

LUXURY ONLINE RETAIL VOLUME 1

KEY TAKEAWAYS:

Audience: 1,000+ Consumers In each of The US, The UK, and China
1,000+ Higher Income US Consumers

US GENPOP

AROUND 25% OF CONSUMERS BUY LUXURY FASHION ITEMS OCCASIONALLY OR OFTEN (40% SAID NEVER). A HIGHER PERCENTAGE OF CONSUMERS SAY THEY ARE BUYING LUXURY GOODS LESS OFTEN COMPARED TO THOSE WHO SAID THEY ARE BUYING IT MORE OFTEN.

CONSUMERS WHO ARE AWARE / HAVE EXPERIENCE WITH FARFETCH AND REVOLVE HAVE A POSITIVE VIEW OF BOTH BRANDS – BOTH WHEN IT COMES TO SENTIMENT AND EXPECTED ENGAGEMENT GOING FORWARD.

UK GENPO

UK CONSUMERS ARE JUST SLIGHTLY LESS ENGAGED WITH LUXURY FASHION GOODS COMPARED TO US RESPONDENTS AND ARE JUST A TOUCH MORE LIKELY TO SAY THEY HAVE REDUCED LUXURY FASHION GOODS PURCHASES.

SENTIMENT TOWARD FARFETCH AND REVOLVE IS NET POSITIVE IN THE UK, BUT NOT AS STRONG COMPARED TO FEEDBACK IN THE US.

CHINA GENPOP

RESPONDENTS IN CHINA BUY LUXURY, HIGHER-END, FASHION GOODS MORE OFTEN THAN CONSUMERS SELF-REPORT IN THE US AND UK (THOUGH LIKE THE US AND UK, A HIGHER PERCENTAGE SAID THEY HAVE REDUCED LUXURY FASHION PURCHASES).

RESPONDENTS IN CHINA ARE MORE ACTIVELY ENGAGED WITH FARFETCH AND REVOLVE COMPARED TO RESPONDENTS IN THE US AND UK. THEY EXPECT TO INCREASE PURCHASES WITH BOTH FARFETCH AND REVOLVE IN THE NEXT YEAR.

SPECIAL SURVEY OF HIGHER INCOME RESPONDENTS IN THE US

US HIGHER INCOME

RESPONDENTS FROM OUR HIGHER INCOME SPECIAL SURVEY WHO HAVE ENGAGED WITH REVOLVE AND FARFETCH IN SOME WAY HAVE A DRAMATICALLY MORE POSITIVE VIEW OF BOTH COMPANIES COMPARED TO OUR GENPOP AUDIENCES.

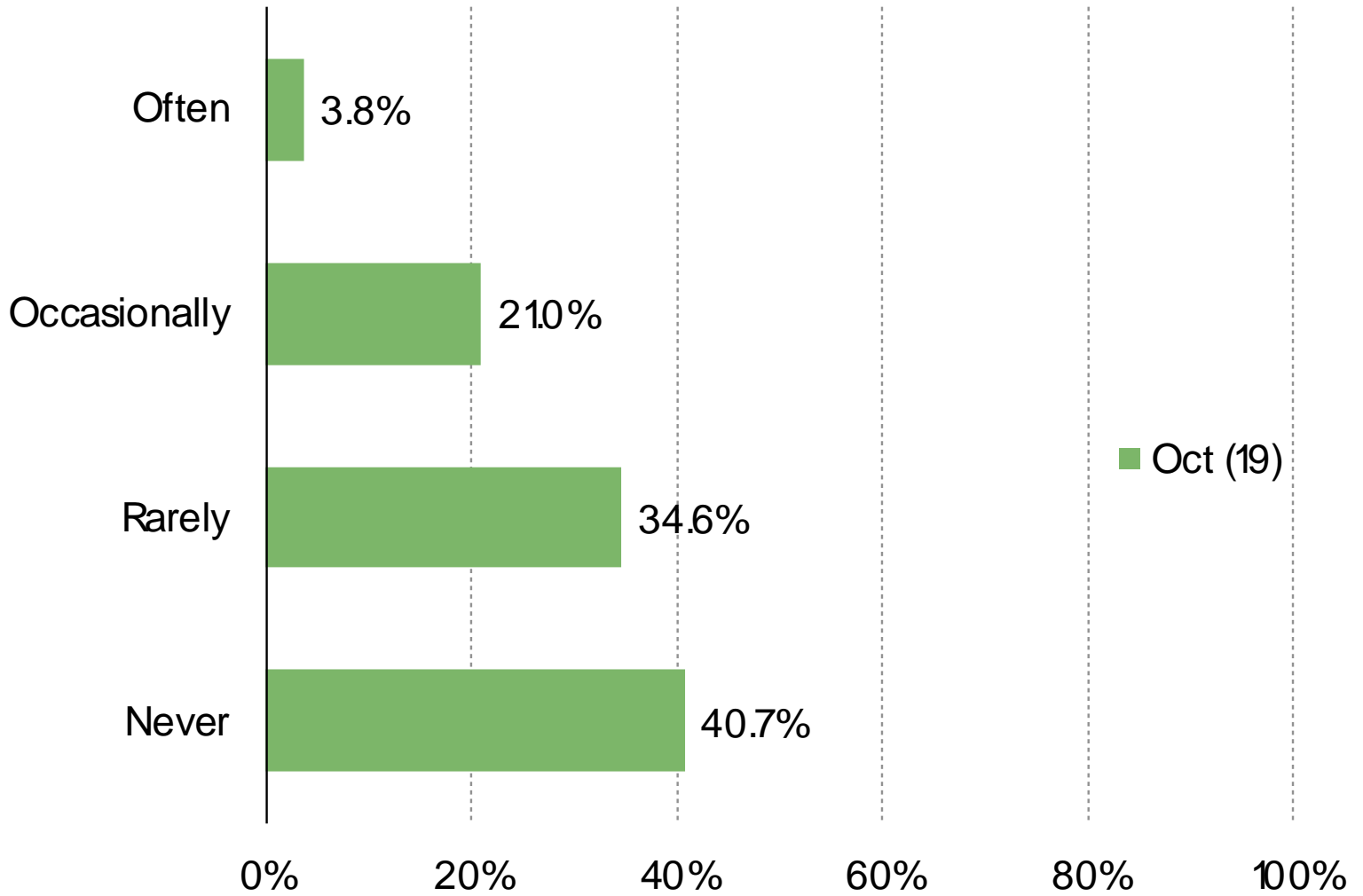
FEEDBACK WAS POSITIVE FOR BOTH BRANDS, BUT WAS STRONGER FOR FARFETCH.

