

DFS GROUP

Sofology Store Visit

March 22

sofology

Feel at home on a sofa you love



CAPITAL MARKETS DAY

Welcome to Sofology

Introduction

‘Future, Back’ Strategy

‘Today, Forward’ Priorities

Store walk

Recap & Summary

Q&A

Welcome & Introduction



Emma Dinnis
Managing Director



Shaun Cook
Retail Director



Our Brand

54 stores
3 coming, Target c.70

Since 2016
6 years old

Our People

50/50 Gender Mix
colleagues

PT 43% Mix
Flexibility



+325%
Increase in
brand awareness
in 4 years



2nd place
Best companies
to work for in the
retail sector





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**“Bringing an
exceptional
sofa experience
to stylish
homelovers”**

FUTURE BACK STRATEGY

Sofology

Vision & Mission

Vision

Bringing an exceptional sofa experience to stylish homelovers

Mission

To help our customers feel at home on a sofa they love, inspiring with exclusive relevant product, delivering a seamless, customer obsessed experience, while looking forward to a more sustainable future.



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TODAY, FORWARD PRIORITIES

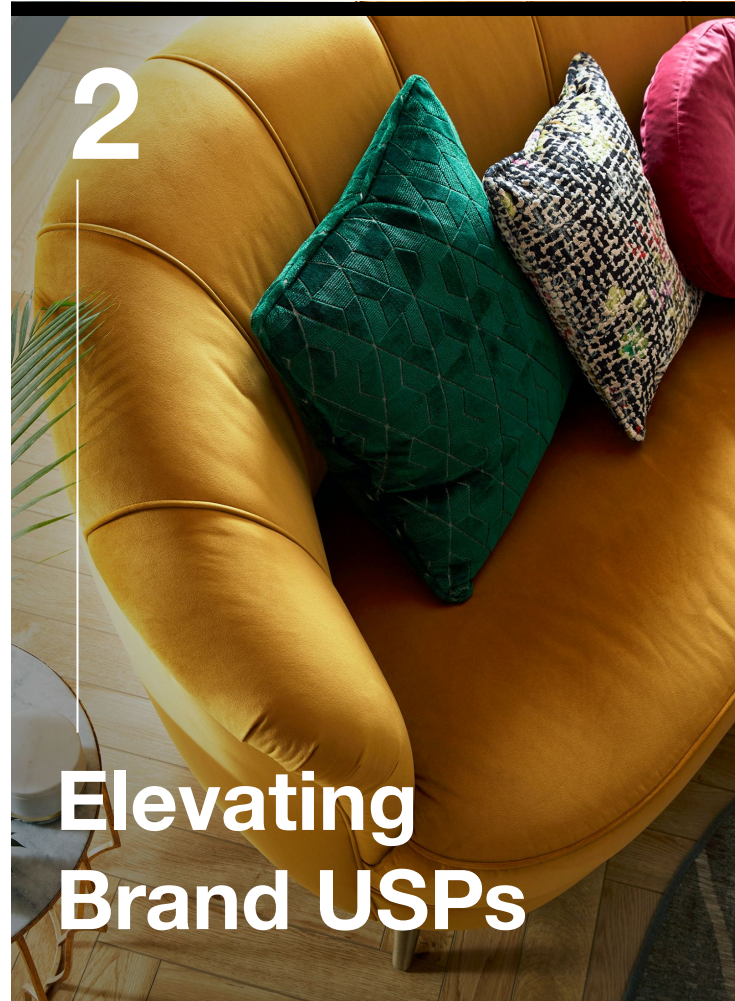
