



Getting inside the transaction

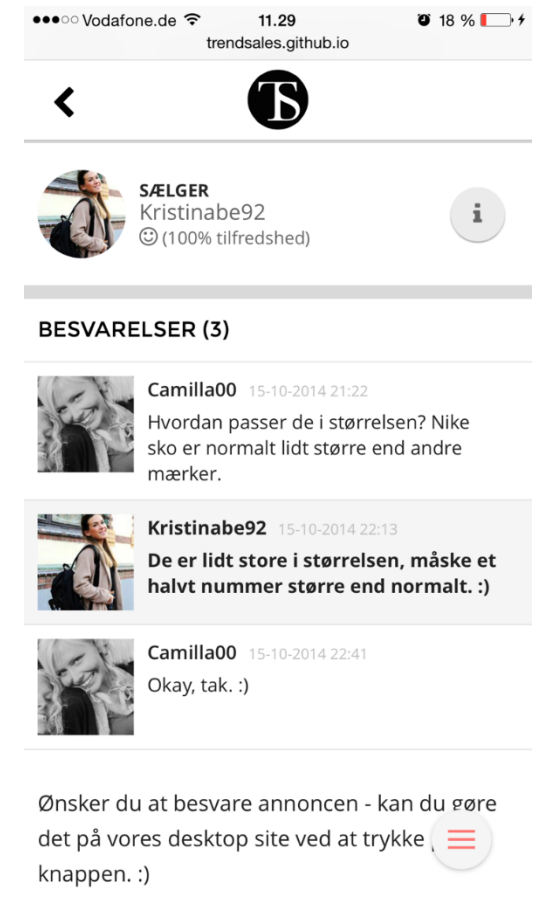
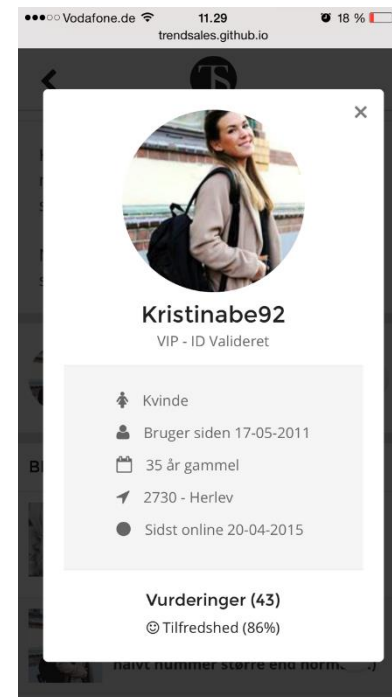
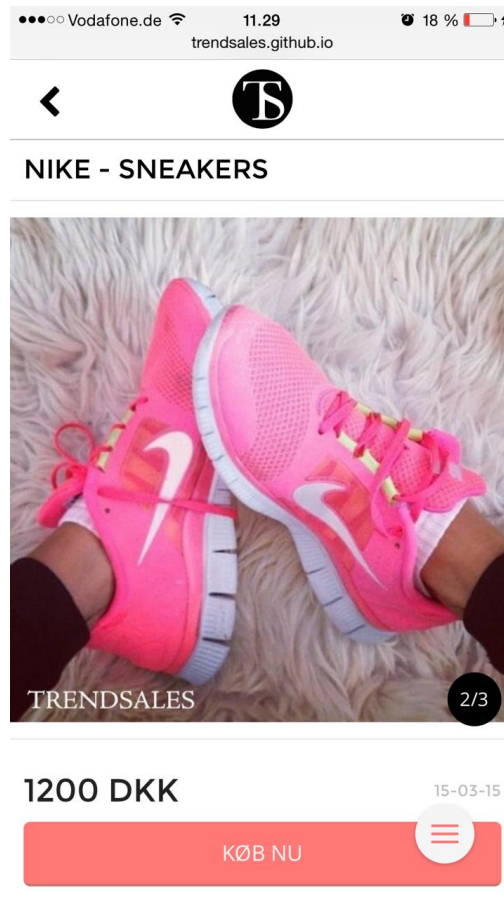
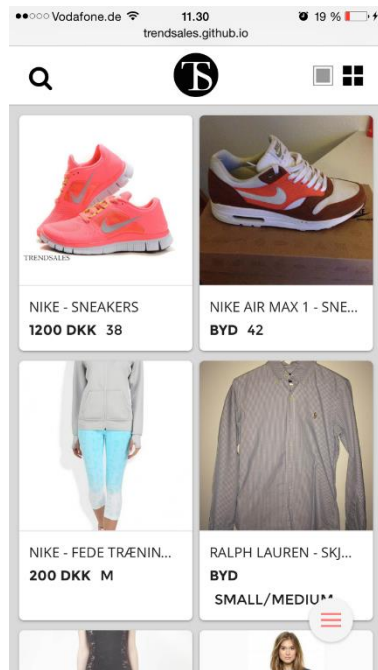
By Søren Skovdahl, Trendsales
- Berlin, March 2015