US

US Genpop

HOW OFTEN DO YOU PURCHASE HIGHER-END, LUXURY, FASHION GOODS?

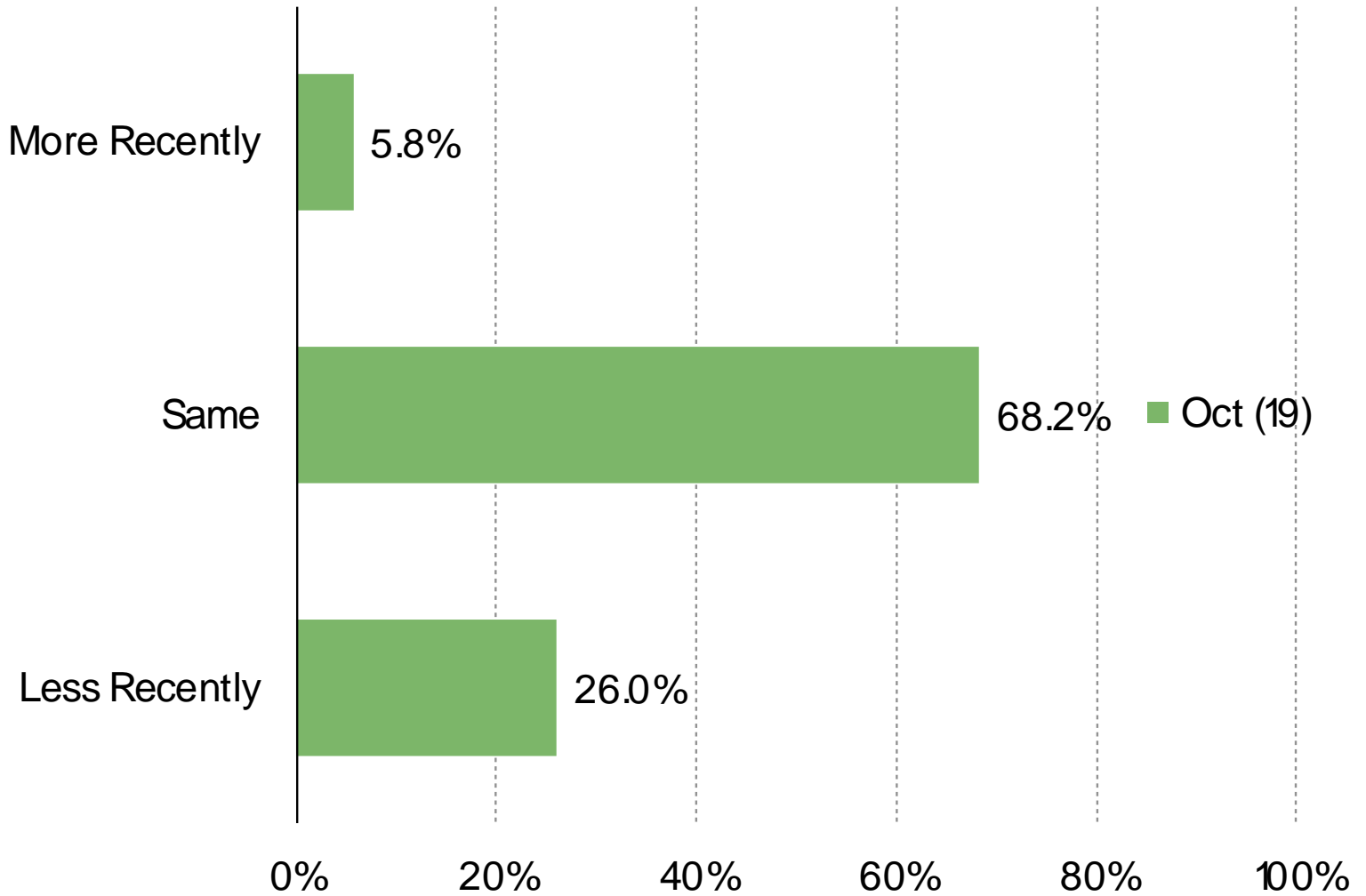
This question was posed to all respondents.



