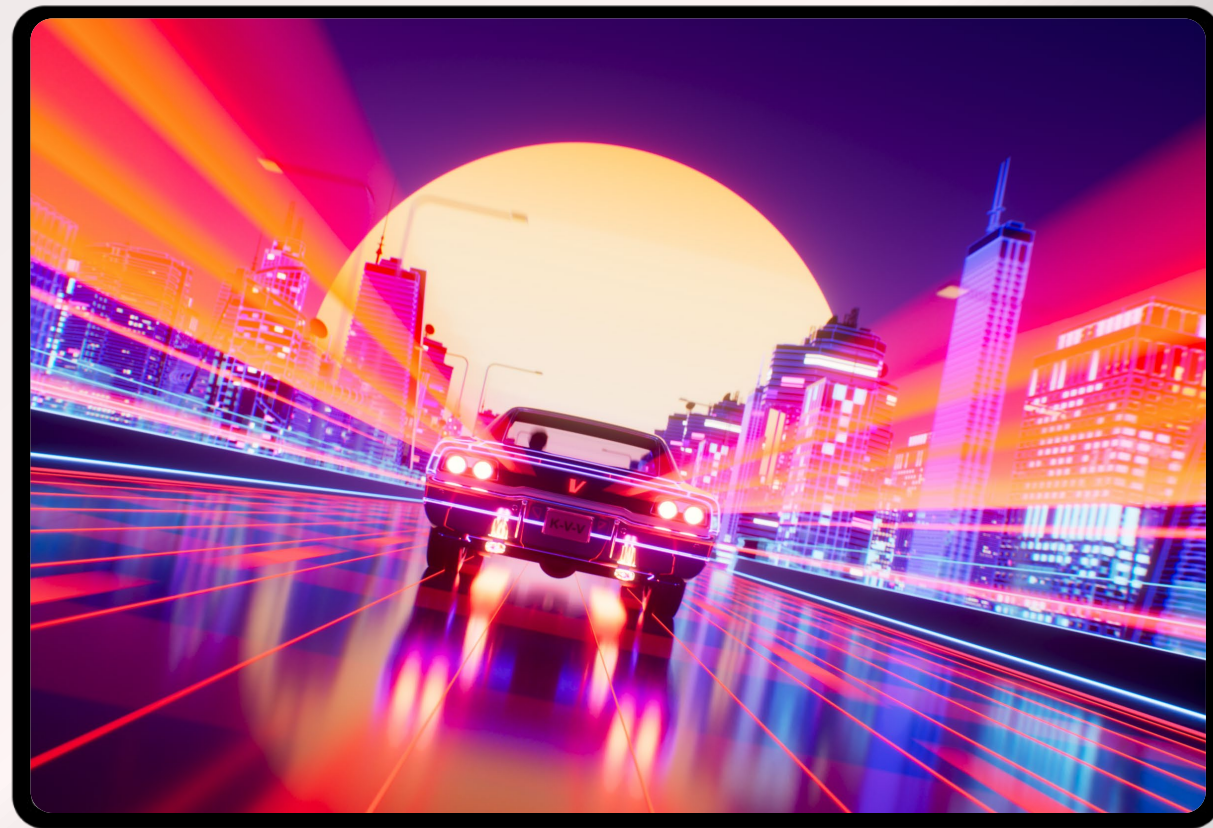


CAPITAL MARKETS DAY 2024

Verkkokauppa.com Oyj

30 May 2024





Our strong brand

Suvituuli Tuukkanen
Chief Marketing Officer

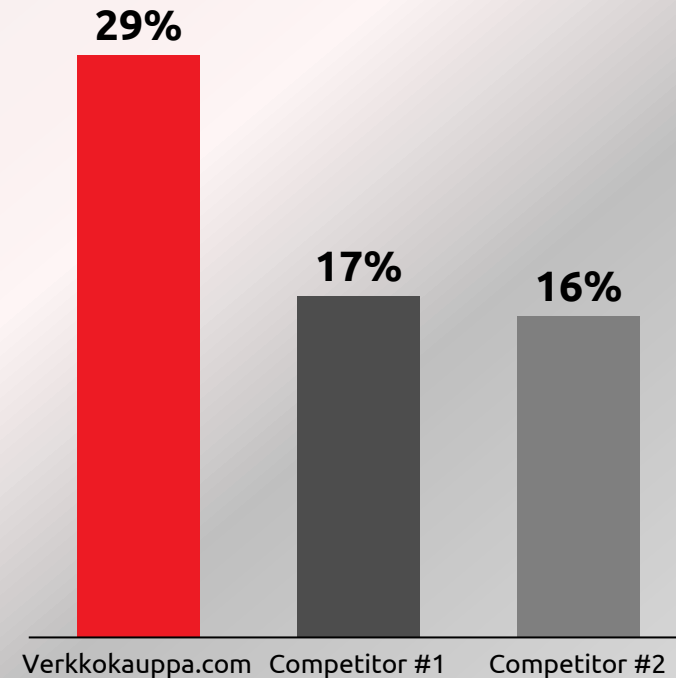
Strong brand is one of Verkkokauppa.com's key competitive advantages

OUR PURPOSE

TO REWRITE THE RULES OF RETAIL

As rebels of retail, we do things differently. We will accelerate the online transition and lead the way with the fastest deliveries and ultimate convenience supported by new services. Everyday, we strive to find more streamlined ways to surpass our customers' expectations.