The Trendsales Concept

It's All about fashion, fashion, fashion and interior design.

Second-hand fashion online

Social trading, transaction, shipping





Listings: 957.327

Users: 719.438

Online: 3.218

OVERVIEW

Shopping Basket: 0 ITEMS

BAZAAR

SHOPS

OUTLET

MAGAZINE

MY ACCOUNT

CREATE LISTING

SUPPORT

Search in MAGAZINE

SEARCH

rasmusengel

Password

LOG IN

Forgot your login? / Create a User / New on Trendsales

DEBATES

BLOGS

ARTICLES

ALL DEBATES

SHOW CATEGORIES

landsbyhospitalet og store og små sønder på dvd

(9 posts, 72 reads) Written by Nille60

11-12-2013 14:00

rabatkode til ASOS

(0 posts, 72 reads) Written by Drosten

11-12-2013 11:23

Rabatkoder til bøger?

(1 posts, 105 reads) Written by Prinsesseamor

11-12-2013 11:11

Hvilke sko til "loose fit" bukser

(3 posts, 213 reads) Written by Mulle-

11-12-2013 10:33

Lemon-dims :-)

(11 posts, 366 reads) Written by Helsekost

11-12-2013 10:05

Julemarked i prag

(1 posts, 102 reads) Written by Louisebay

11-12-2013 09:54

Gellack

(1 posts, 210 reads) Written by Juliekrag

10-12-2013 22:14

Mode og musthaves lige nu?

(2 posts, 522 reads) Written by Jannthi

10-12-2013 21:51

Sjove hjemmesko til mænd / herrer !!

(11 posts, 351 reads) Written by Bunny-

10-12-2013 20:29

Natural/ organic moroccan argan oil - forskellen ?

(1 posts, 300 reads) Written by Krystal18

10-12-2013 18:31

Vip på iphone?

(3 posts, 345 reads) Written by Majabella

10-12-2013 17:54

a new fragrance

DOWN TOWN

Calvin Klein

DEBATE

LATEST | TOP 10

landsbyhospitalet og store og små sønder på dvd

rabatkode til ASOS

Rabatkoder til bøger?