US Genpop

HAVE YOU RECENTLY BEEN CHANGING HOW OFTEN YOU SHOP LUXURY OR HIGHER END FASHION ITEMS?

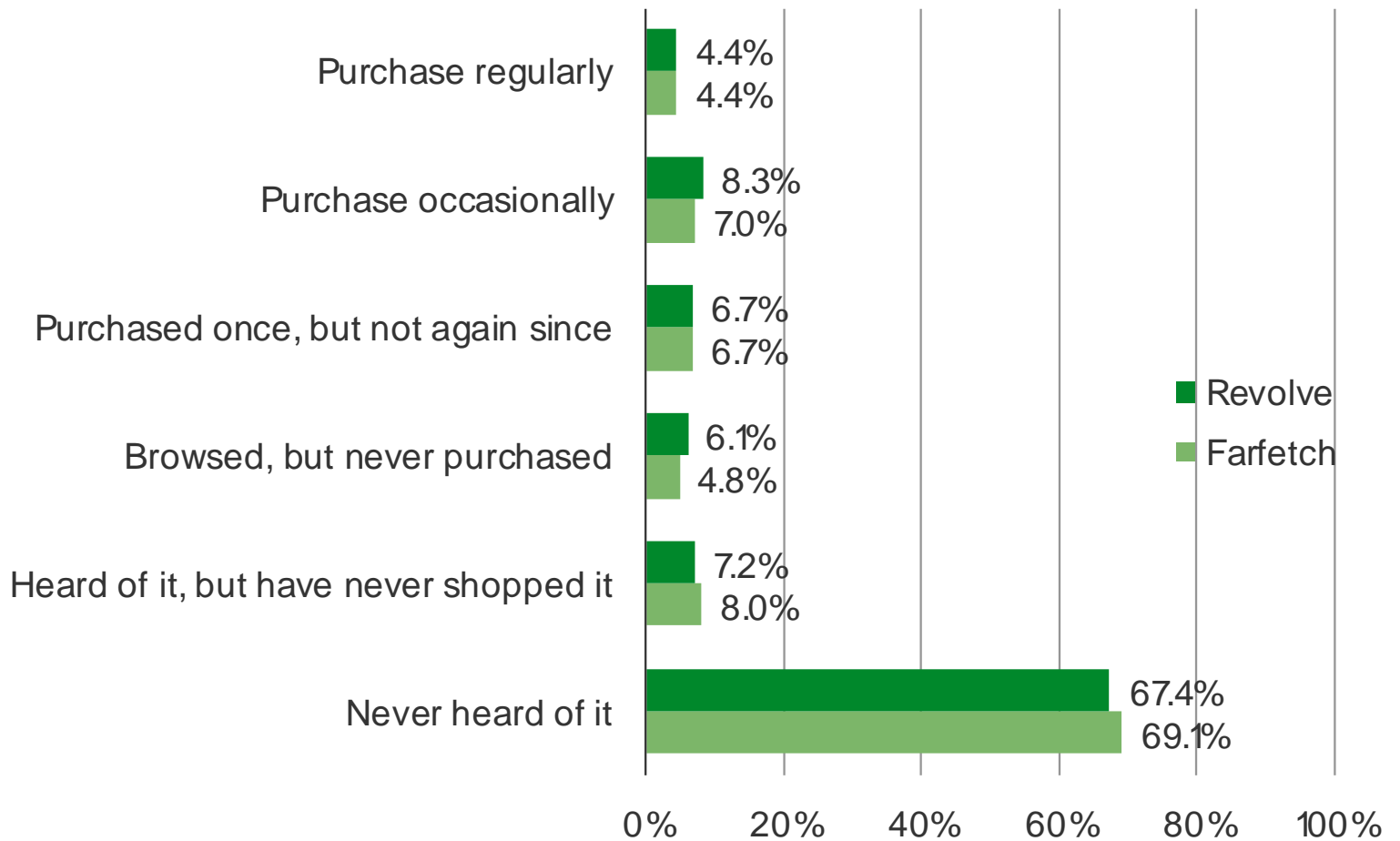
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US Genpop