Frontrunner on its line of business,
% of survey respondent



Source: Kantar brand tracking Q1/2024 N = 1954

Being on our customer side and service is deeply rooted in our culture and DNA

PEOPLE AT VERKKIS

eNPS

Consider our work to be meaningful and it has a positive impact on our customers

+57

Believe in our products and services and we recommend them to our friends and network

+55

Source: internal employee survey 03/2024



WE ONLY SELL FOR A TRUE CUSTOMER NEED

We ARE proud of our fair and responsible way to serve our customers both online and in store.



WE ARE FAST TO RENEW

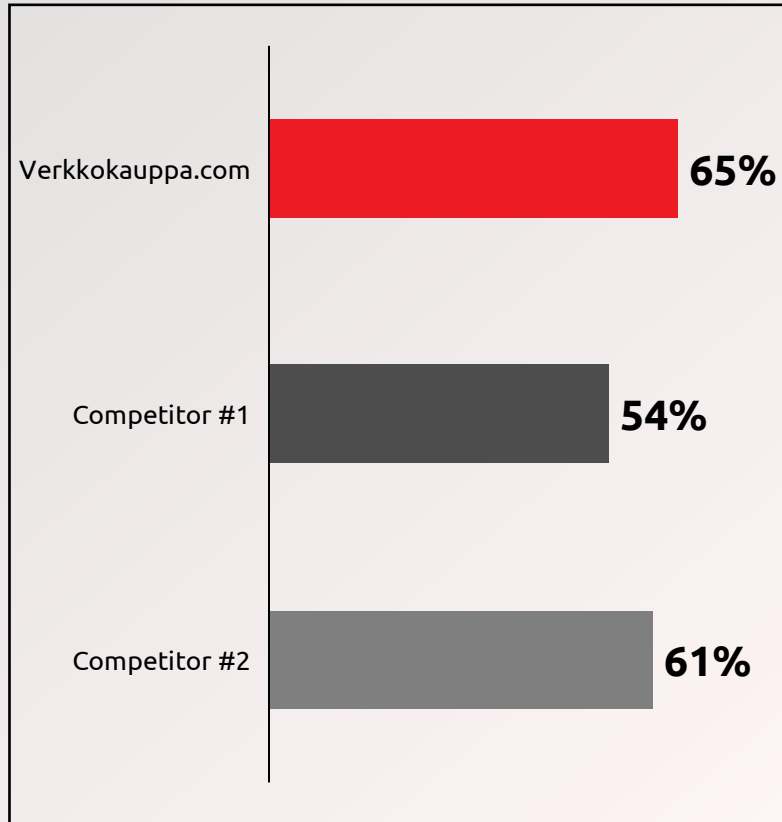
Our agile, innovative and involving culture is a strong ground for rewriting the rules of retail and making the fast deliveries an everyday reality for our customers.



Verkkokauppa.com has the best image and is most preferred brand in the industry in both B2C and B2B

Especially customer segments that are high electronics spenders and tech- and online savvy prefer Verkkokauppa.com

Overall image¹



Brand preference²

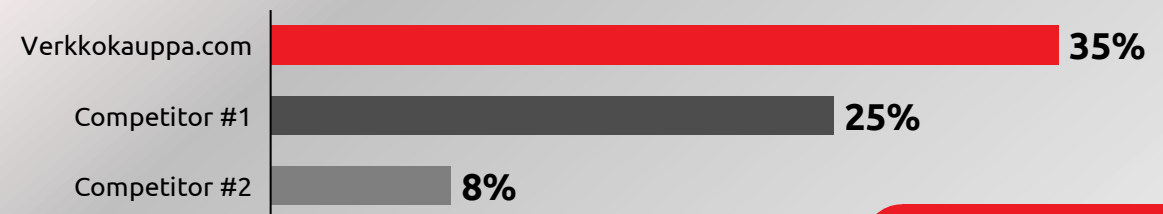
Consumers overall



Consumers high spending tech-savvy segment



B2B overall



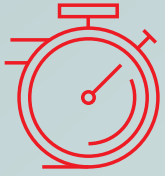
Source:

1) Kantar brand tracking Q1/2024 N = 1954

2) Kantar brand tracking Q1/2024: overall B2C N=1954, Tech-savvy segments N=430, B2B Kantar B2B brand study 02-2024 N=150 business decision makers

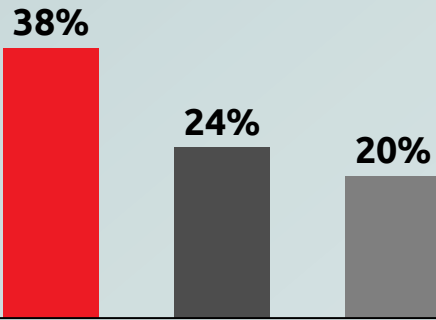
We outperform the market in our four customer value propositions