Top 3 Priorities

1



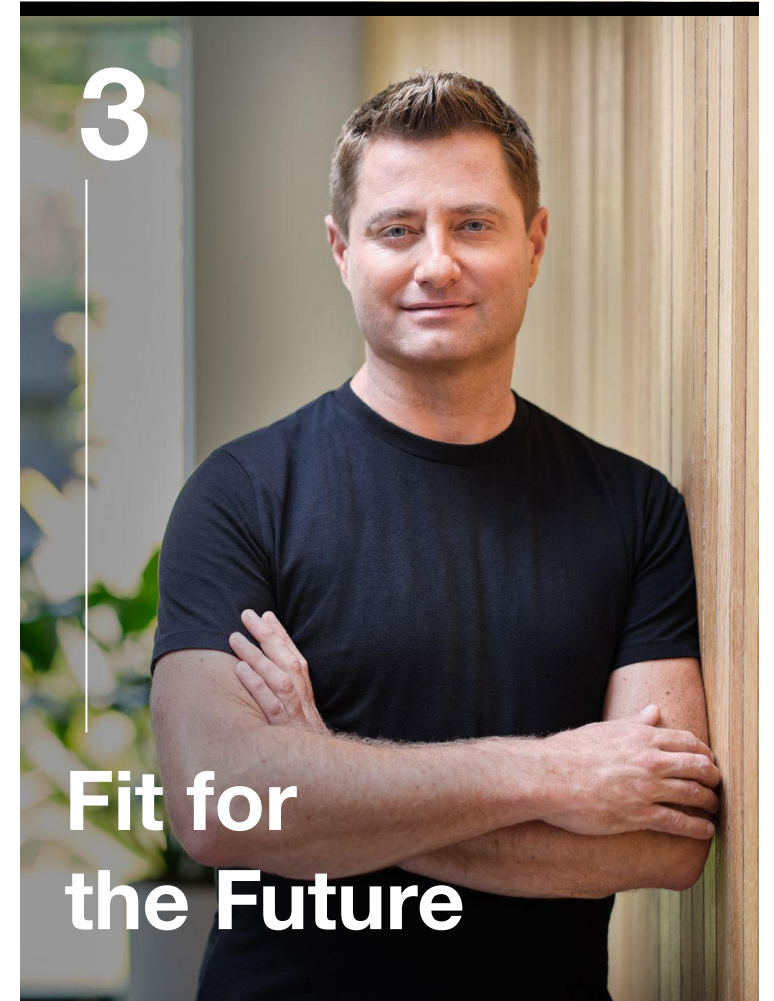
**Store Rollout
Programme**

2



**Elevating
Brand USPs**

3



**Fit for
the Future**

TODAY, FORWARD PRIORITIES

1. Store roll-out programme



c.16 stores
over next 4 years

Customer
driven concept

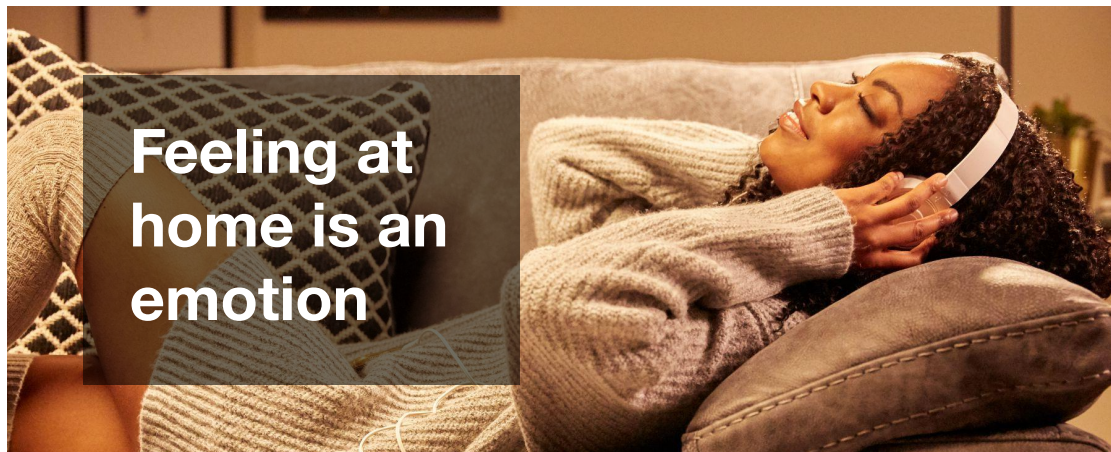
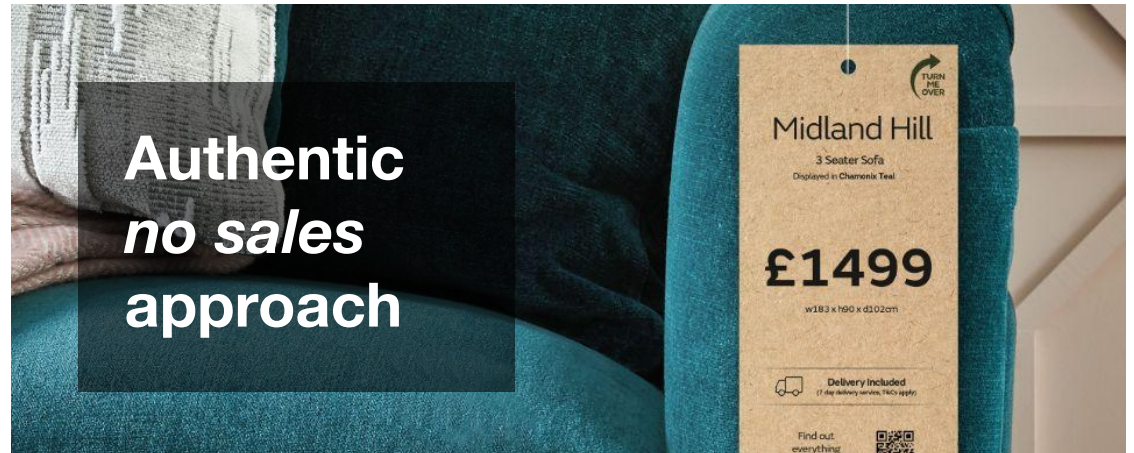
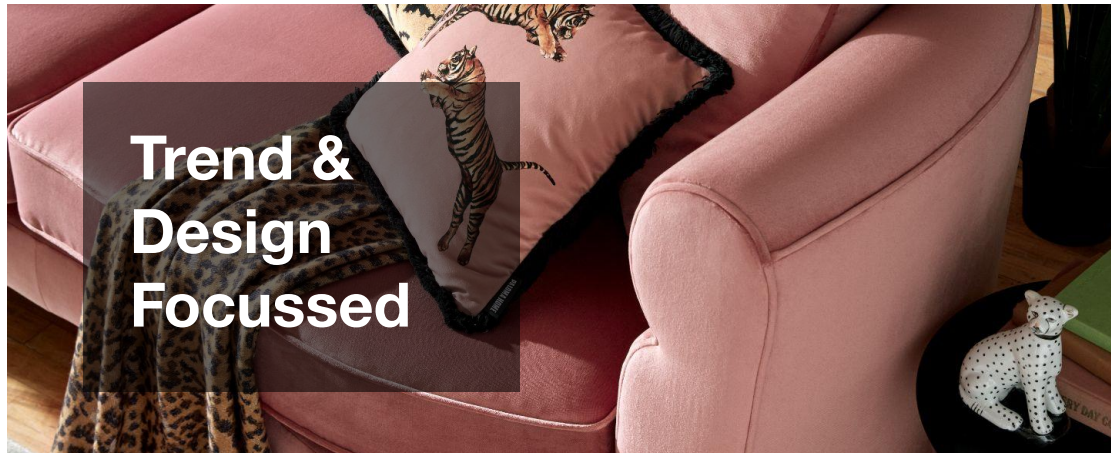
Aspirational
visual merchandising

Shop the Room
to get the look

Sustainability
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TODAY, FORWARD PRIORITIES

