



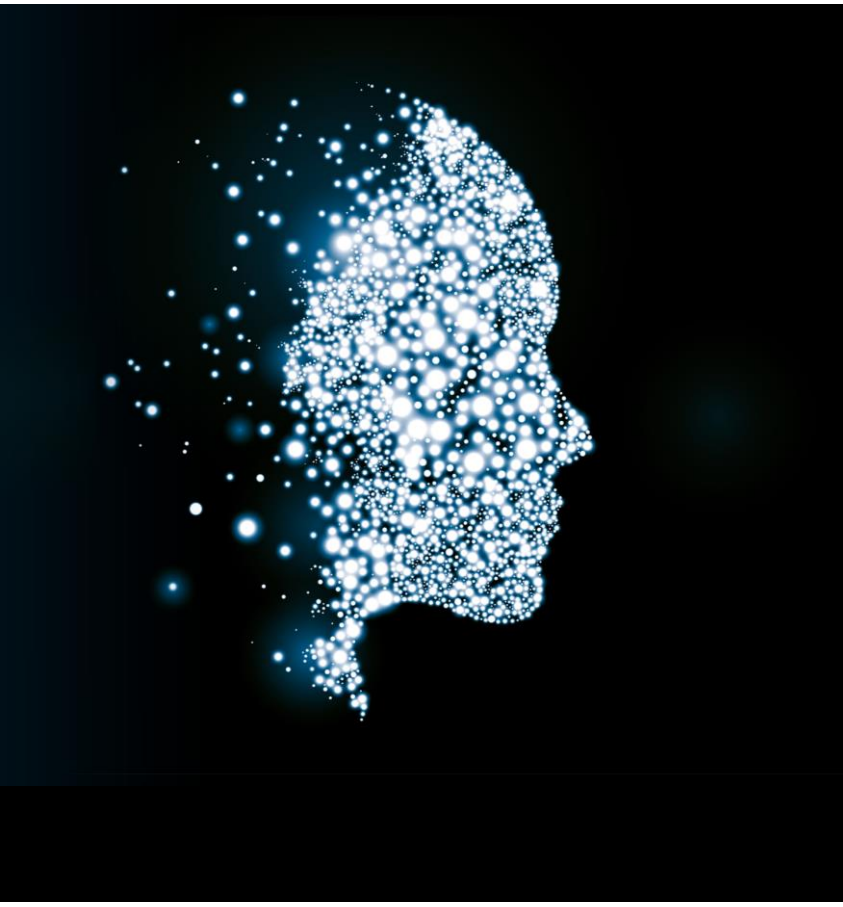
# CONCLUSION

KERING CAPITAL MARKETS DAY  
JUNE 7, 2019



# DIGITAL IS A HUGE OPPORTUNITY FOR KERING

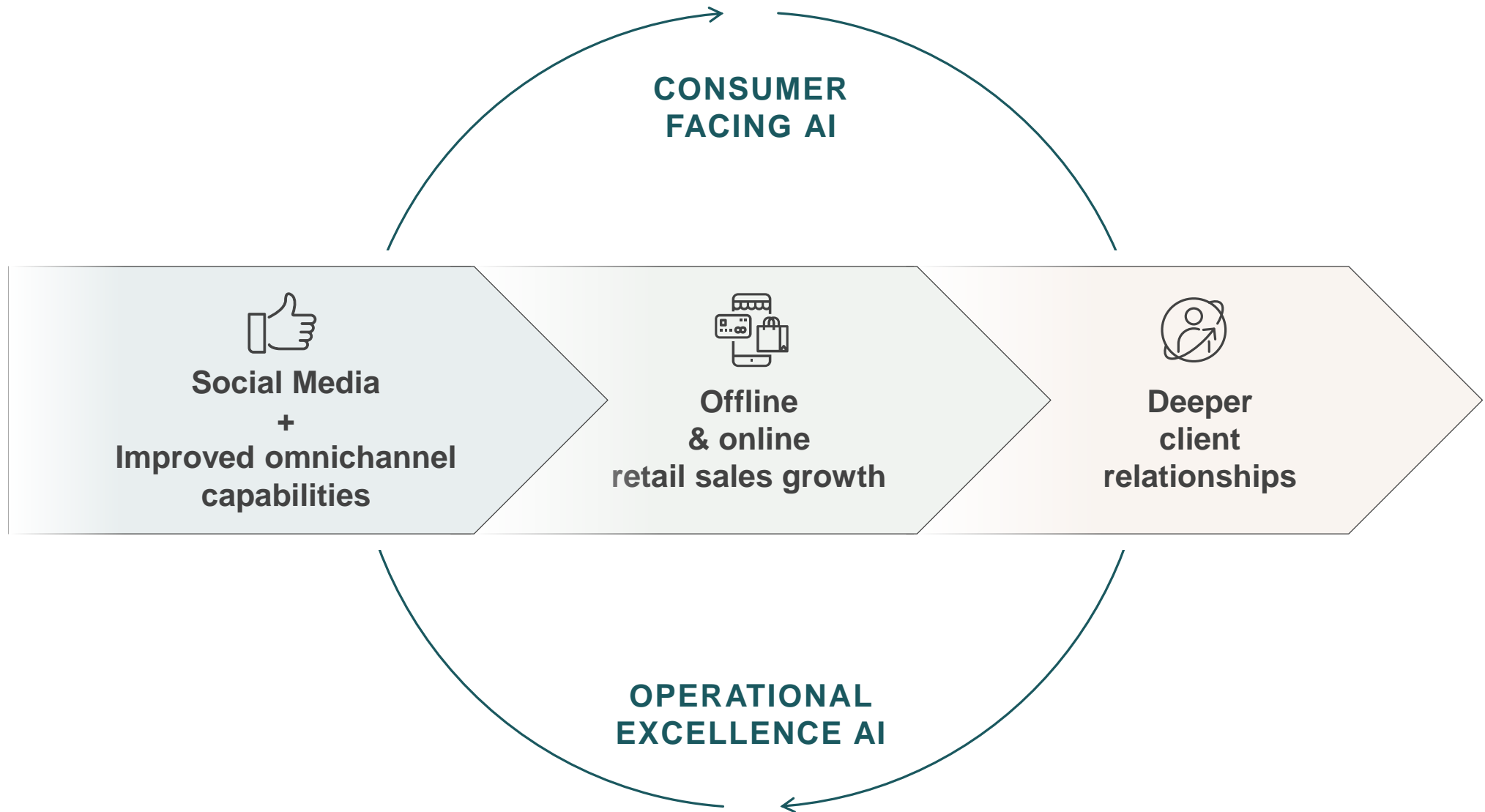
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- 1 **Embracing the digital revolution from a position of strength**
- 2 **Opportunity to strengthen direct relationships with clients**
- 3 **AI to personalize experiences at scale and drive efficiencies**
- 4 **Powerful platforms at group level to amplify brands performance**
- 5 **Already in execution mode, delivering tangible impact**



# BUILDING COMPETITIVE ADVANTAGE



## MEDIUM-TERM AMBITIONS

### DIGITAL COMMUNICATIONS



**x3-4**

digital spend

**30%**

share of reach

### ONLINE RETAIL



**x2.5**

online retail  
revenue  
penetration

### AI



**50%**

client interactions  
augmented by AI

**AI in 100%**

of supply chain

**SUPPORT KERING AMBITIONS TO DELIVER  
SUPERIOR, SUSTAINABLE AND PROFITABLE GROWTH TRAJECTORY**







Q & A