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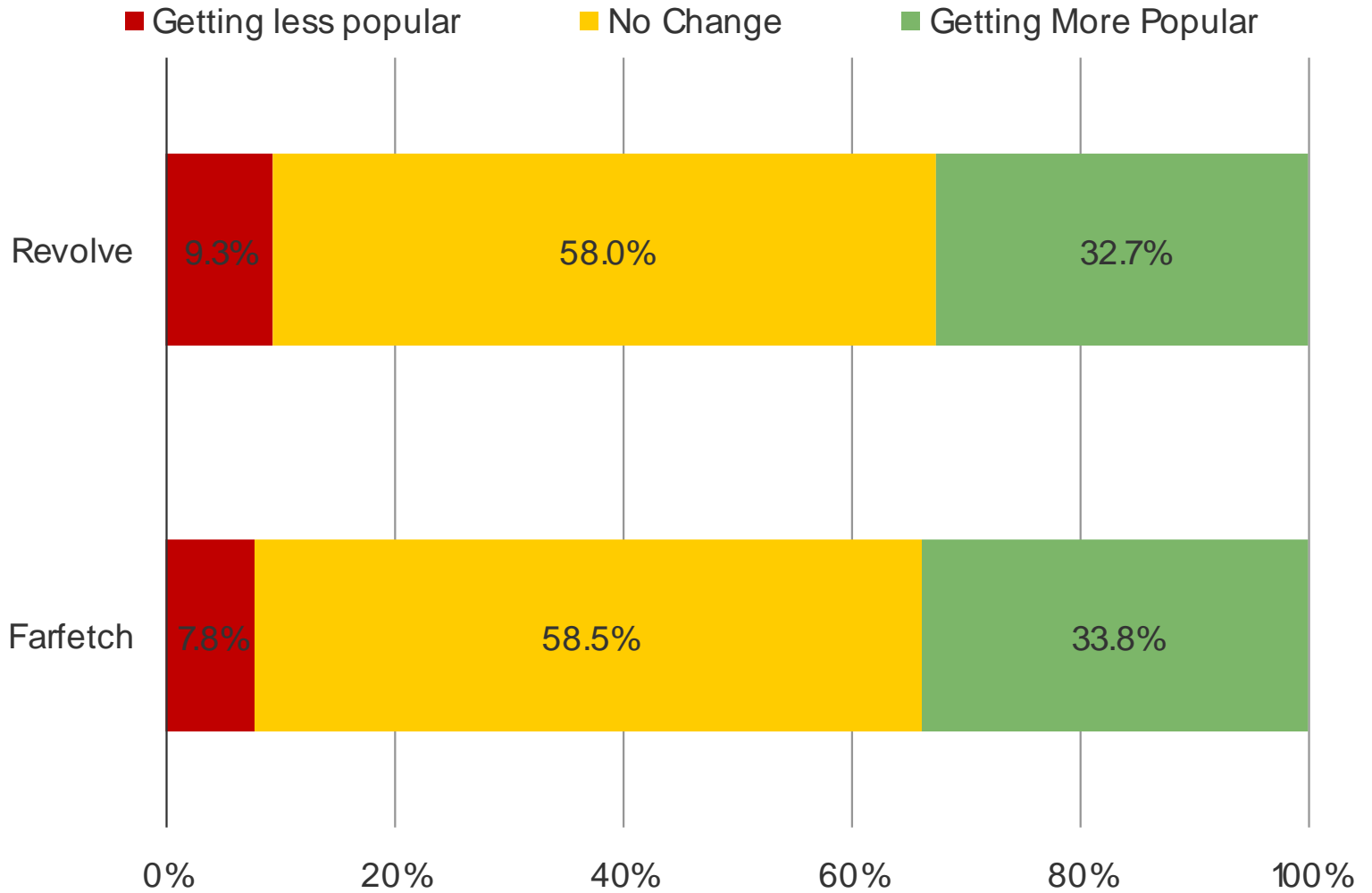
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US Genpop

IN YOUR OPINION, ARE THE FOLLOWING GETTING MORE OR LESS POPULAR?

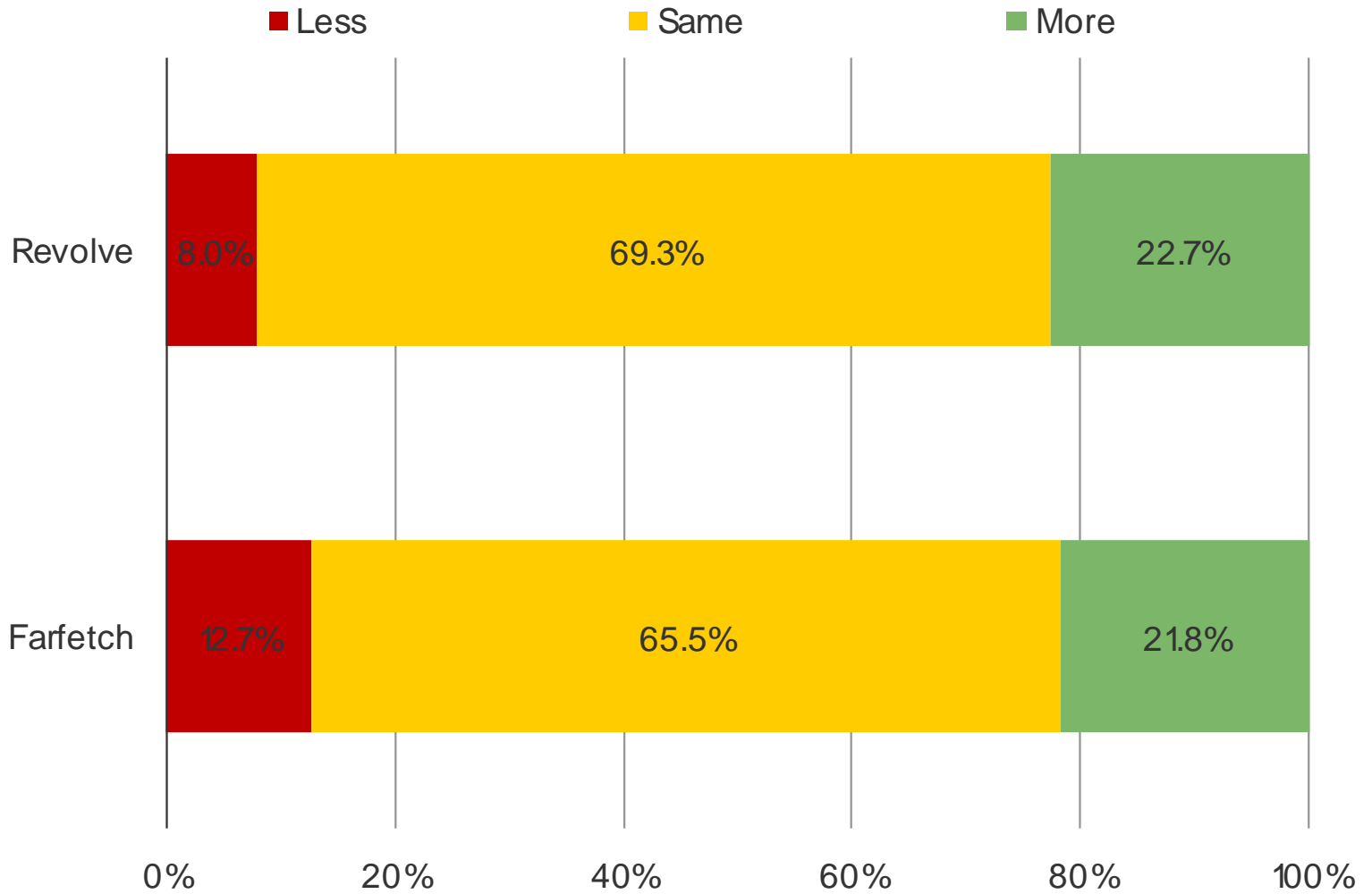
This question was posed to respondents who have heard of these companies.