Greatest preference uplift potential



**FINLAND'S FASTEST
DELIVERIES WITH
ULTIMATE CONVENIENCE**

Fast and handy delivery

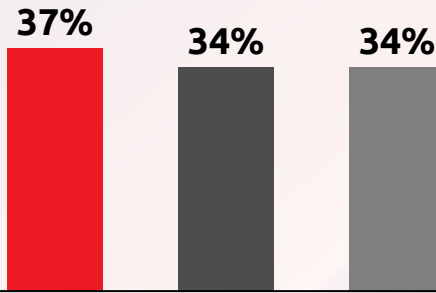


Verkkokauppa.com
Competitor #1
Competitor #2

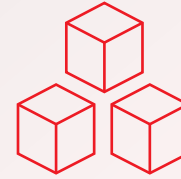


**PROBABLY ALWAYS
CHEAPER**

Good price level

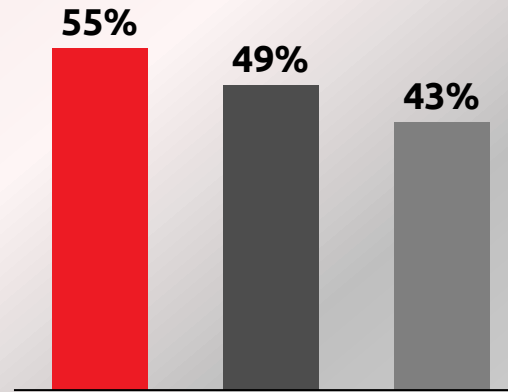


Verkkokauppa.com
Competitor #1
Competitor #2



**WINNING ASSORTMENT
ASSURED BY CUSTOMERS**

*Broad and interesting
assortment*

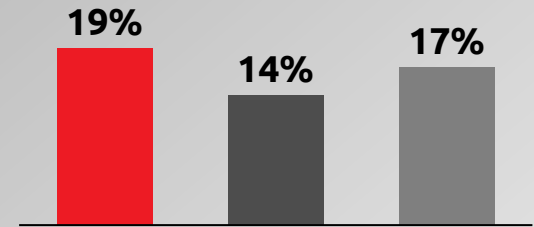


Verkkokauppa.com
