



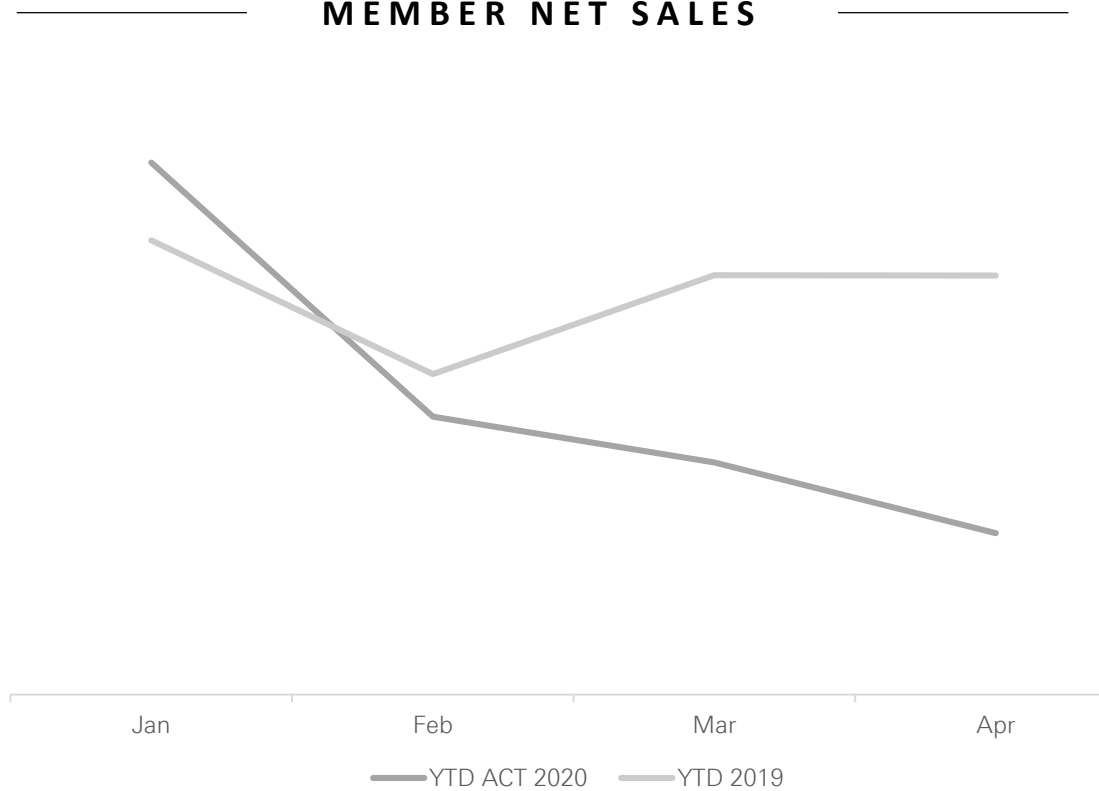
HUGO BOSS

**WHY STRONG CUSTOMER
RELATIONSHIPS ARE KEY IN
A POST-PANDEMIC WORLD**

October 21st, 2020

AS THE CRISIS HIT ...

MEMBER NET SALES



ALL EYES ON US!