US Genpop

IN THE NEXT YEAR, DO YOU EXPECT TO BUY MORE OR LESS FROM THIS COMPANY COMPARED TO THE YEAR PRIOR?

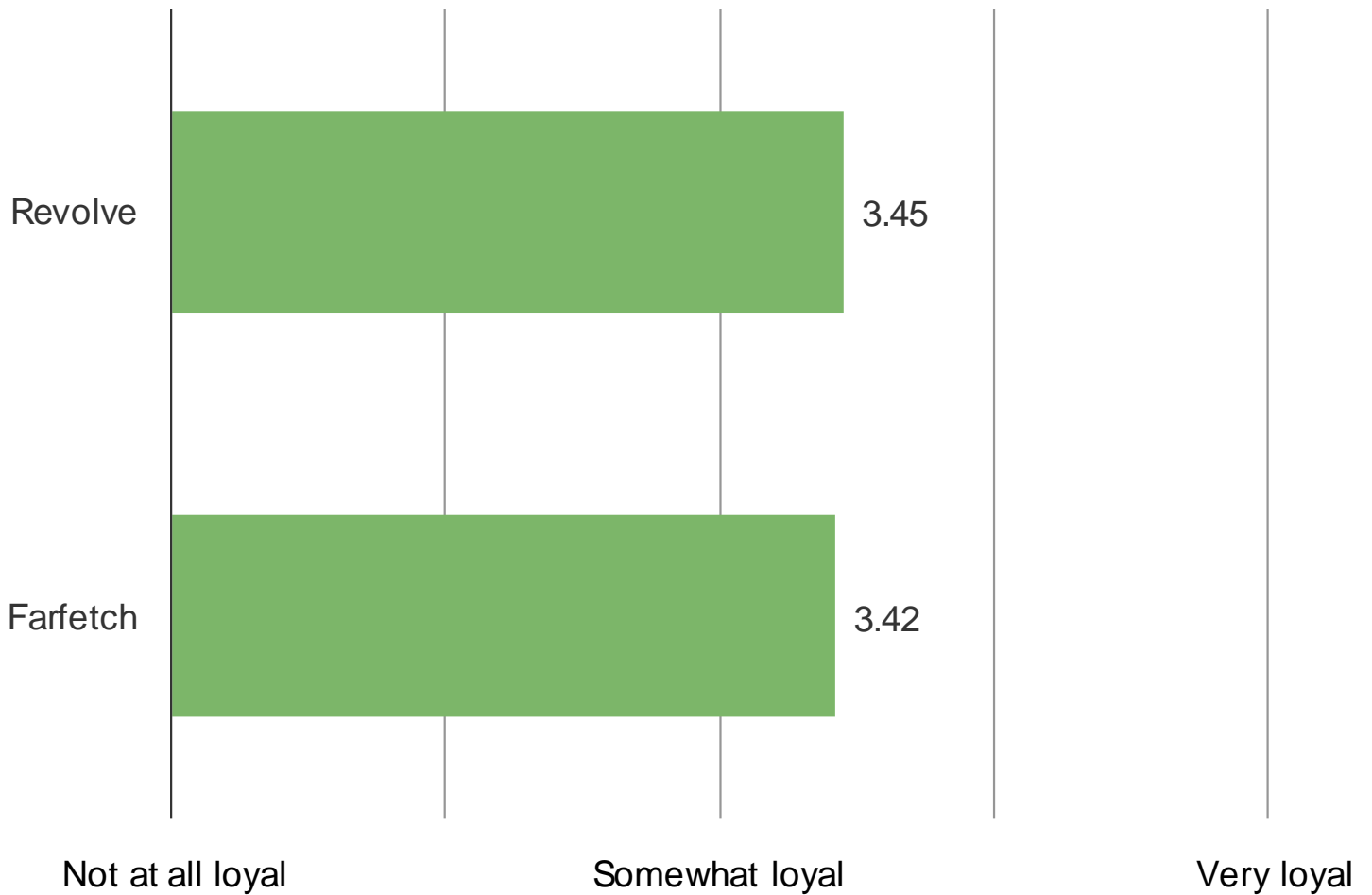