Competitor #1
Competitor #2



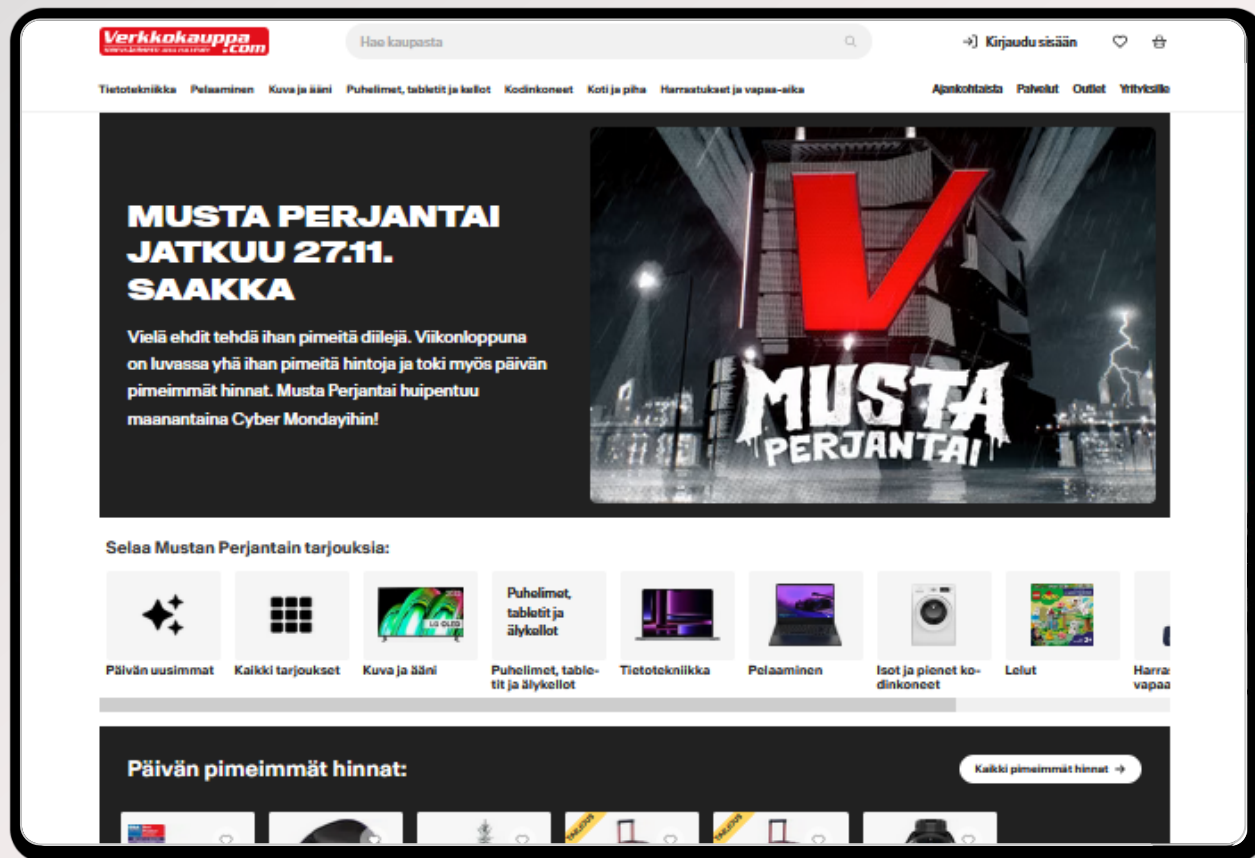
**PASSIONATELY ON
CUSTOMER'S SIDE**

Fair

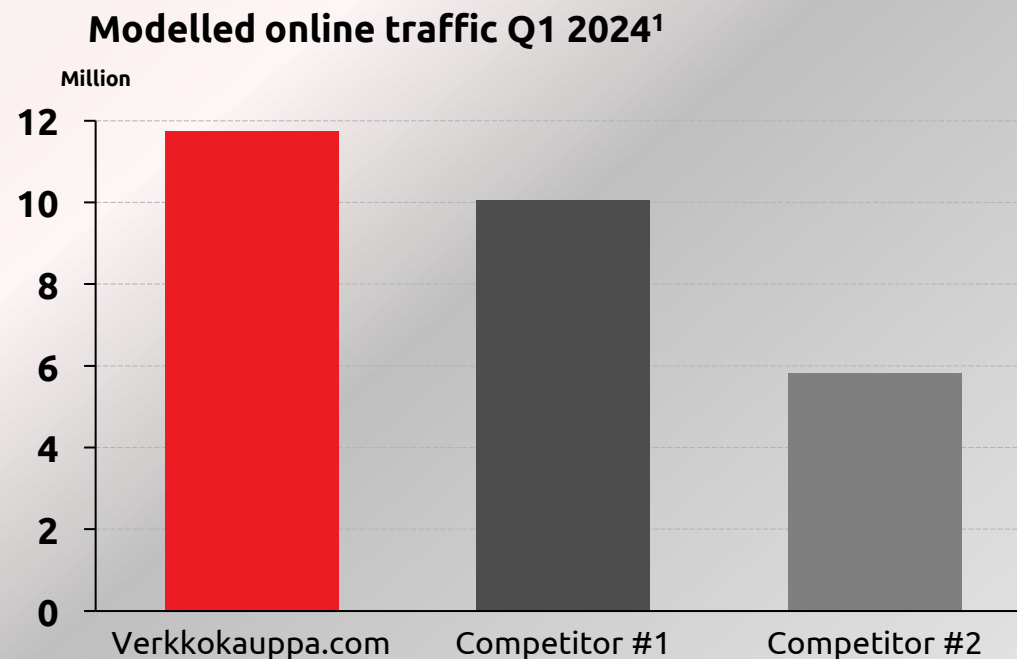


Verkkokauppa.com
Competitor #1
Competitor #2

Verkkis is the #1 in **organic** traffic during peak seasons



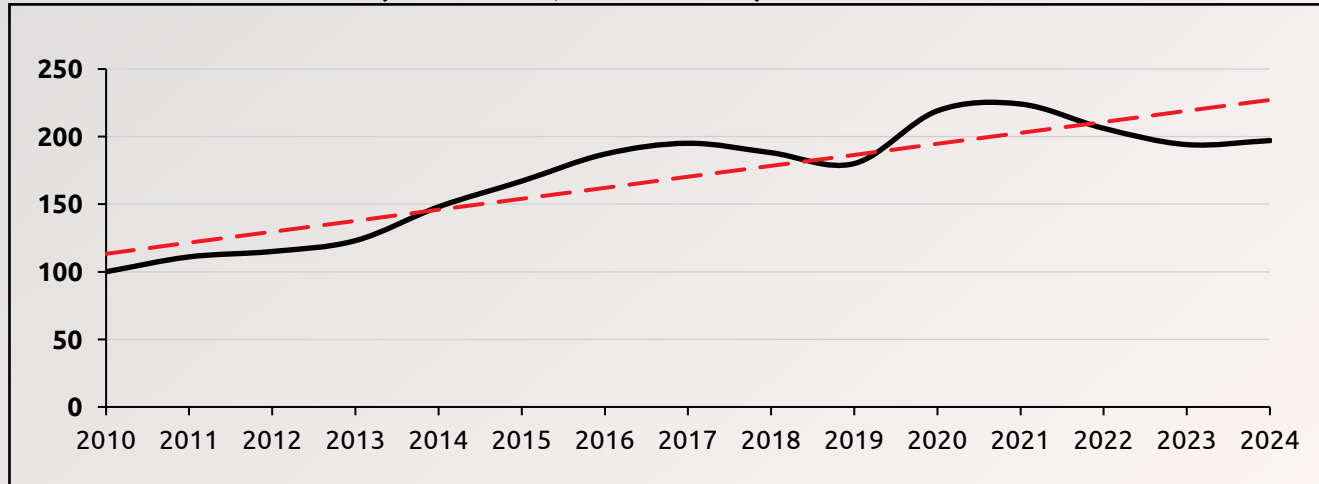
...and overall collects the most traffic



Source: Similarweb Q1 2024

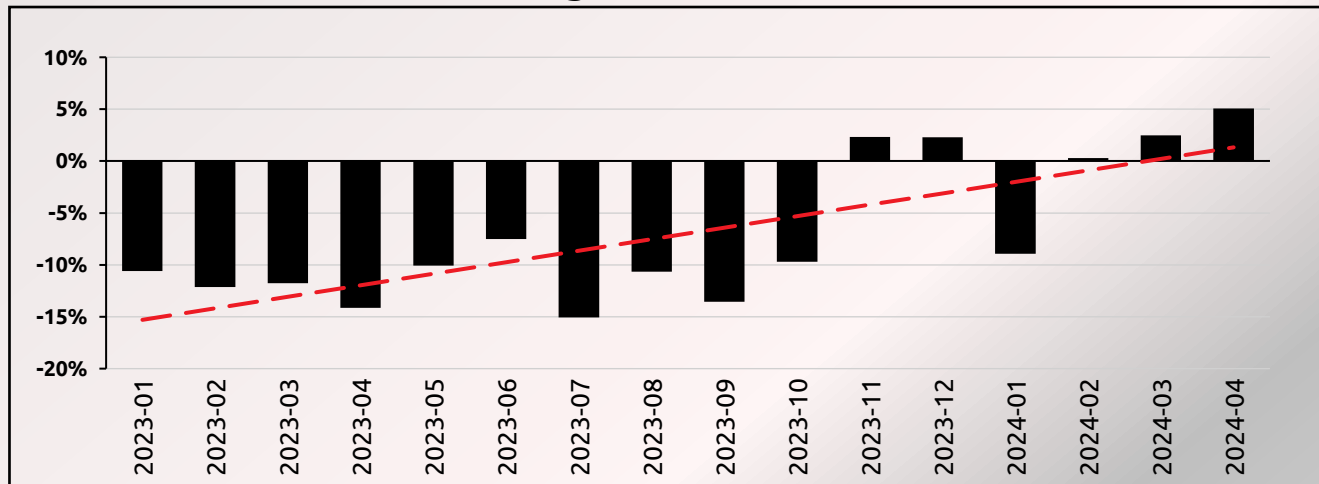
Large and loyal customer base gives us leverage to our commercial operations and to media business

