CONCLUSION

KERING CAPITAL MARKETS DAY
JUNE 7, 2019
DIGITAL IS A HUGE OPPORTUNITY FOR KERING

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
DEEPER CLIENT RELATIONSHIPS

OFFLINE & ONLINE RETAIL SALES GROWTH

IMPROVED OMNICHANNEL CAPABILITIES

SOCIAL MEDIA +

CONCLUSION
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

CONCLUSION