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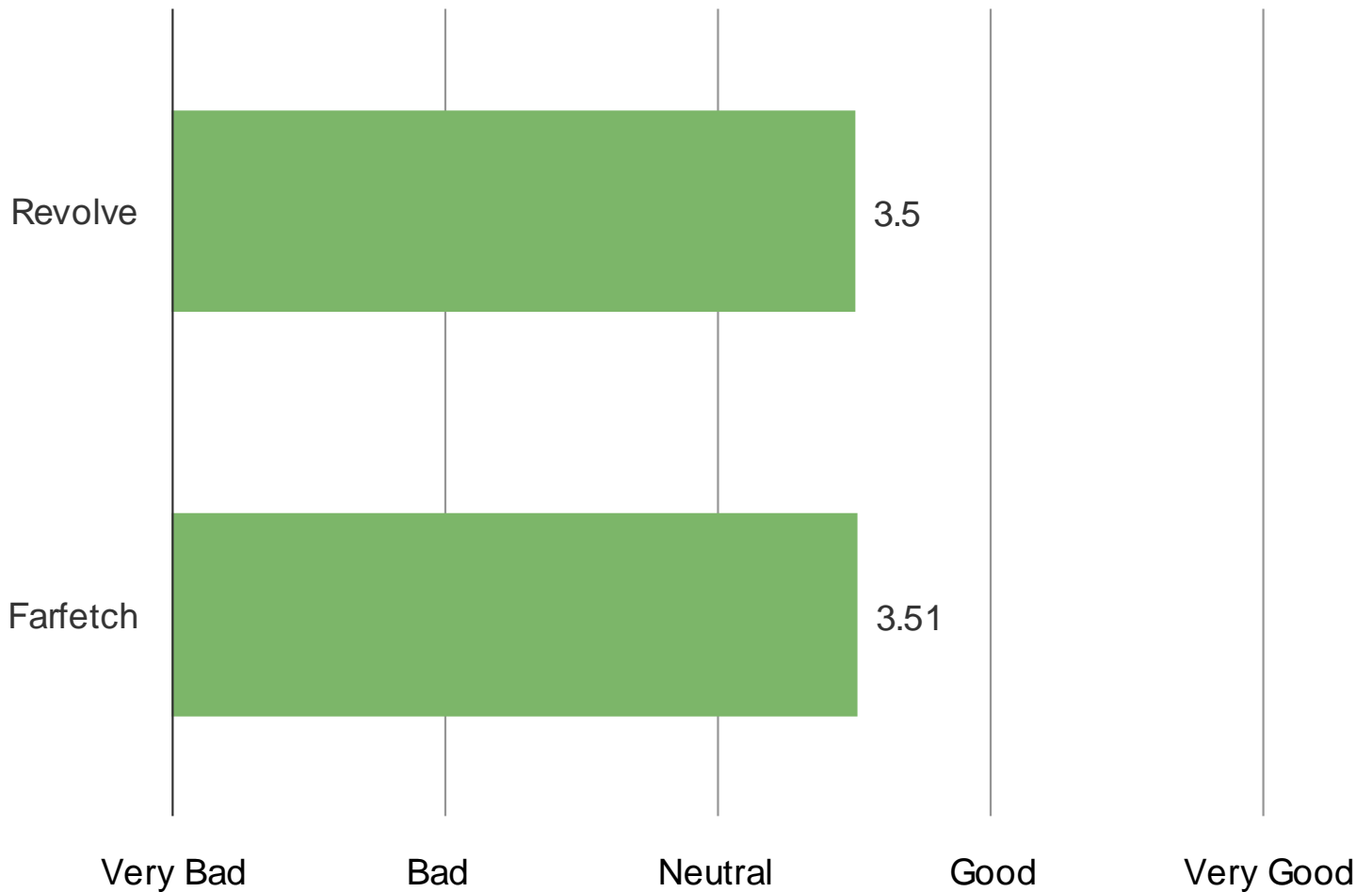
This question was posed to respondents who have purchased items from these companies.