STORE CLOSURES

$\frac{3}{4}$ of all stores closed in Q2 2020

ORGANIC FOOTFALL

-80% in organic footfall



STRATEGY REVIEW



CASH FLOW
Performance
Marketing

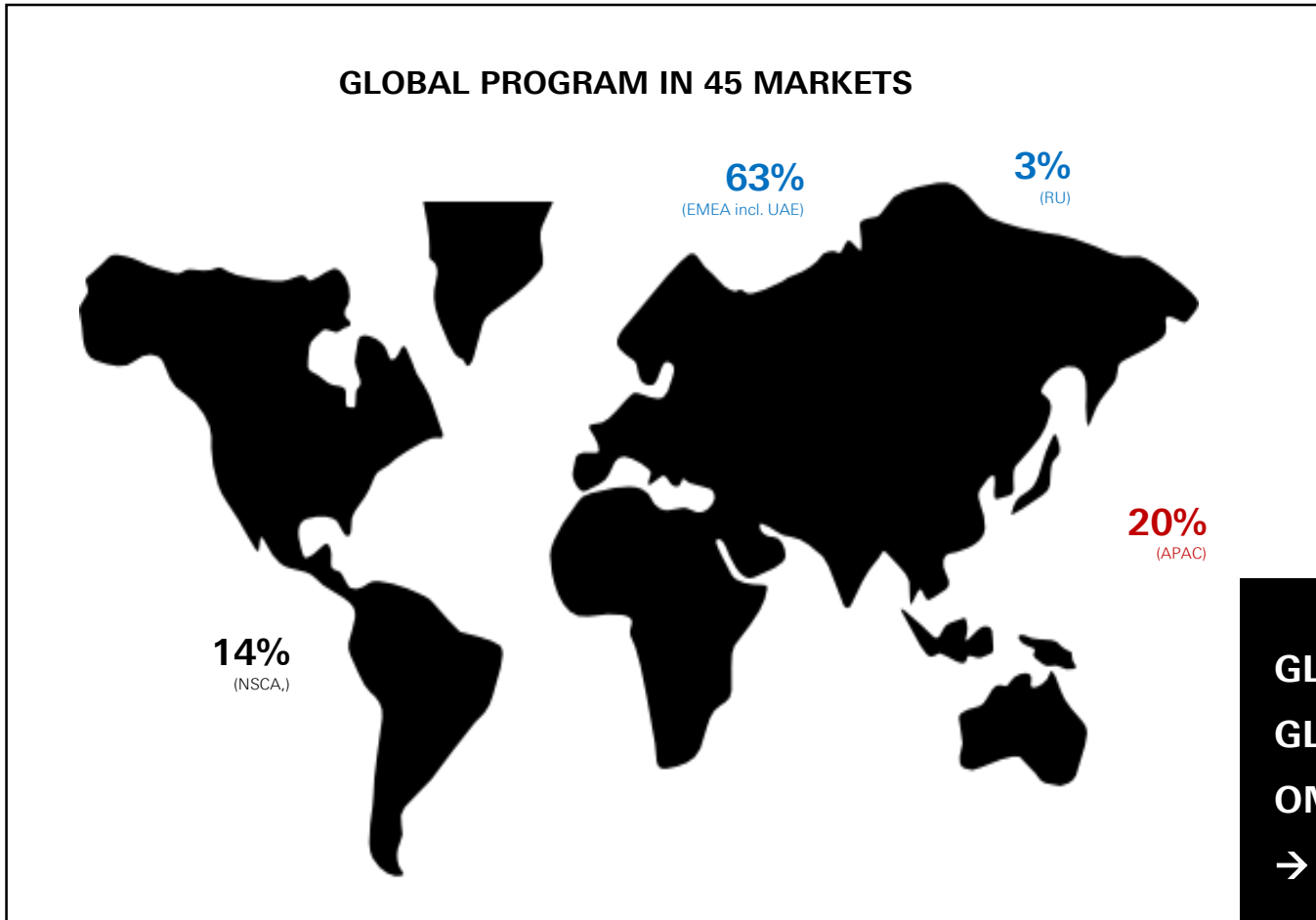


CLIENTELING
Top Customers



PERSONALIZATION
At Scale

CRM @ HUGO BOSS | OVERVIEW



GLOBAL LOYALTY PROGRAM
GLOBAL E-COMMERCE
OMNICHANNEL-SERVICE
→ SINGLE CUSTOMER VIEW

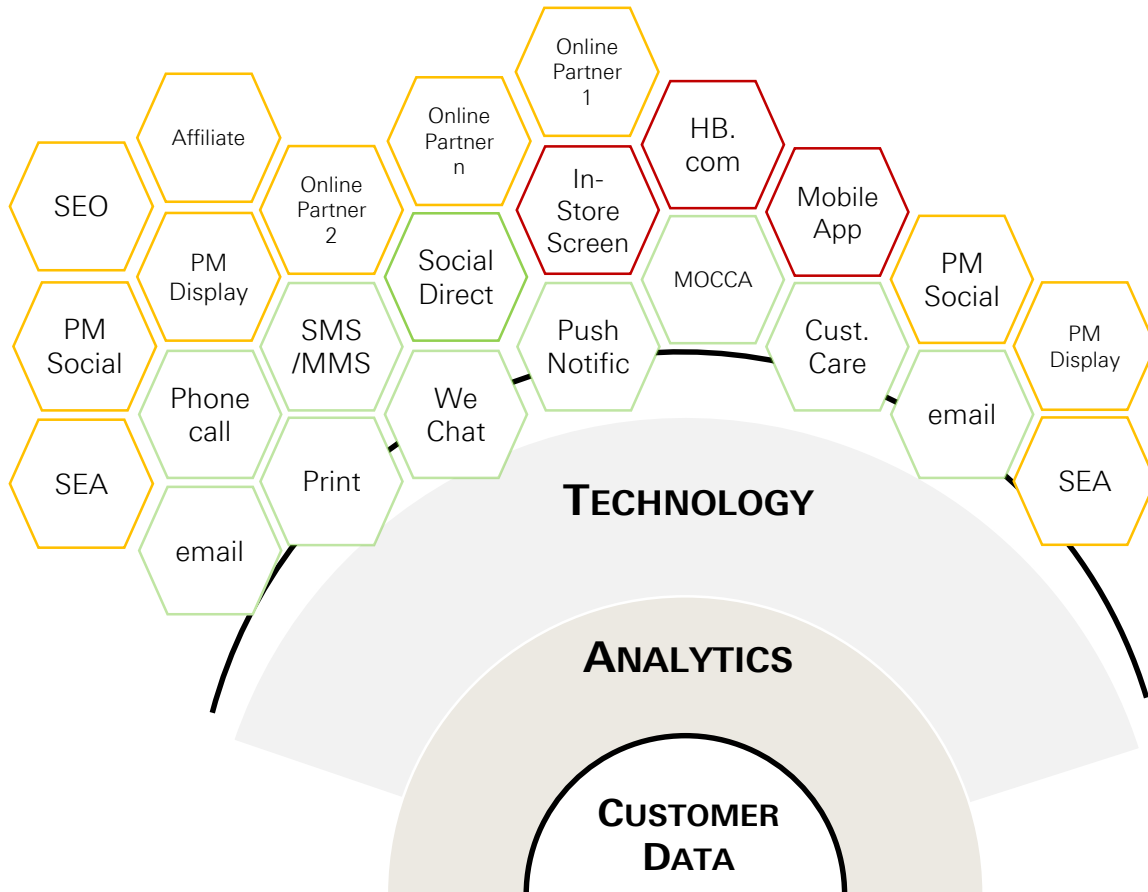


CRM @ HUGO BOSS | VISION



CRM @ HUGO BOSS | MISSION

HUGO BOSS DATA-DRIVEN CUSTOMER JOURNEY



GLOBAL MISSION