2. Elevating brand USPs



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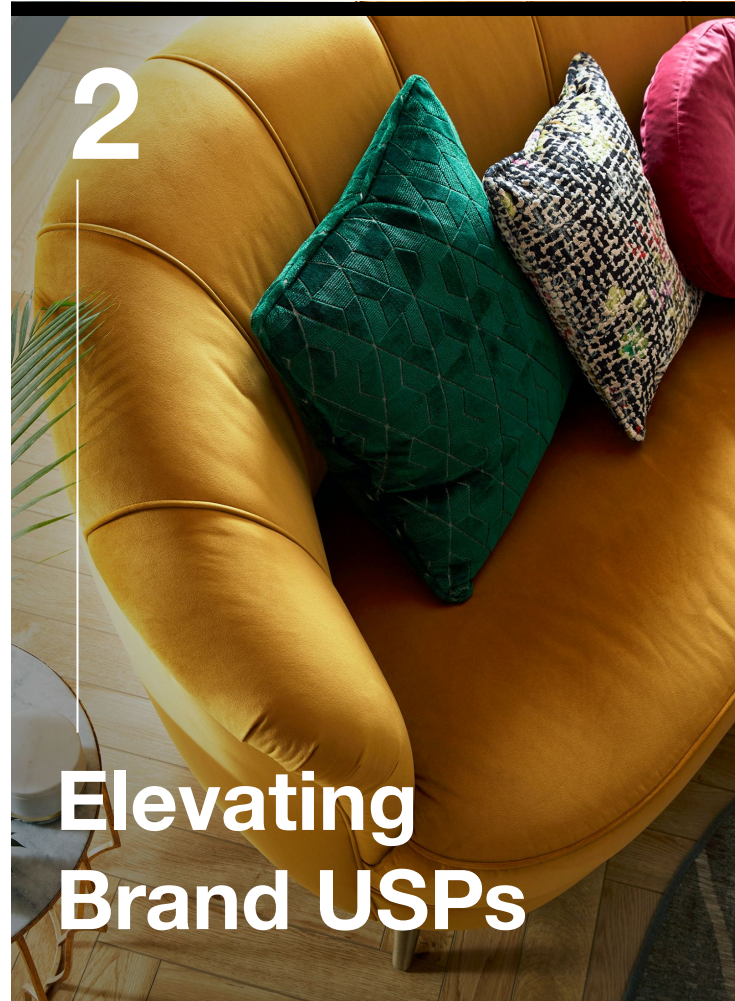
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