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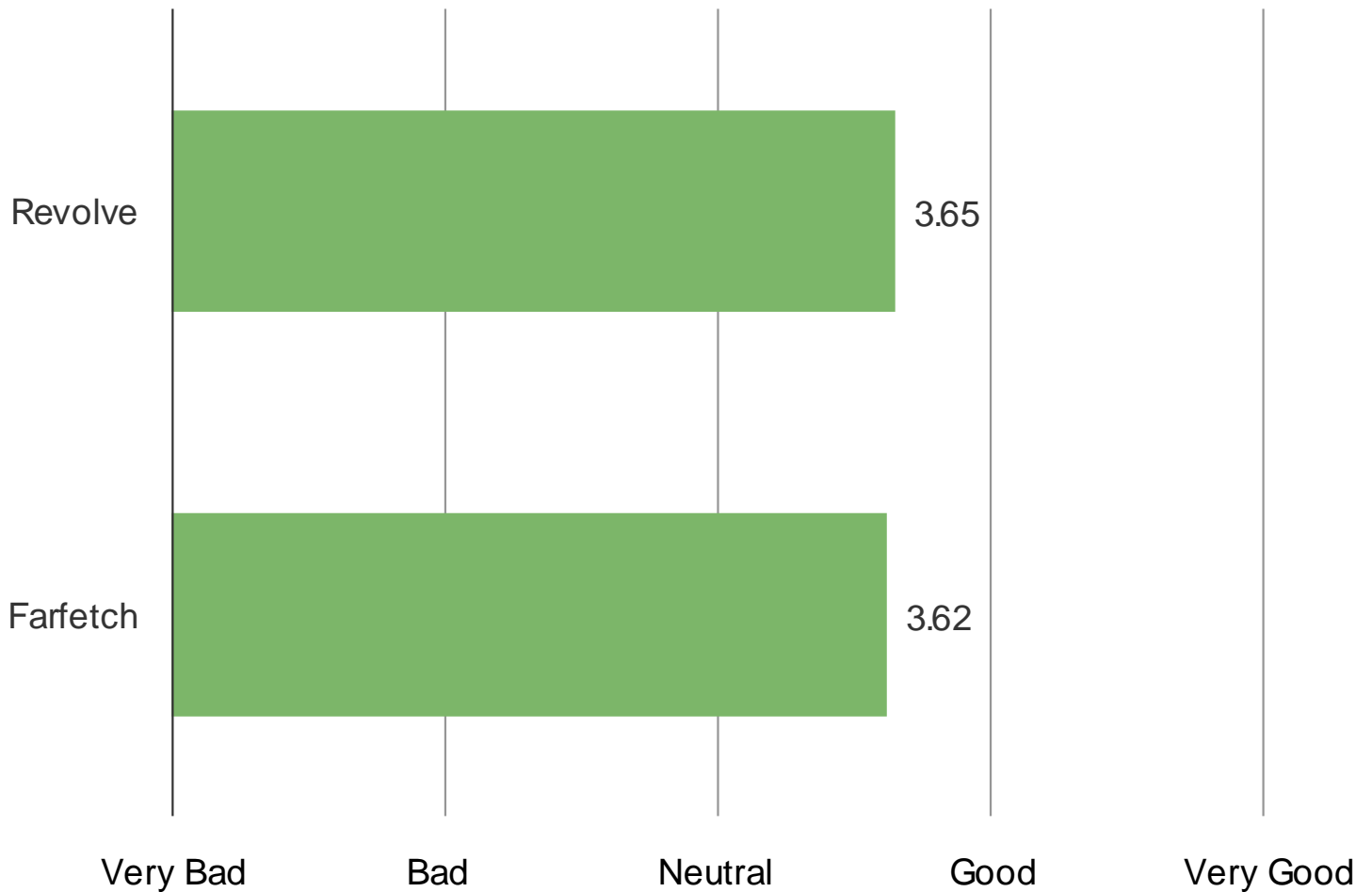
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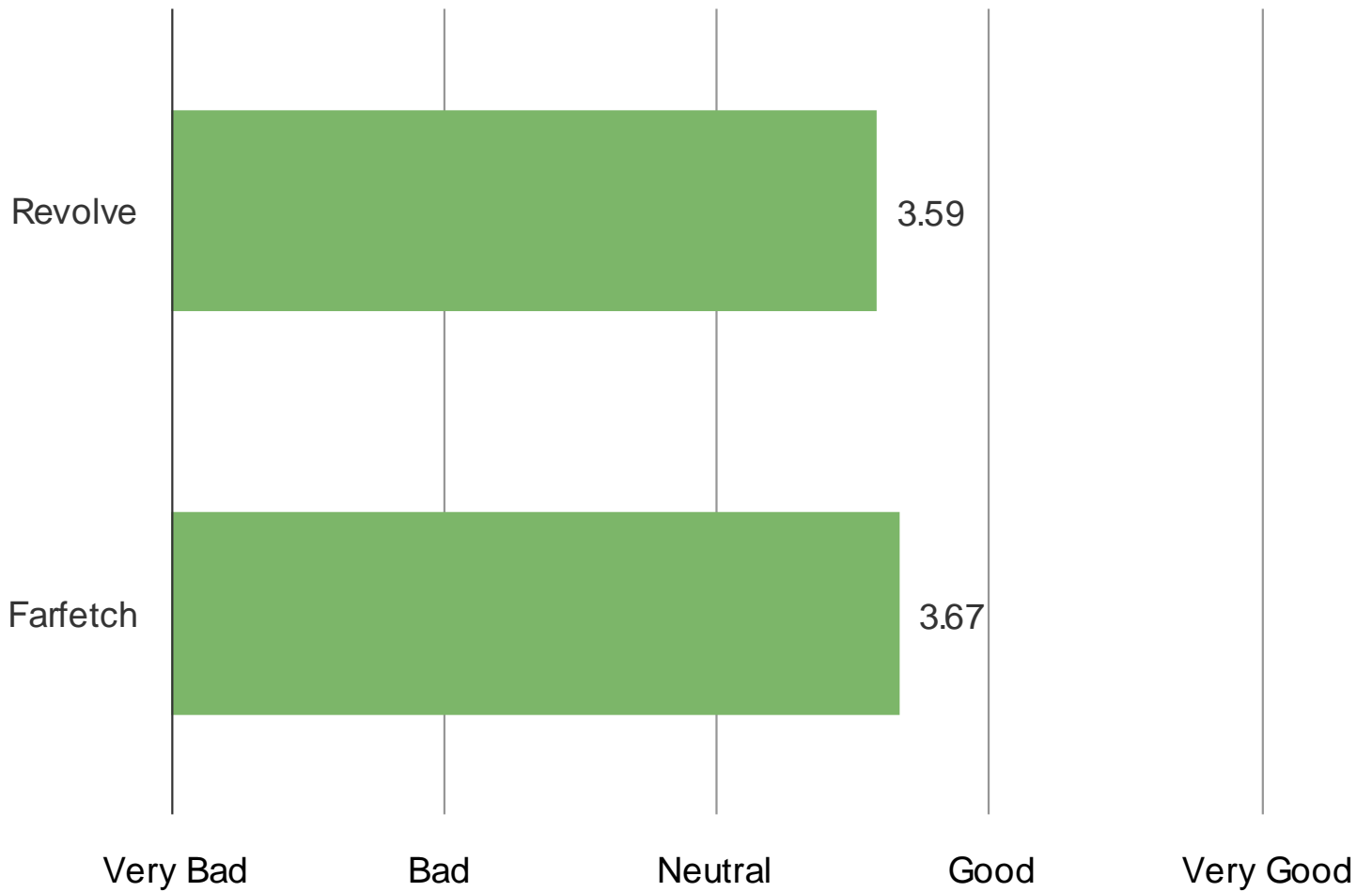