Globally **harmonized customer data governance**

Integration of **user and member data**

Analytics layer with more than **400 individual scores**

Personalization tools with **cross-channel business logic**

Customer-facing **touch-points with deep integration**



CASH FLOW

LEVERAGE BROAD REACH, INCREASE
FREQUENCY PER MEMBER, CREATE
NEW SELLING MOMENTS

CASH FLOW

PUSH PERFORMANCE MARKETING TO SECURE TOP-LINE



PROMOTION CALENDAR

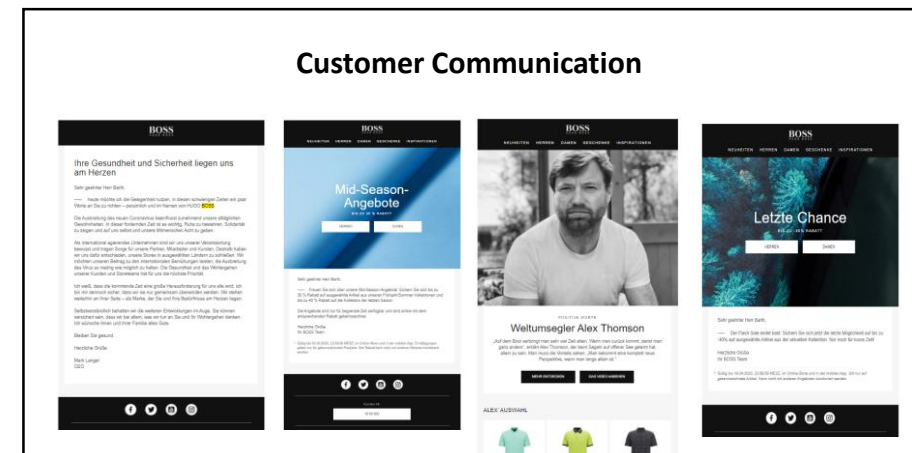
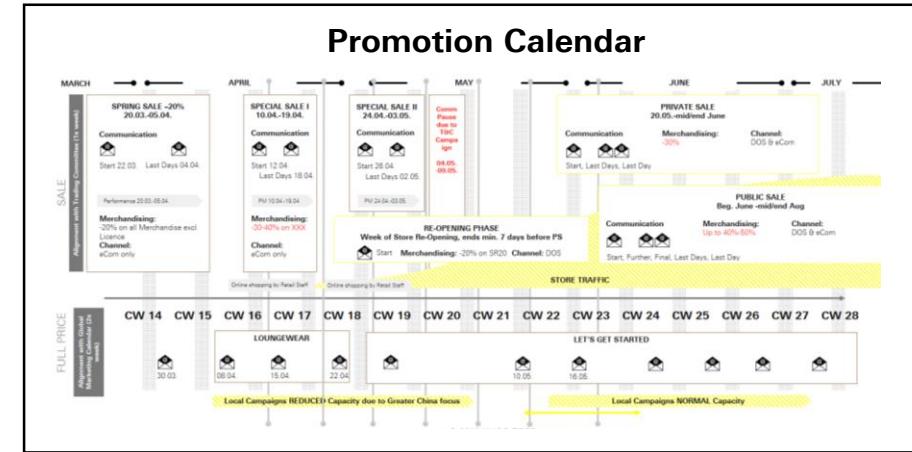
- Additional online sales moments / flash sales
- Exclusive access to reduced items for members
- Drive retail to online customers

CUSTOMER COMMUNICATION

- Increase frequency by 2x per months on average
- Leverage power of reach of full database
- Monitor wear-out effect & un-subscription rates
- Change content strategy to lockdown context
- Focus on increasing repeat buying

PERFORMANCE MARKETING

- Open budget for revenue maximization
- Secure target margin for end of year
- Focus on new customer acquisition