Active customers (indexed, 2010:100)



Since 2010, Verkkokauppa.com **active customer base doubled** (CAGR 5%), with cyclical ups and downs

Active customers YoY change, %



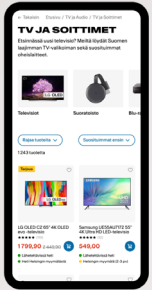
Even in challenging market conditions...
The trend in active customers has returned to positive from Q4/2023 forward

Verkkokauppa.com Customer Experience creates true loyalty



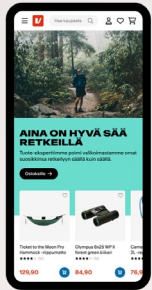
**Attract more customers
in target segments**

Systematically invest in marketing to build top-of-mind
Focus on broadening our customer base
Become an authority in selected categories



**Most effortless
shopping journey**

Remove barriers & support in decision-making : Easier approach for non-tech or physical salesperson-oriented people
2024: Raise the bar on last mile - blazing fast : guaranteed next day, 1h express delivery in major cities

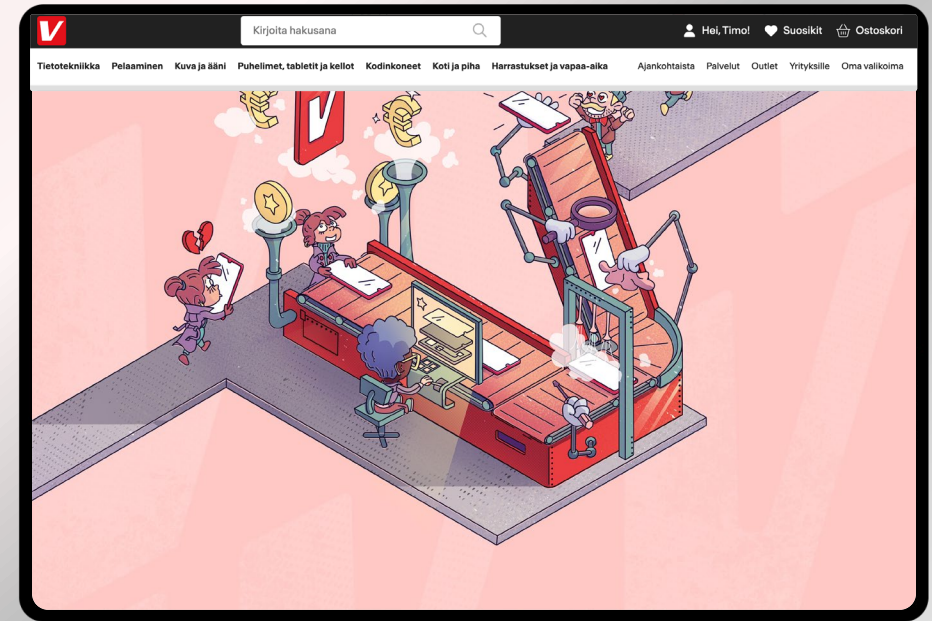


**Deepen the core
customer relationships**

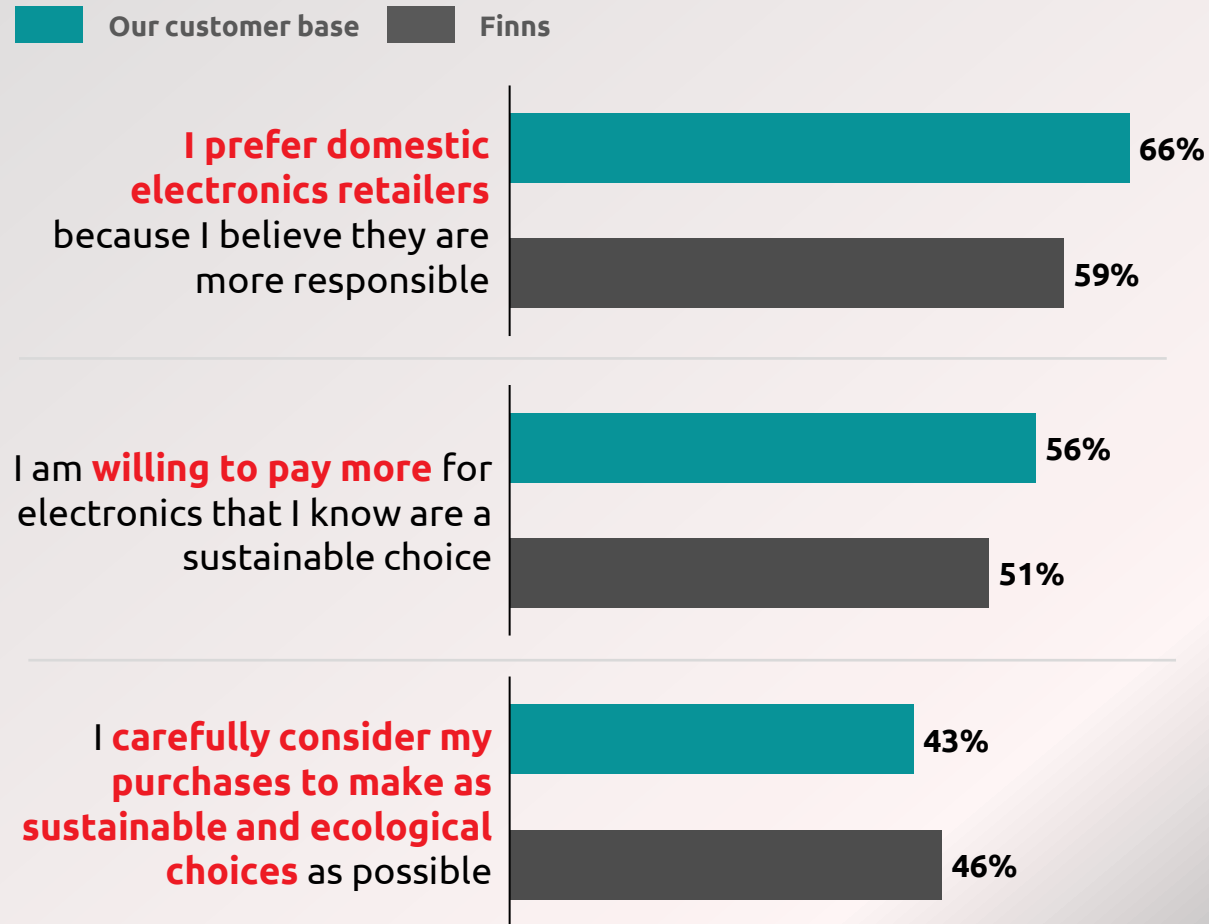
Customer lifetime value based segmentation and (re)activation
Create stickiness and true loyalty via services (Trade-in, Tili credit account, Fast deliveries, life-cycle services)
Amaze with e2e experience and continuously improve the experience based on customer feedback

SUSTAINABILITY

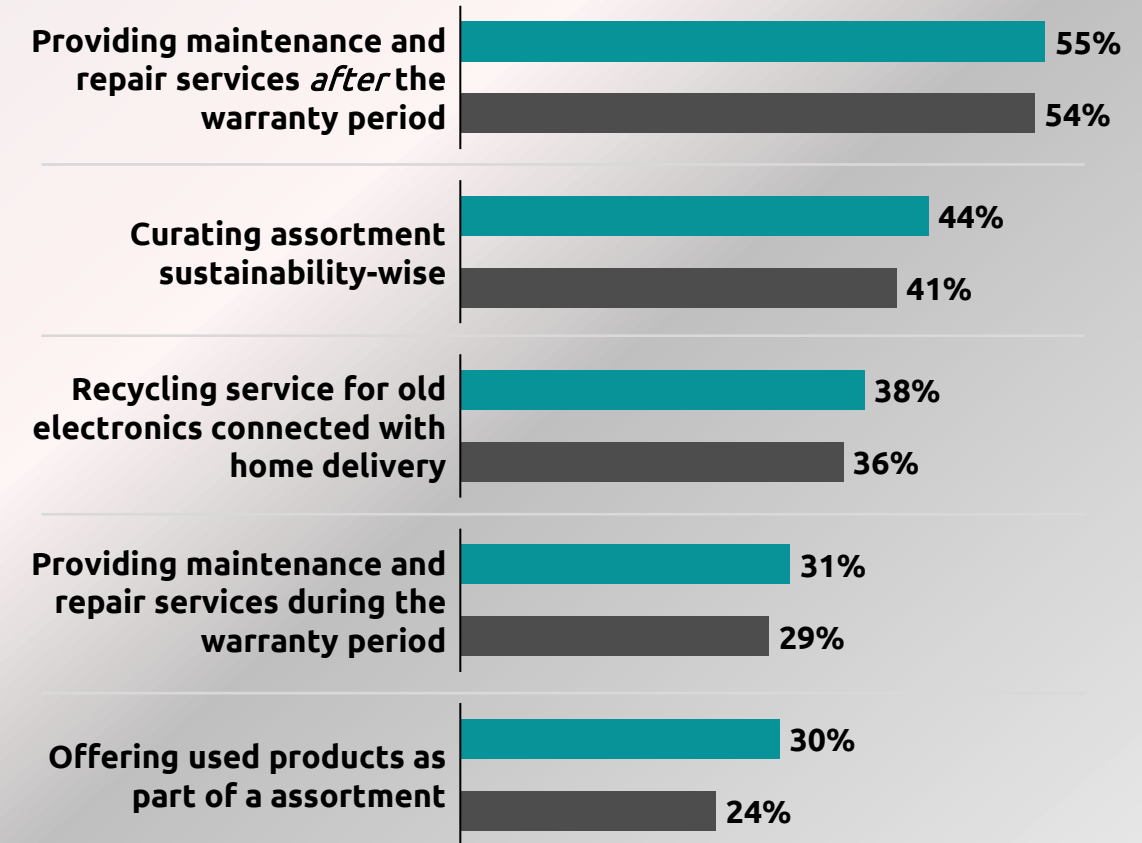
Suvituuli Tuukkanen
Chief Marketing Officer



Interest towards sustainability topics and sustainable business models has remained relatively high



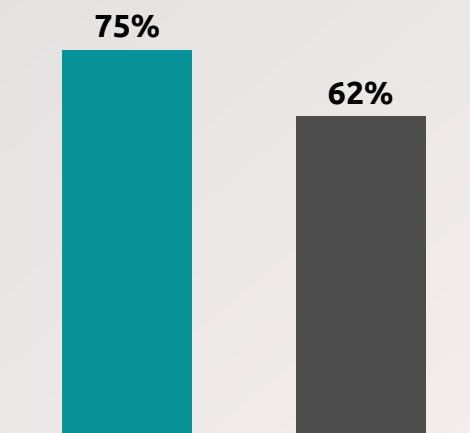
What kind of actions do you expect from electronics retailers (top5)?