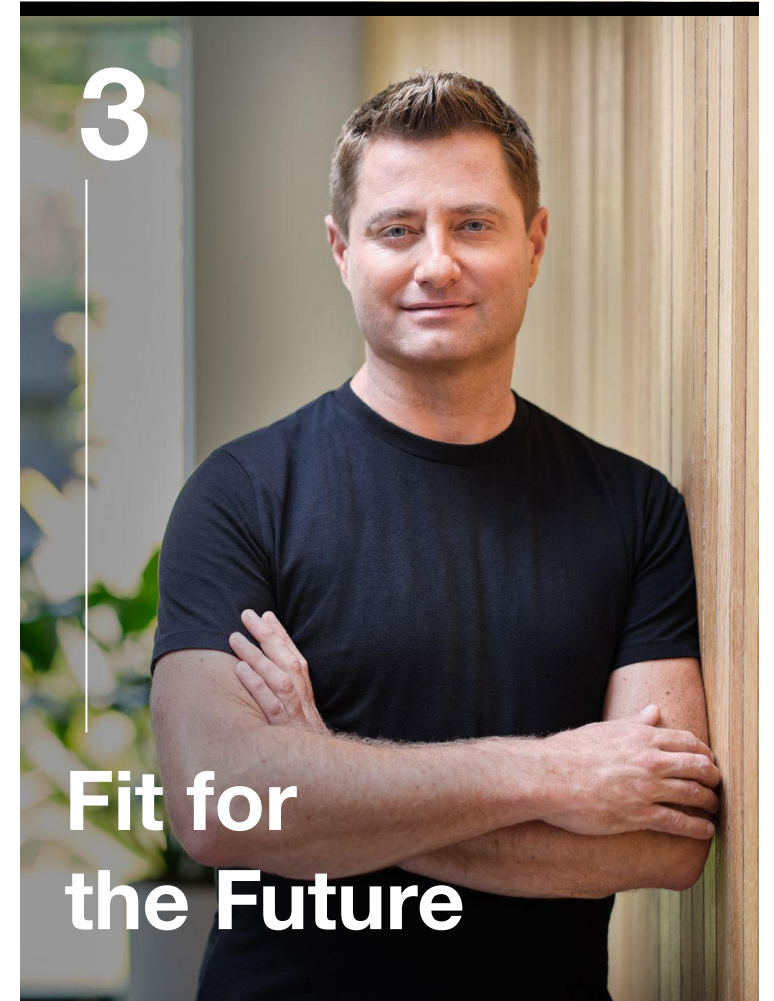
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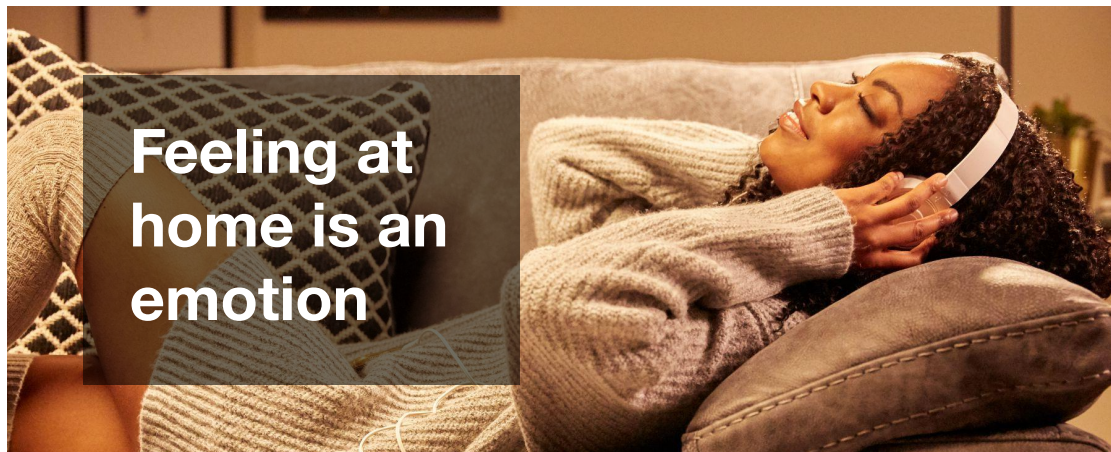
