

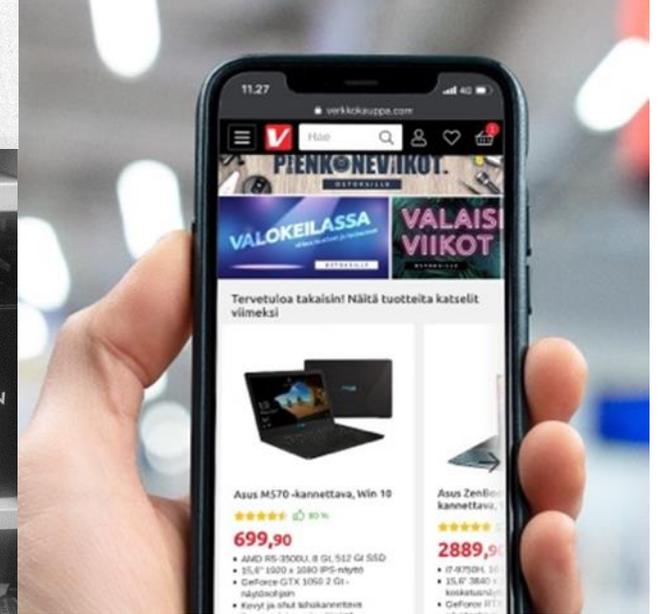
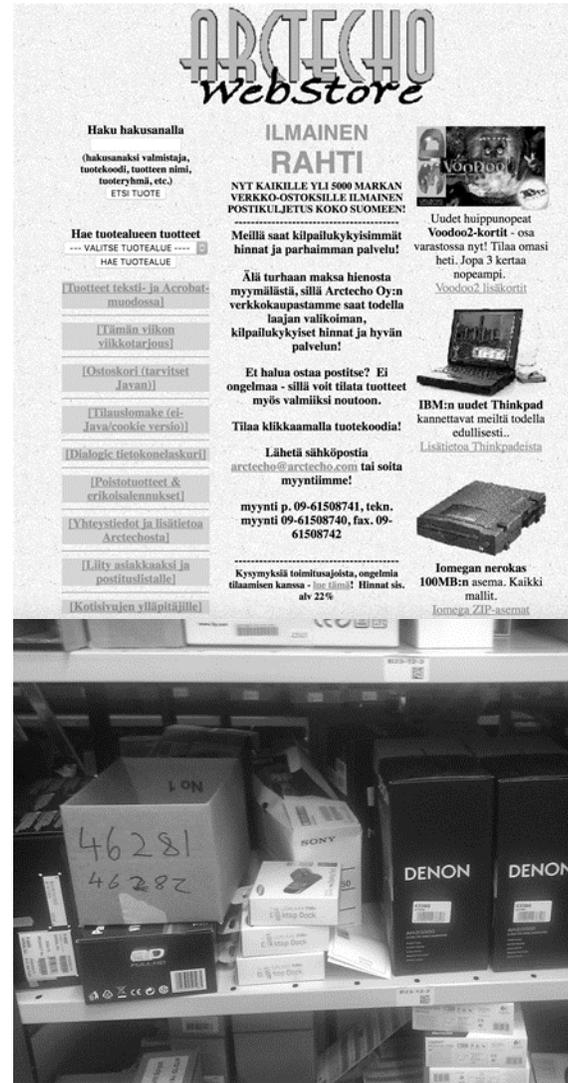
Our superior technology backbone

Jyrki tulokas, CTO

Verkkokauppa.com Capital Markets Day
29 september 2021

Verkkokauppa.com

A passionate pioneer of ecommerce technology since 1992
Proven track record of innovation



Strong in-house competence ensures continuous innovation and best of class customer experience

Design and customer experience team

Infrastructure, DevOps and Cyber Security team

Software development team



A technology company with a unique platform

Core ERP technology

Built for modern digital business

Enables truly omni-channel customer experience

Fast adoption to emerging business needs

Leading customer experience technology

Enables unique CX development

Fully integrated to our operations

Highly scalable and reliable

Fast to integrate new technologies and capabilities

Improvements to supply chain and warehouse

Payment and finance development

Delivery chain development

Agile enterprise

= 30 new deployments a day to production



Data driven company

- Great domain to deploy modern data analytics
- Offers significant benefits to better, faster and more efficient decision making
- Verkkokauppa.com centralized data platform taken into use



Future technology driving customer experience and growth



Experience



Assortment

Upselling and cross-selling fuelled by advanced search and personalized product recommendations

- Higher customer satisfaction
- Increase in revenue and basket size*
- Increase in conversion rates

The screenshot shows a search results page for 'lg tv' on a website. The main content area displays four LG TV models with their specifications, prices, and availability status. The sidebar on the right features two recommended products: a Lenovo ThinkPad laptop and a Lenovo backpack, each with its price and key features.