Hvilke sko til "loose fit" bukser

Lemon-dims 😊

Julemarked i prag

Gellack

✓ 1 mio. listings

✓ 350,000 active unique users

SHOPS

✓ 90,000+ items for sale

OUTLET

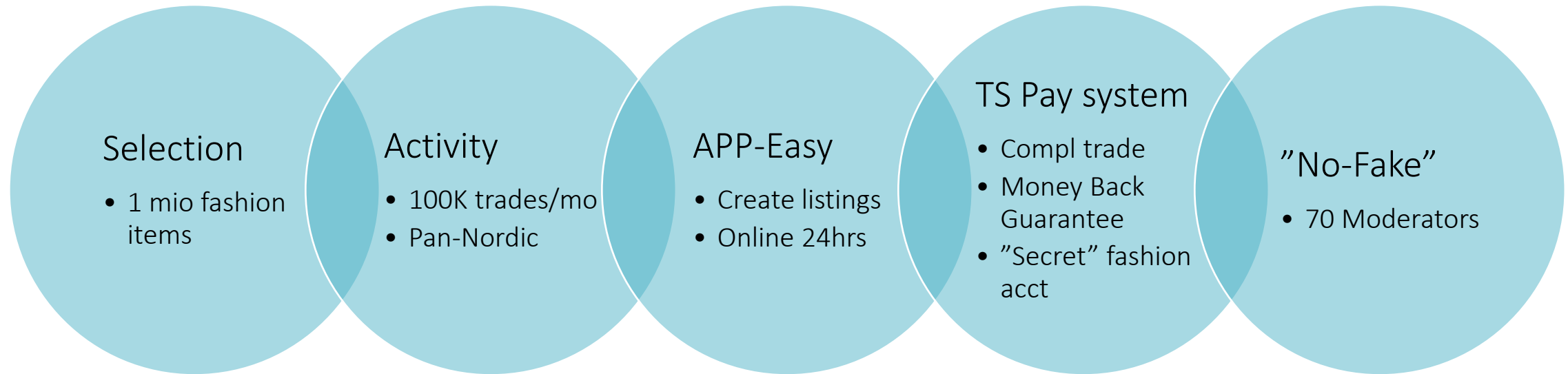
✓ Price reductions of 50%+

MAGAZINE

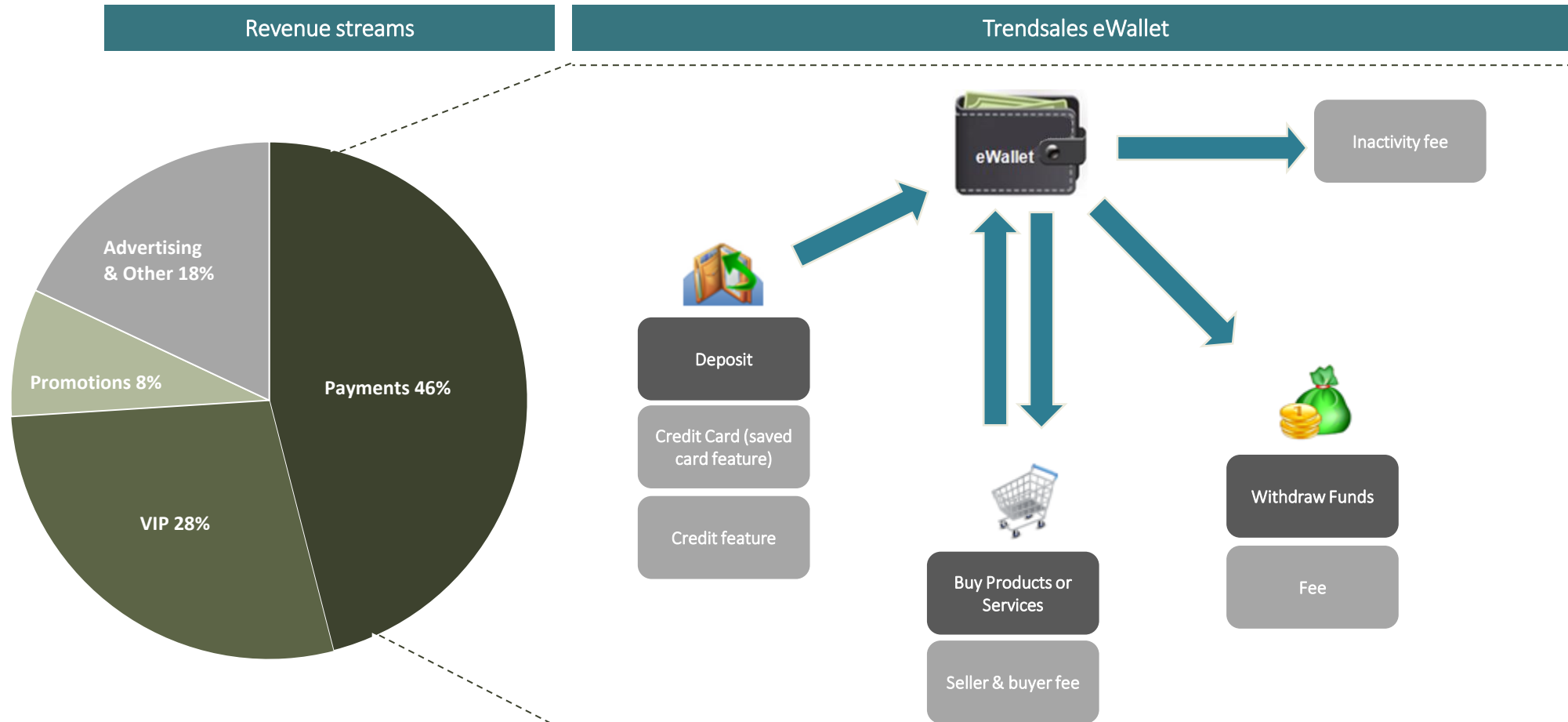
✓ 100+ threads created daily

