



ESSENTIALS



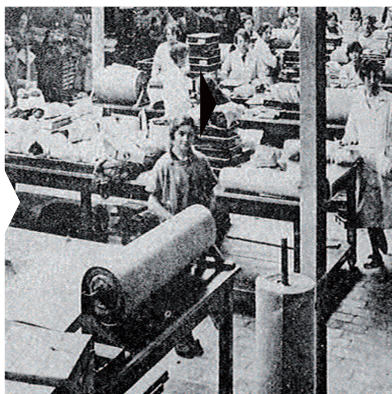
La Redoute



Nathalie Balla and Eric Courteille took over La Redoute in June 2014. They believed that La Redoute had a future, due to two major strengths: the power of the brand and the outstanding expertise of their internal teams, particularly the stylists and designers who shape the fashion and home decoration collections year after year for La Redoute's own brands; La Redoute Collections, La Redoute Intérieurs and AMPM. As of April 2018, the Galeries Lafayette group became the majority shareholder within La Redoute.

1837

Creation of
« Filatures de laine
de La Redoute »
« the woollen
mills » in Roubaix



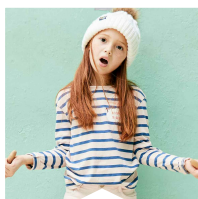
10 M

Customers
(France +
International)



7 M

Unique visitors
per month



70%
of the turnover
is driven by internal
brands



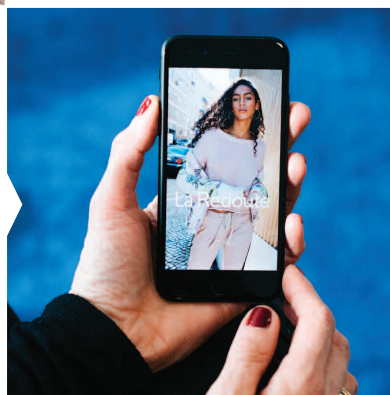
750 M€

Turnover
in 2017



30%
of turnover is
achieved
internationally

90%
of the turnover
is digital



La Redoute is a leading French online retailer in Fashion and Homes

For 180 years, La Redoute has developed a lifestyle brand based on the French way of life, offering Fashion and Home Decoration, to its millions of customers around the world. La Redoute is a timeless company, with a transgenerational history based on creativity and constant innovation.

From the woollen mill to the iconic catalogue, La Redoute is now a leading online retailer, specialising in Fashion and Homes. In France, La Redoute is a leading being the third retail website for apparel and the fourth in Home Decoration.*

The La Redoute websites are visited by more than 7 million visitors every month and there is vast brand awareness in France, with 99% of those aged 18-65 being familiar with La Redoute.

La Redoute is the only online retailer in France able to create, distribute and deliver its offer to more than 10 million customers in France, as well as internationally, offering the best in customer experience.

La Redoute's stylists and designers have outstanding knowledge and experience. Every year they design the Fashion and Home Decoration collections. 70% of La Redoute's total turnover is reached with its own internal brands.

La Redoute makes about a 30% of its turnover internationally with a presence in the UK, Belgium, Switzerland, Russia, Spain and Portugal. The laredoute.com website also reaches many other markets around the world.

In April 2018, the Galeries Lafayette group acquired a stake in La Redoute by 51%.

* Source : survey Fevad & Mediametrie 2018





To Become the Most Loved Lifestyle Platform for Families

La Redoute have created a responsible lifestyle brand, centred around customers' expectations and dedicated to family's needs for every day, events and special occasions that are all part of family life. This is expressed in an inspiring and desirable way, through the distribution and communication channels.

Along with the Galeries Lafayette Group, we have created a retail experience for our customers for the future; an omnichannel purchase route and seamless customer experience that combines the best of physical and online retailing. In 2021, La Redoute will launch more than 40 stores or retail spaces showcasing AMPM and La Redoute Intérieurs product in France, all connected to the La Redoute Platform.

La Redoute also recently established the loyalty program "La Redoute & Moi", a new business model based on interactions with our customer community. Our goal is to build long-lasting relationships, based on trust, personalised offers and quality of our products and services.

70% of turnover is achieved by La Redoute's internal brands

The selection of lifestyle brands offered by La Redoute are a mixture of both Fashion and Home brands, that complement each other perfectly. For Fashion, a mixture of internal La Redoute Collections, famous international brands and new and emerging smaller brands, allows our customers to create their own individual style. For homeware, La Redoute Intérieurs and AMPM offer the customer stylish home décor choices, to create their desired interiors style to suit their home and their lifestyle.