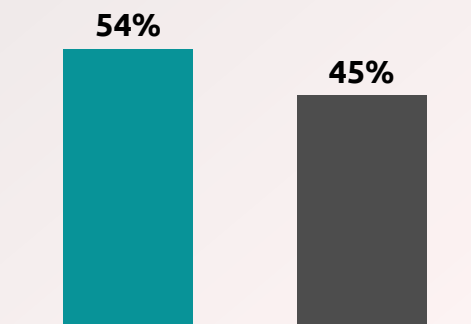
Demand for used electronics and trade-in service is picking up especially within Verkkokauppa.com customers

Quarter of Verkkokauppa.com customers also show interest for new business models (renting and leasing ie. "device as a service")

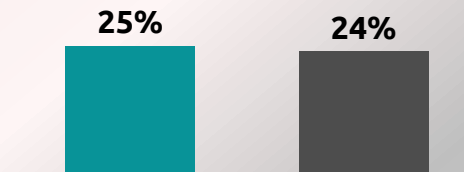
Our customer base Finns



I could also buy reliable and well-maintained **used electronics** from well-known eTailers if there were more of them available



I have some redundant, but working electronics that I **could sell** to an electronics dealer for a refund



I could also **consider renting** the electronics I need instead of buying them



FWD: Apple iPad 7
WiFi 32 Gt –
preowned tablet



259.99 €



FWD: Lenovo
ThinkPad X1 Carbon
G7 14" – preowned
laptop



399.99 €



FWD: Samsung
Galaxy S21 5G –
preowned mobile
phone

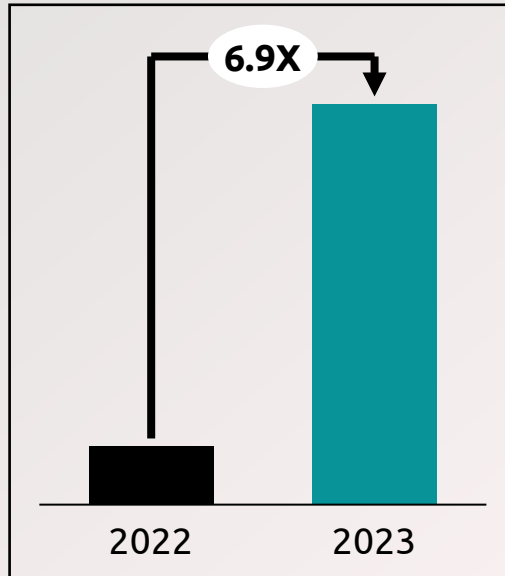


349.99 €

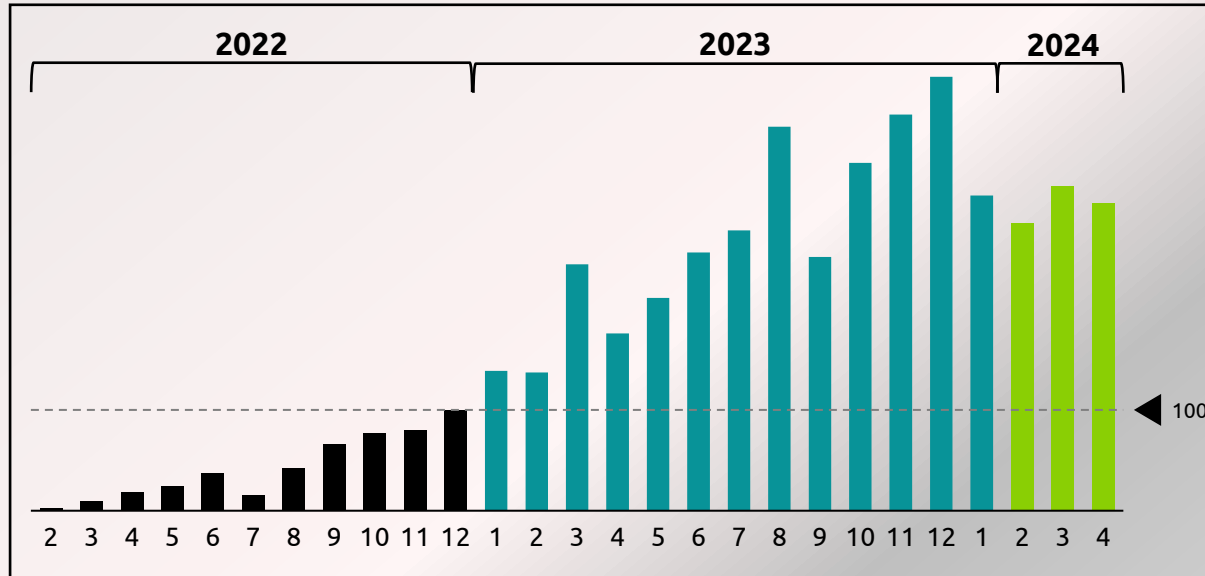
Verkkokauppa.com pre-owned product line FWD: sales have tripled and demand is expected to grow

Our long-term goal is to offer a viable used choice in **all our relevant product categories**.