100,000
Monthly Trades

Value Proposition

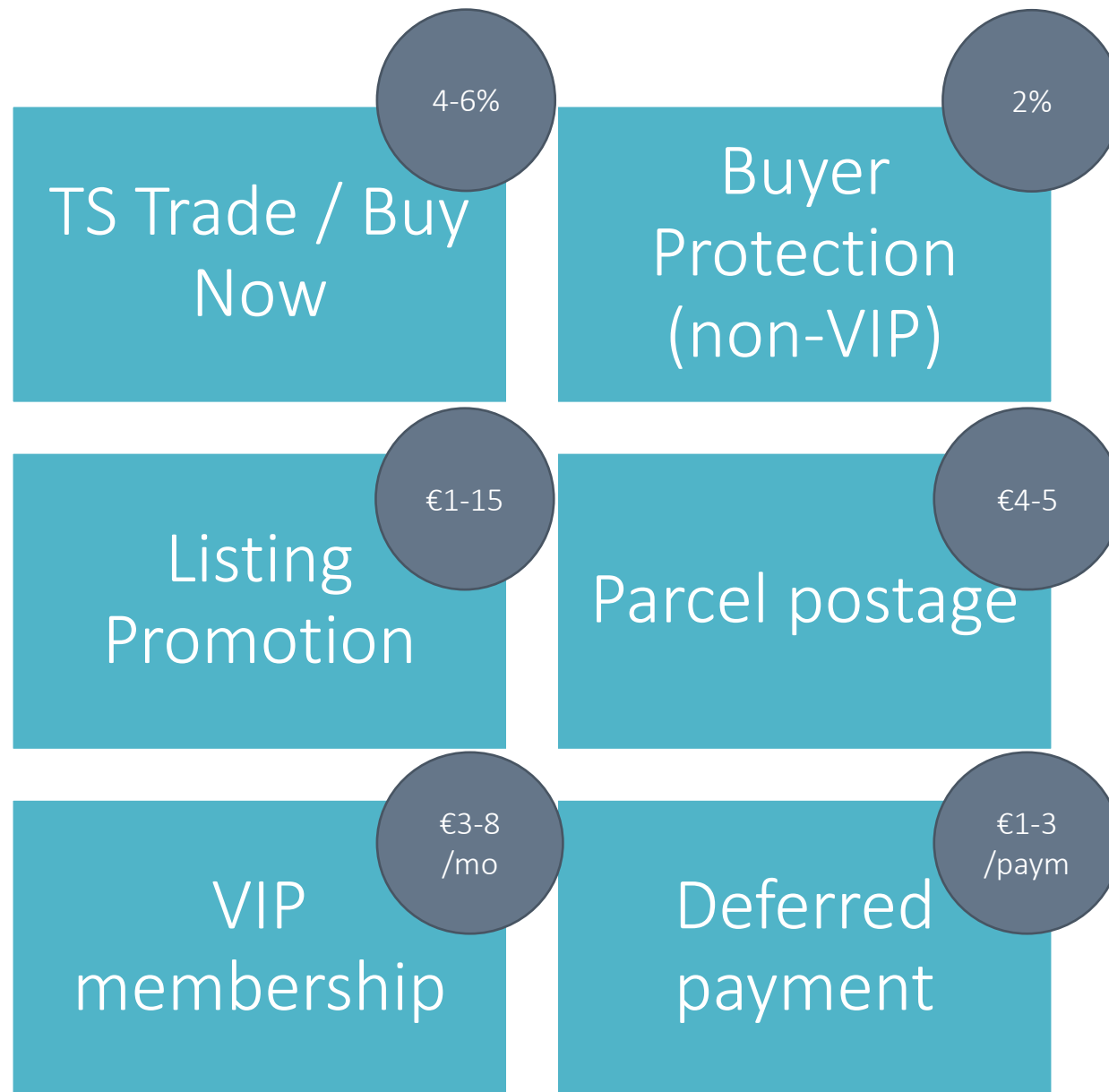


Trendsales revenue model



High earning per user/trade with multiple revenue sources, reduces risk

- ✓ 90% of revenue stems from C2C business
- ✓ 10% of revenue stems from B2B2C Shop
- ✓ Recurring revenues via VIP membership



