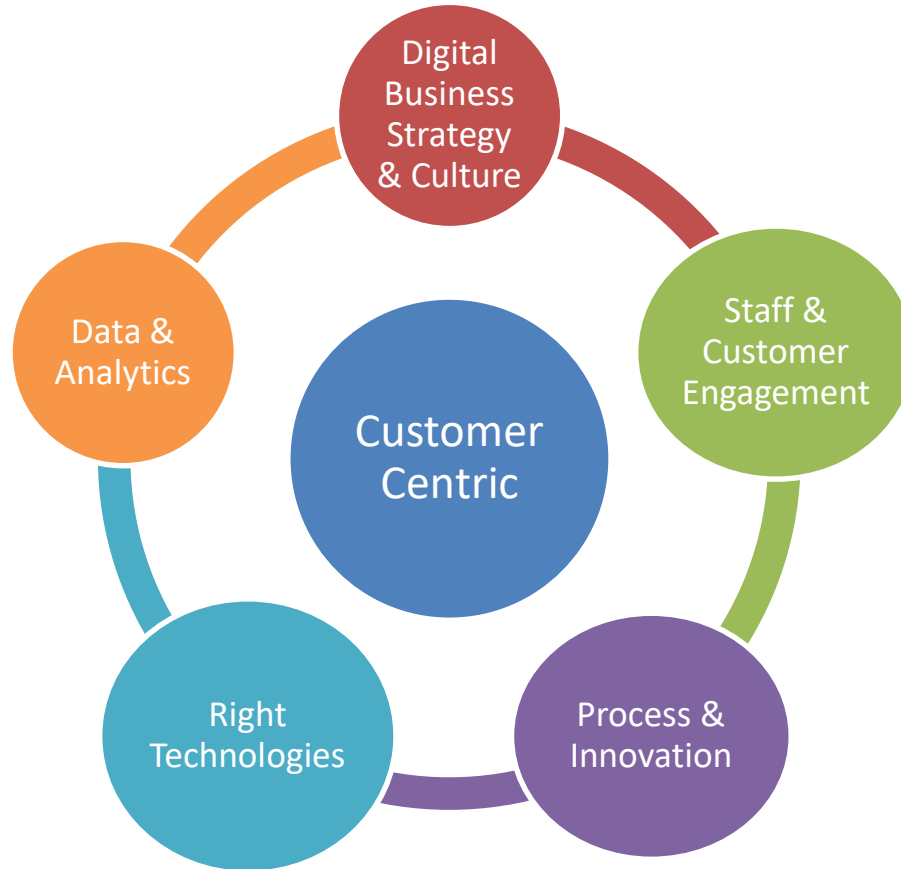
7 options @ Amazon

- Standard
- Economic
- Express
- Standard with tracking
- Express with tracking
- Next day delivery
- Click & collect

... require massive change across all organization



Digital Transformation how see it





+



BECOME A
**DIGITAL
COMPANY**

WITH
**PHYSICAL
STORES**

AND A
**HUMAN
TOUCH**