CLIENTELING

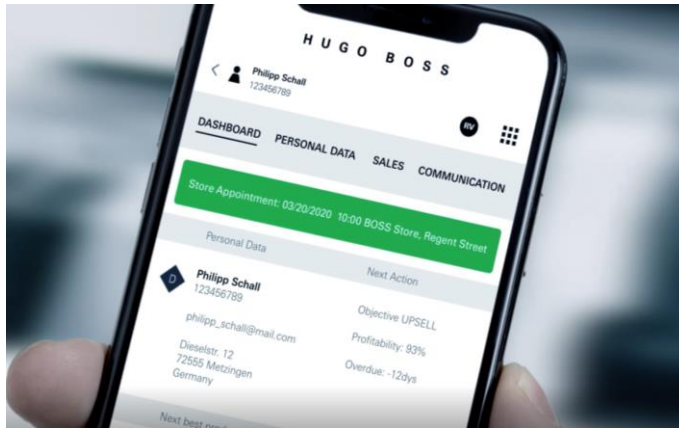
TOP CUSTOMER PROGRAM

CLIENTELING

LEVERAGE THE POWER OF CUSTOMER LOYALTY

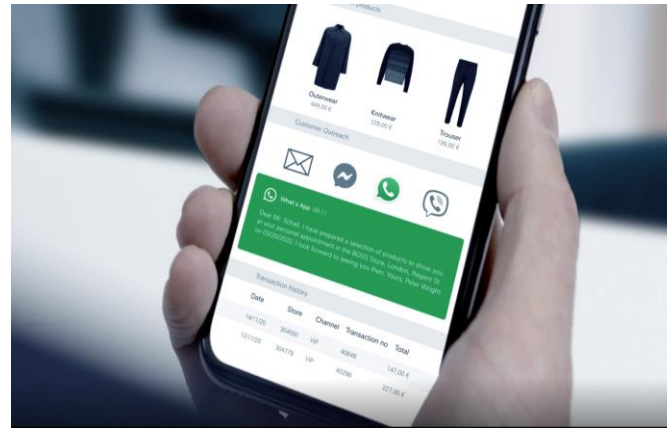


2x retention rate



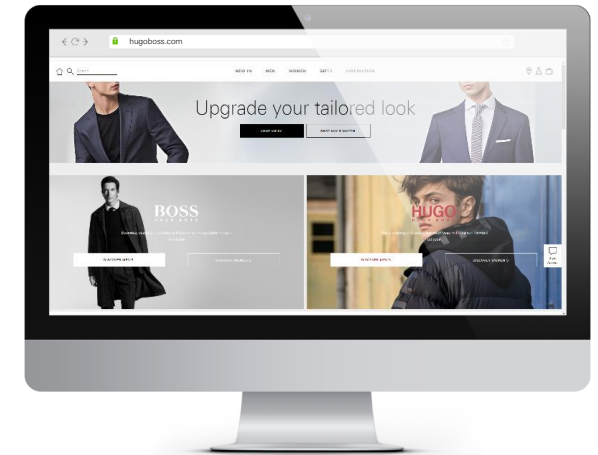
Enhanced Customer Profile

- Customer profile available in clienteling app in store for store employees with multiple analytical scores
- Each customer profile is assigned to marketing objective
- Includes product recommendations, profitability, expected return date etc.



Customer Outreach

- Standard process from target setting, provision of calling lists and outreach technology
- Weekly differing reasons-to-call with associated calling list for each store
- Store manager and store employee reporting to track outreach activities



Virtual Shopping

- Multiple virtual shopping opportunities available from order online → ship to home, store pick-up or curbside pickup
- Pre-order and guided shopping appointment via Zoom

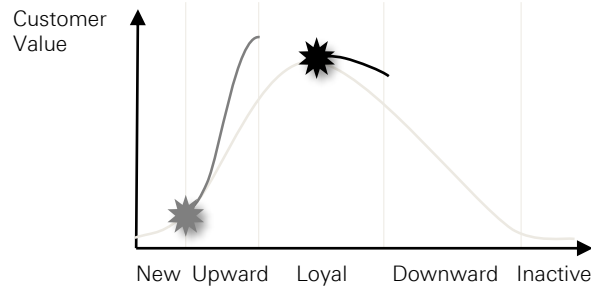
PERSONAL- IZATION

AUTOMATION
RECOMMENDATION
TRIGGER-BASED CAMPAIGNS



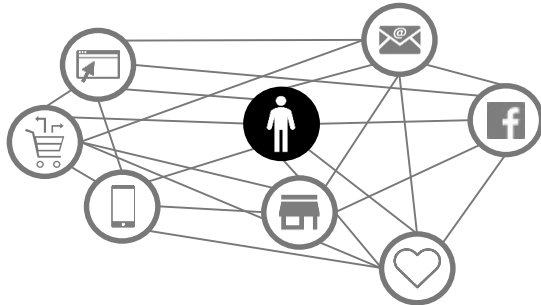
PERSONALIZATION AT SCALE CREATING SELLING MOMENTS ACROSS THE SEASON

1. CUSTOMER VALUE THE CUSTOMER'S VALUE?



- Each customer profile is assigned to marketing objective based on lifecycle development
- Automated campaigns respond to changing consumer behavior / customer value
- From churn prevention, reactivation to upsell and loyalization
- Content and product recommendations