TS revenue streams

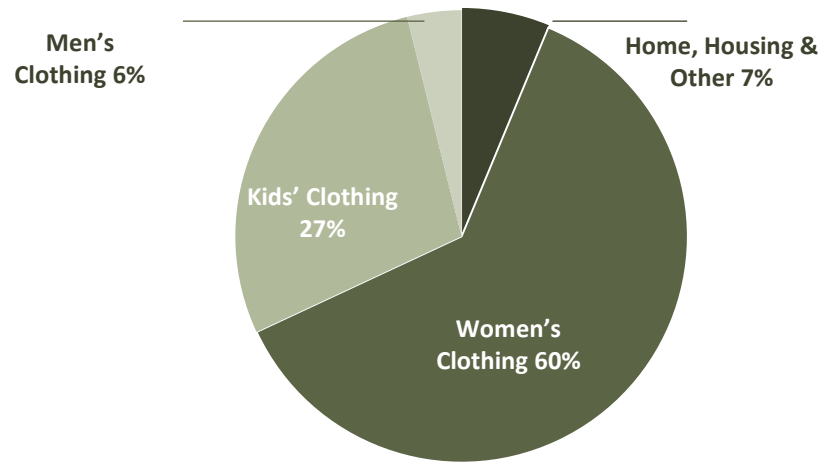
Selling more faster and value added services

Serving alle the buying and selling needs instantly and fair priced.

Users & Categories

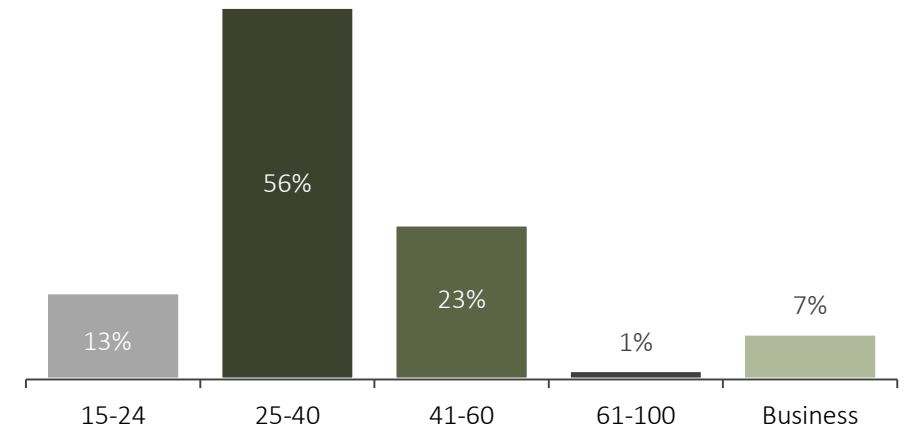
830.000 registered users and 350.000 active users

Inventory Breakdown by Category



- ✓ +80% women
- ✓ VERY social users with frequent logins
- ✓ Avg active user seniority 3 yrs