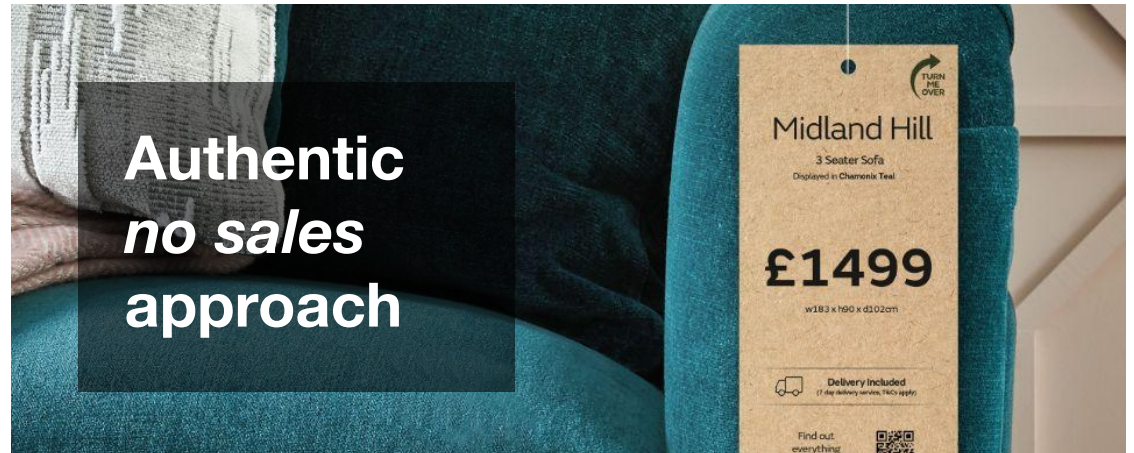
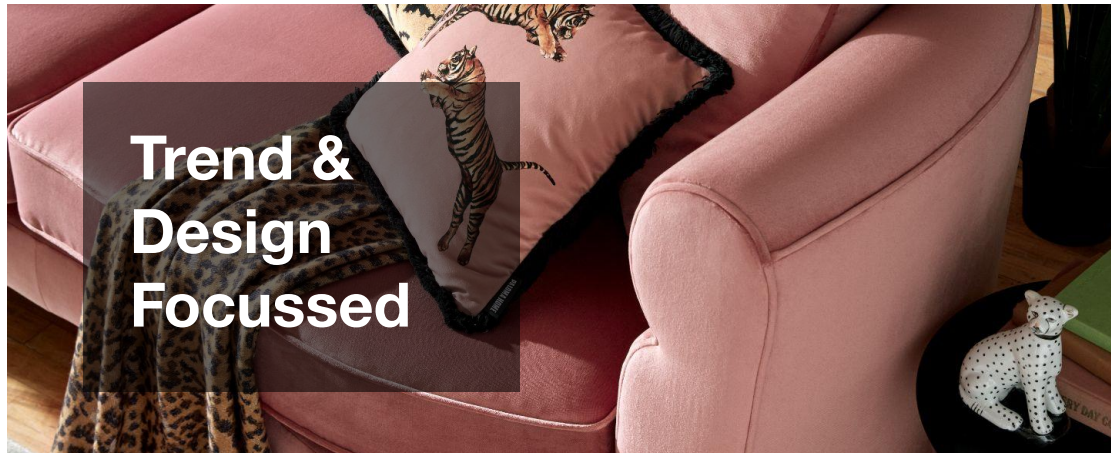
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TODAY, FORWARD PRIORITIES