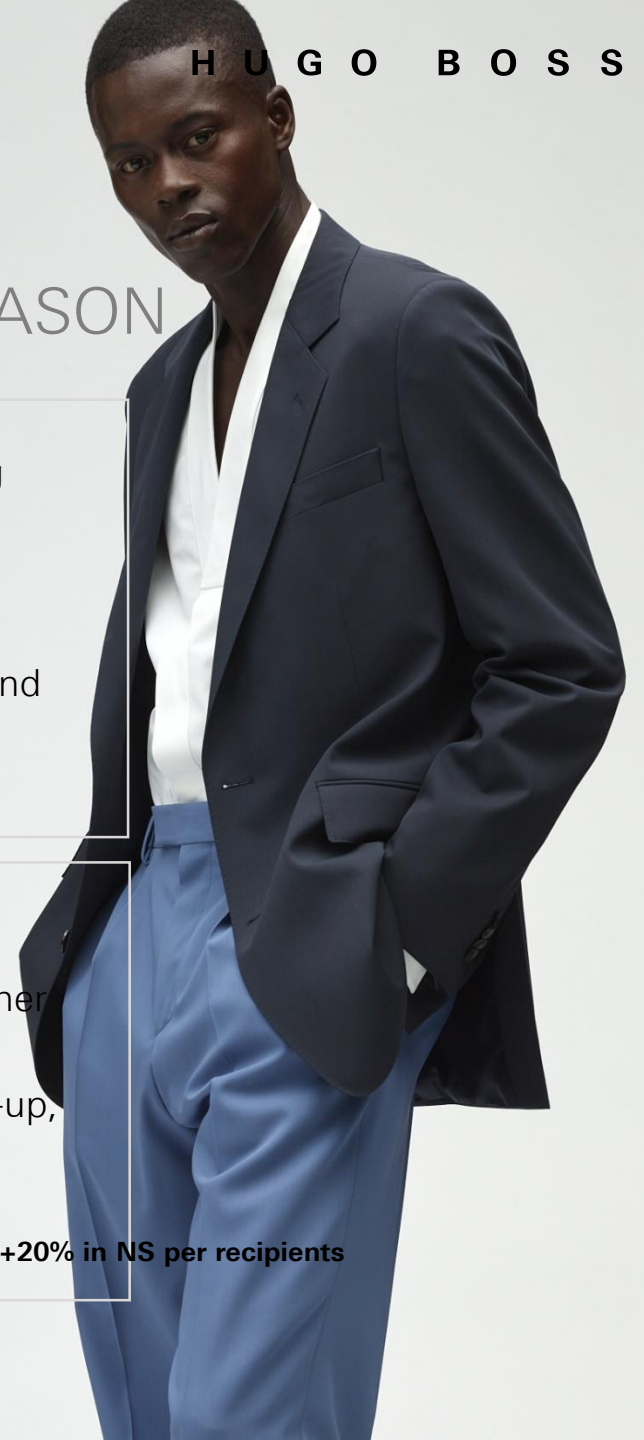
2. CUSTOMER CONTEXT THE CUSTOMER'S NEED NOW?



- Interaction with and engagement from customer trigger automated personalized campaigns
- Abandonment use cases, engagement follow-up, social or brand engagement



+20% in NS per recipients



AS THE CRISIS HIT ...



MEMBER NET SALES

CRM STEPPED IN!

MEMBER NET SALES

3 consecutive months >2019

LOYALTY

Active existing member >2019



H U G O B O S S