Customer Breakdown by Age



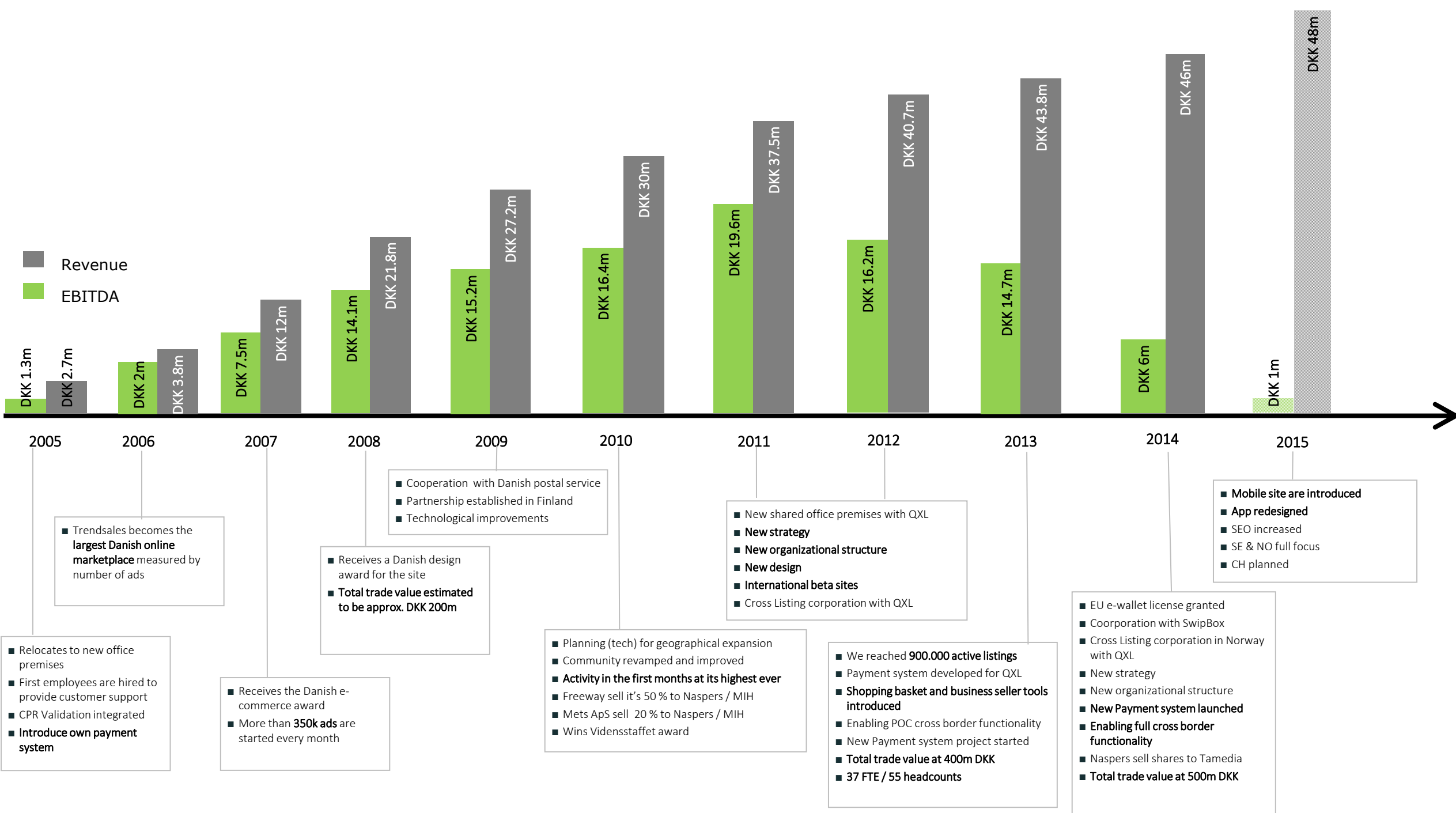
- ✓ Avg user age 30
 - High PPP
- ✓ LTV grows year-on-year

Strong subscriber base (VIP)

- ✓ 21,000 subscribers
- ✓ 88% are monthly subscribers

From start-up to grown-up

*It's easier to try to control a "wild" idea,
than to invigorate a "boring"*



Q1 2014 point of mobile-first



70% of traffic are mobile devices

✓ 30% of all trades starts on iOS

✓ Q2 2015 launch of in-app pay

✓ 90 % of TS users own Apple devices

The secret behind

Always and involve the users, it's the reason for your existence

User inclusion

- Trendsales has always been user-driven
- Users are part of every new development.
- Users contribute with their good ideas

Be personal

- Personal greetings on login
- Personalized content on login, Newsletters and Direct Mails
 - "Recommender" algorithm is used in all aspects of personalization
- Personalized communication on social media and support
 - Zendesk is being implemented which allows to be omnipresent with our valued support.

Challenges ahead...

Retain marketleader position in
DK
(Personalization & avrg
spending)

Marketleader in NO
Top 3 in SE/FI
Launch in CH

Mobile friendly & X-Device

”Best in Class” indenfor SEO &
Content Marketing
(a moving target ...)

Fokus on Data, tracking, insight
and integration in the daily
work.

Proj execution, efficiency,
competencies and the User at
the epicenter (Program Office)