In addition to fashion and home linen, which La Redoute has been best known for historically, the Home Decoration business represents a new generation of opportunity for international growth.

Internationally, the unique style, price and quality of the product is our competitive advantage.

Our stylists and designers have outstanding knowledge and experience. Every year, they design the internal Fashion and Home Decoration collections. 70% of La Redoute's total turnover is achieved by the internal brands.

La Redoute also aims to support new talent by developing seasonal designer collaborations – many capsule collections have been created by working with up and coming designers, such as Christophe Lemaire in the 90s, Anthony Vaccarello in 2011, Jacquemus in 2014, Sézane in 2015 or Christelle Kocher in 2018.



La Redoute achieves 90% of its turnover online

More than 90% of La Redoute's turnover is achieved online. We leverage data to provide our customers with an exceptional purchasing experience. We work every day to make it as easy as possible for our customers to find the products they are looking for, to discover new products they might like and always keep them up to date on their orders. We also place a lot of emphasis on our customer relations teams, so they can understand a customer's situation or problem as quickly as possible to provide them with a timely and appropriate response.

Smartphones and tablets already represent more than 40% of the La Redoute turnover. We work hard with many start-ups in order to consistently enrich the customer experience with new services.

As one of the most active and innovative players in the e-commerce market, La Redoute has recently tested and deployed the latest version of its mobile application. It includes two features, that are new in Europe, to provide its customers with a one-of-a-kind shopping experience: voice and visual recognition. Now shoppers can easily and thoroughly search for the article of their choice.

At La Redoute, we are convinced that data is a key strategic asset, which allows us to imagine and design the omnichannel retail channel of the future, by integrating new technologies such as AI.







La Redoute delivers to its customers an outstanding « phygital » (physical and digital) shopping experience

Since 2015, La Redoute has opened stores in Paris as well as other major cities in France, for La Redoute Intérieurs and AMPM. The aim is to offer customers the opportunity to experience the style, the quality and the details of products, in an inspiring environment.

By 2021, in France La Redoute will have more than 40 stores or retail spaces, connected to the La Redoute platform.

It's about inviting customers to experience in stores an inspiring atmosphere. The purchase experience can be completed in store with tablets, or on a smartphone via La Redoute app, or on computer at home! La Redoute offers to its customers a unique "phygital" experience.



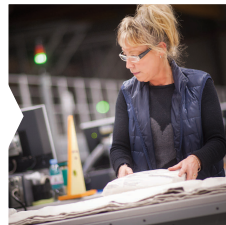
With our brand new high-tech warehouse Quai 30 for small items (mainly Apparel and Home Linen) and our warehouse dedicated to Home Decoration products called Quai de L'Escaut, La Redoute meets customers' expectations in terms of service and delivery

Quai 30 in Wattrelos: the warehouse that can process an order within two hours and deliver it within 24 hours.

Quai 30 processes more than 3,500 orders per hour and it can process an order within two hours. With Quai 30, La Redoute can deliver any order placed before 8pm the very next morning. Quai 30 is able to manage 300,000 product references and deliver 15 million parcels per year. Quai 30 is a brand new, high-tech warehouse, equipped mainly with robots, extended over 42,000m², in operation from 6 am to 9.30 pm. This warehouse is equipped with the most advanced industrial technologies: Mini-Load, Multi Shuttle, Pocket Sorter and Cross-belt Sorter. La Redoute is also implementing a digital revolution within its logistic operations, meaning the IT system enables La Redoute to process orders in real time.

Quai de l'Escaut in Anzin: The warehouse that dispatches Home Decoration products

The "Quai de l'Escaut" warehouse within Anzin stores, prepares and sends any order from La Redoute Intérieurs and AMPM bulky items (Sofas, furniture, mattresses etc.) At over 70,000m², more than one million bulky items are stored and dispatched each year, in France and abroad as well.



International subsidiaries account for 30% of La Redoute's annual turnover

La Redoute's international activities are a strategic growth driver. International subsidiaries currently account for 30% of La Redoute's annual turnover. The international operates on three models: subsidiaries in key strategic markets, the La Redoute .com website and partnerships.