Search Results:

- LG 55UN7000 55" 4K Ultra HD LED -televisio**: 387,02 (alv. 0.5%), 5 stars (1 review). Features: LG webOS 2020 Smart TV, HDR10 ja HLG -tuki, 4K IPS -paneeli, Bluetooth v. 5.0.
- LG 50UN7400 50" 4K Ultra HD LED -televisio**: 387,02 (alv. 0.5%), 5 stars (0 reviews). Features: LG webOS 2020 Smart TV, 4K Ultra HD, HDR10 ja HLG, Bluetooth v. 5.0.
- LG 50UN7300 50" 4K Ultra HD LED -televisio**: 362,82 (alv. 0.5%), 5 stars (4 reviews). Features: LG webOS 2020 Smart TV, 4K Ultra HD, HDR10 ja HLG, Bluetooth v. 5.0.
- LG 49UN7300 49" 4K Ultra HD LED -televisio**: 387,02 (alv. 0.5%), 5 stars (0 reviews). Features: LG webOS 2020 Smart TV, 4K IPS -paneeli, HDR10 ja HLG, Bluetooth v. 5.0.

Product Recommendations:

- Lenovo ThinkPad T15 Gen 2 -kannettava, Windows 10 Pro**: 2 199,90. Features: Core i7-1165G7, 32 Gt, 512 Gt SSD, 15.6" Ultra HD (3840x2160) IPS -näyttö, NVIDIA GeForce MX450 2 Gt, Kestävä kannettava liikkuvaan työhön.
- Lenovo 15,6" Laptop Casual Backpack B210 -reppu, musta**: 34,99. Features: 15.6" kannettava, Vettä hylkivä pintamateriaali, Täyvä ja mukava käyttää, Musta väri.

*) Forrester study



At the forefront of eCommerce – recent improvements in customer experience (CX)



Experience

Customers expect faster and more seamless omnichannel experiences, including e.g. faster and more flexible delivery experiences, optimized mobile commerce experiences and simplified payment solutions

mCommerce

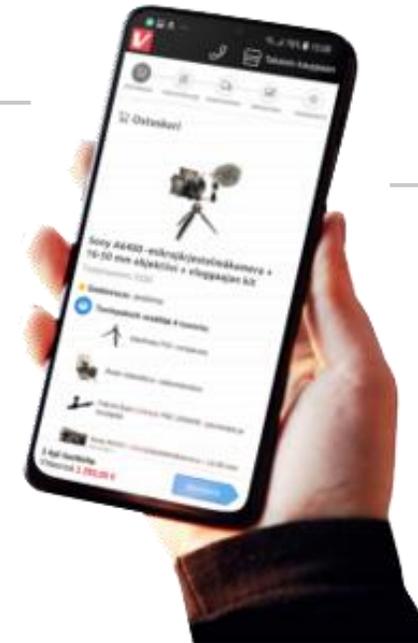
Mobile users now close to 60% of site visitors and growing

Online Outlet to liquidate old stock at optimal prices and same high quality CX

AI to improve and automate chat responses in customer care

60% of cases already

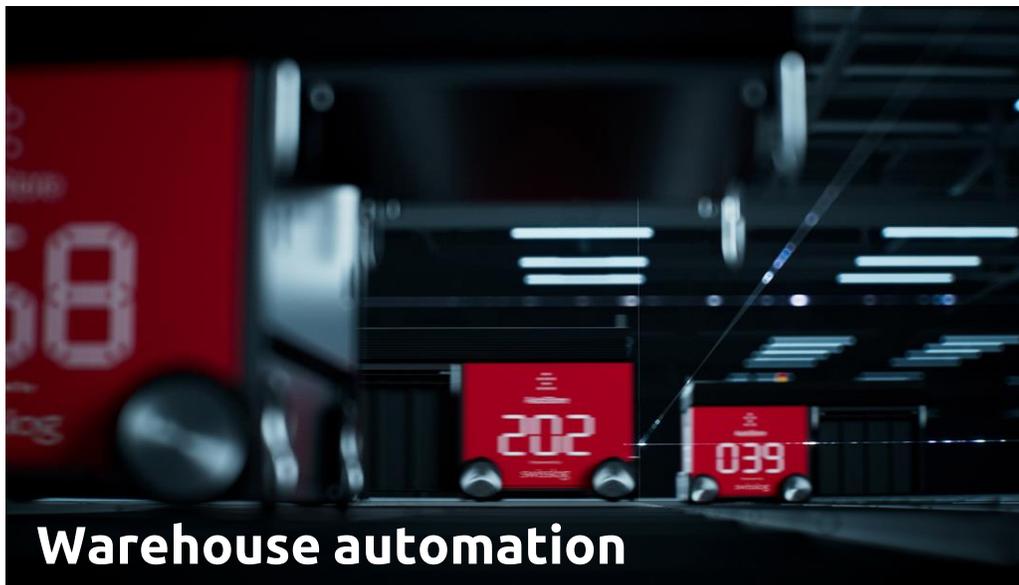
Seamless SSO with Facebook, Google, and Microsoft accounts



Technology driving leading speed and flexibility



Speed & Flexibility



Warehouse automation



End to end best customer experience



In Summary

1.
**Agile and
innovative
technology
company**

2.
**Competitive
advantage from
strong in-house
tech/knowhow**

3.
**Data technology
enabling
future growth
& efficiency**





Q & A