2. Elevating brand USPs



TODAY, FORWARD PRIORITIES

3. Fit for future

Product

Strategic Range
Development &
Extensions

Customer

Operationally Slick
Customer Journey At
Every Point Of Contact

Market

Flexing With Market Demand
To Gain Relevant Online
Opportunities

Targeted

Personalised And
Relevant Marketing
For Each Segment

Supported with ESG strategy

Increase Brand Awareness, Consideration and National Footprint

TODAY, FORWARD PRIORITIES

3. Fit for future

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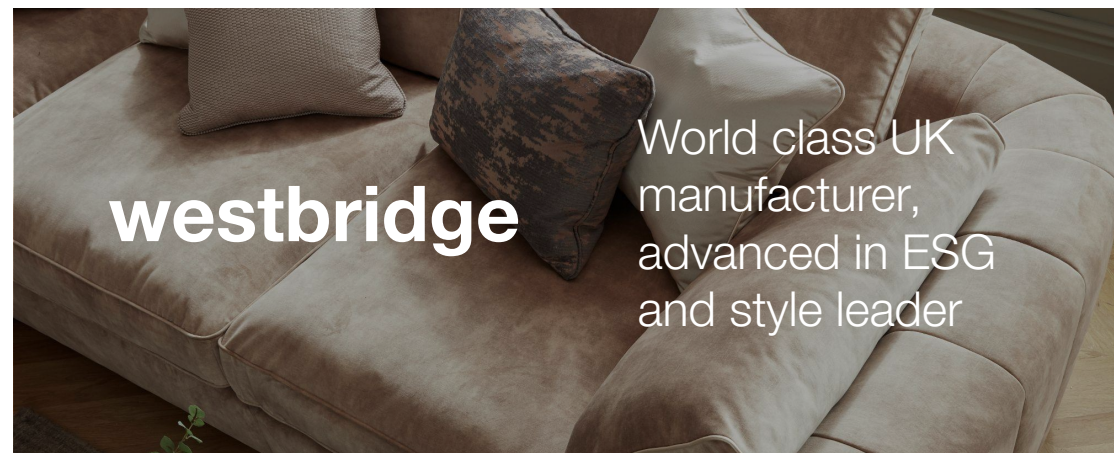
CUSTOMER & PRODUCT

Spotlight on...



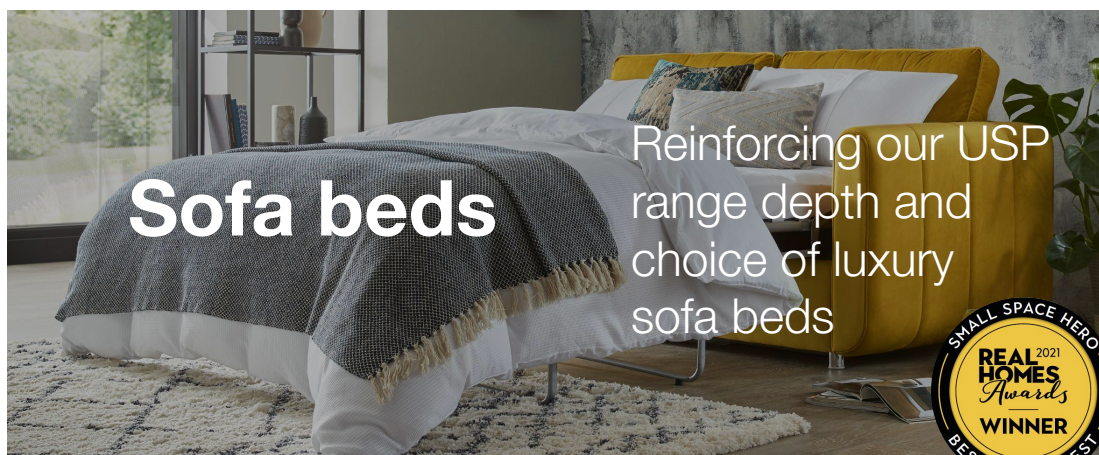
**GEORGE
CLARKE**
at sofology

Design inspiration,
brand credibility,
accessible and
aspirational



westbridge

World class UK
manufacturer,
advanced in ESG
and style leader



Sofa beds

Reinforcing our USP
range depth and
choice of luxury
sofa beds



THE
**SUSTAINABLE
EDIT**

Pioneers
in sofa
sustainability



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Amazing experience wherever you are

The Omni Experience

Browse

- See 250,000 items in every colour
- Rich product information
- See it in your room at scale (AR)
- Create your look tool

Find the One

- Recently viewed
- Favourites

Shop Anywhere

- Shared basket with Sofologist
- Start and complete anywhere

Manage it

Track it - Pay for it - Book delivery



Digital Highlights

Search

Ranking high for inspirational search terms

Digital Media

Digital led partnerships with Hearst and Future Publishing

New Audiences

Collaboration led reach to new audiences

Omni

80% of Sofology purchases happen with the help of a store visit

RECAP

Summary



**Continued
Growth**



**Focused on Digital
Opportunities**



**Strategic Innovative
Range**



**Elevating Brand
USPs is key**



**Future Proof
Stay Ahead**



**Customer
Obsessed**



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