La Redoute is present in six countries: the UK, Russia, Switzerland, Belgium, Portugal and Spain. These subsidiaries address their national markets considering local specificities, whilst utilising centralised brand resources and aligning with overall corporate strategy. The international launch of La Redoute Intérieurs in 2015 was an excellent opportunity for all countries and now all international countries are able to offer a French lifestyle to their markets.

The laredoute.com website is also an outstanding lever for growth, generating a broad exposure for the brand in more than 200 countries across the globe.

La Redoute develops partnerships with distributors particularly well positioned in markets such as China, Greece, Sweden or Romania. La Redoute have also concluded new partnership agreements in countries such as Africa, Middle East and Japan.



With 180 years experience, La Redoute is conscious of its role to play in terms of Corporate Social Responsibilities

We have established a Social and Environmental Responsibility program focused on four pillars and twelve commitments. Our commitments are displayed through concrete acts.

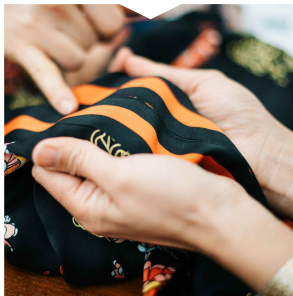


Pillar 1 : Make enlightened choices for the environment

La Redoute loves sustainable materials: At La Redoute, we have respect for the materials we use and for the planet. To reconcile our dependency on what nature produces for us and our desire to preserve these precious resources, we have joined the Better Cotton Initiative. Our paper stock is certified coming from sustainably-managed forests and we are very careful to trace back the wood materials we use.

La Redoute has great concern for the well-being of all animals. Concerned about the treatment of animals, La Redoute is a proud member of the Fur Free Retailer Program. This means we don't use any real fur in our clothing products. We also refuse to deal with angora, mulesing, goose feather and live plucked feathers in accordance with the Responsible Down Standard. Sorting and recycling its waste is the least of what La Redoute can do: Because simple waste management is easy but pays off in a big way, La Redoute sorts and recycles all the waste produced by its activities. Our plastics become plastic again and our cardboard goes back to being cardboard—good for the planet and good for the economy.

La Redoute actively uses trains, reducing its CO2 emissions: Our supplies arriving at French ports make their way to us by shipping container and we prefer transporting our goods by boat, truck and train—whatever it takes to reduce CO2 emissions. We are proud of our use of the train system in Asia—economic, ecological and fast.





Pillar 2 : Interactions with our customers and business partners are focused on sincerity and sustainability

La Redoute, an accessible e-commerce option: The Internet has become an essential information and consumption channel. Why should certain people be excluded? The customer relations department at La Redoute is accessible to those with hearing difficulties, and the website is navigable by the visually impaired. We are proud to pioneer new norms.

La Redoute—member of the Social Clause Initiative (ICS) for human rights: We work to sustainably improve the conditions of workers, to support suppliers in a responsible manner, and to empower them as active participants in their own approach toward progress. The ICS mobilises a group of experts to represent motivated and involved brands, who are grounded in the way they take care of their teams.

La Redoute is compliant with the RGPD and the SAPIN II Act: For La Redoute, customers' data is personal. In order to ensure that it remains as it should, we are committed to ensuring the security of processing this data, in accordance with GDPR.

To be compliant with the SAPIN II Act, we have deployed a series of processes: Creation of an ethical committee, addition of a code of conduct and training to protect the company and all employees.



Pillar 3 : Takes actions for the local community and society as a whole

La Redoute supports equal opportunities for young people: La Redoute has always involved its employees in initiatives for equal opportunities both at school and on the job: help for schools and for entrepreneurial endeavours, digital workshops, coaching, etc. Employees are also encouraged to be involved in their community.

The organisation Solfa—La Redoute is an advocate of preserving women's dignity and rights to education: From the beginning, La Redoute has supported women. We are partners and founding members of the Solfa endowment fund, which exists to promote the dignity of women by taking a stand against all forms of violence towards women.





Pillar 4 : Empower our employees with the skills for responsible entrepreneurship

Win'R Management: Through management resources, with which all managers are trained, La Redoute encourages its management teams to serve as coaches, leaders, and entrepreneurs.

La Redoute supports and promotes employee diploma initiatives: Each year, La Redoute makes it possible through various forms of guidance and support for employees to convert their professional skills into specialised degree programmes.

La Redoute Chili Peppers: La Redoute employees have formed dedicated teams to organise internal events and activities, aimed at developing interpersonal relationships and fostering a friendly atmosphere.

La Redoute

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