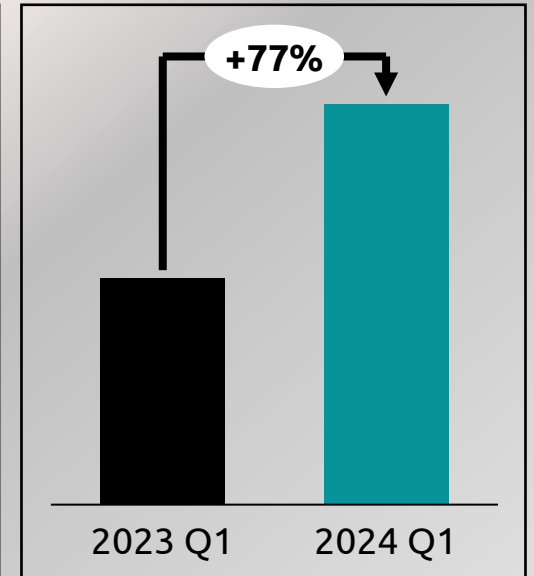
PRE-OWNED
PRODUCTS SALES
GROWTH 2022 – 2023



INDEXED SALES OF PRE-OWNED PRODUCTS



PRE-OWNED
PRODUCTS SALES
GROWTH 2023 – 2024



FWD: generates significant product margins. Eg. computers: up to +60% vs. A brands.

Number of customers using our trade-in service in strong growth

Our long-term goal is to **expand trade-in services** to cover relevant parts of our assortment.

Our Vaihtokauppapalvelu is the **first and only completely online** trade-in service

Rebatable products

3 000

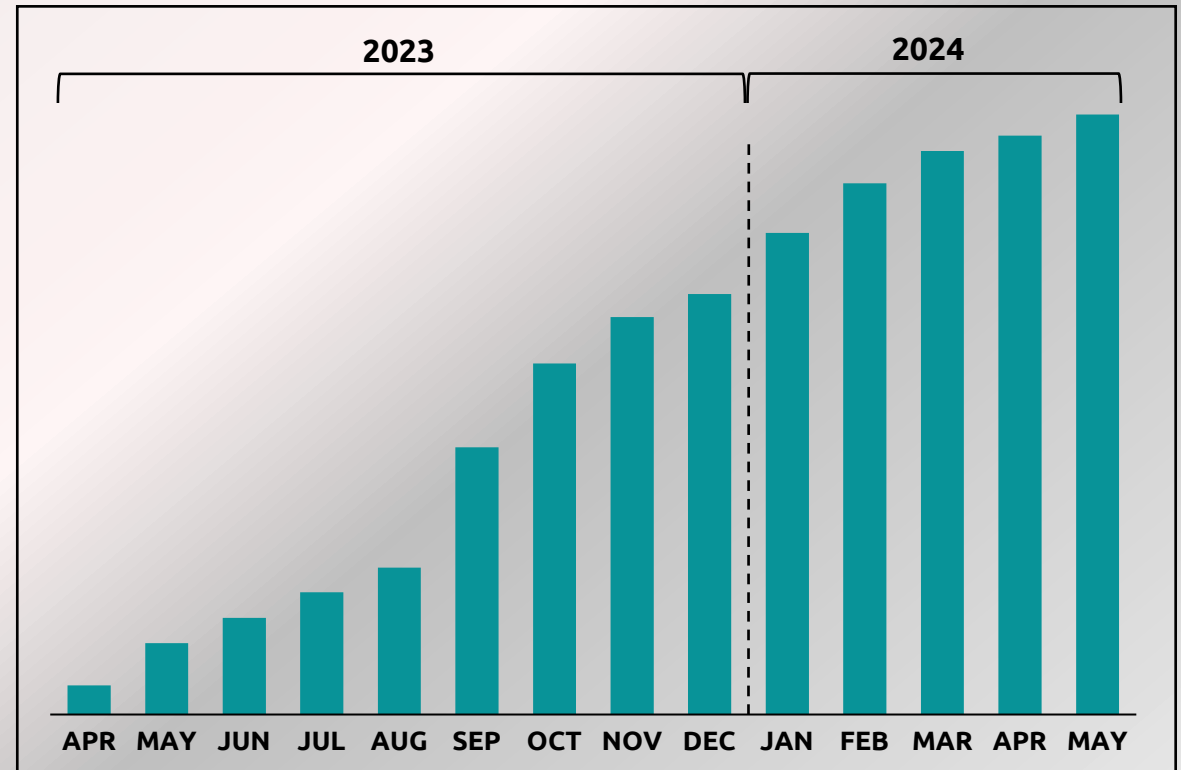
of transactions
completed 100% online

2/3

Average rebate

133€

Cumulative trade-in service transactions



Selected topics from Verkkokauppa.com's CSR work



SUPPORTING CIRCULAR, SUSTAINABLE CONSUMPTION

Long-lasting quality products

Transparent, fair sales practices

*Creating new norm for owning
with innovative circular business
models*



RESPONSIBLE WORKPLACE

Diverse and inclusive workplace

Continuous learning

Quality leadership



SUSTAINABLE OPERATIONS & SUPPLY CHAIN

*Diminishing environmental footprint
throughout our value chain*

Socially responsible supply chain

GOOD GOVERNANCE AND BUSINESS CONDUCT

KEY TAKE-AWAYS

- 1 **Rewriting the rules of retail with the help of strongest brand in the market**
- 2 **Strengthening market leader position with strong communications encapsulating blazing fast deliveries**
- 3 **Continue utilizing large and loyal customer base as our commercial leverage**

Suvituuli Tuukkanen

Marketing and Communication Director