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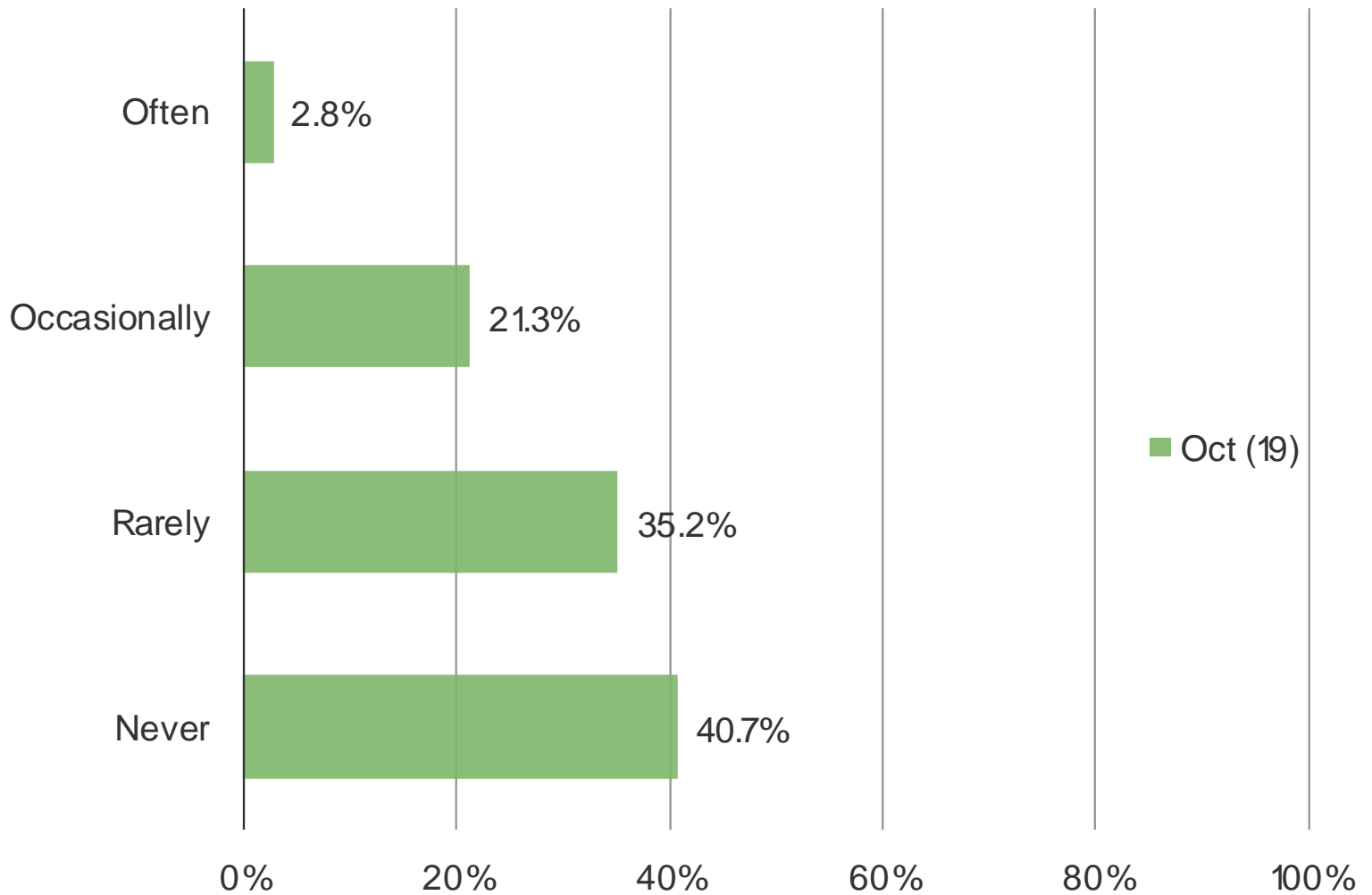


UK

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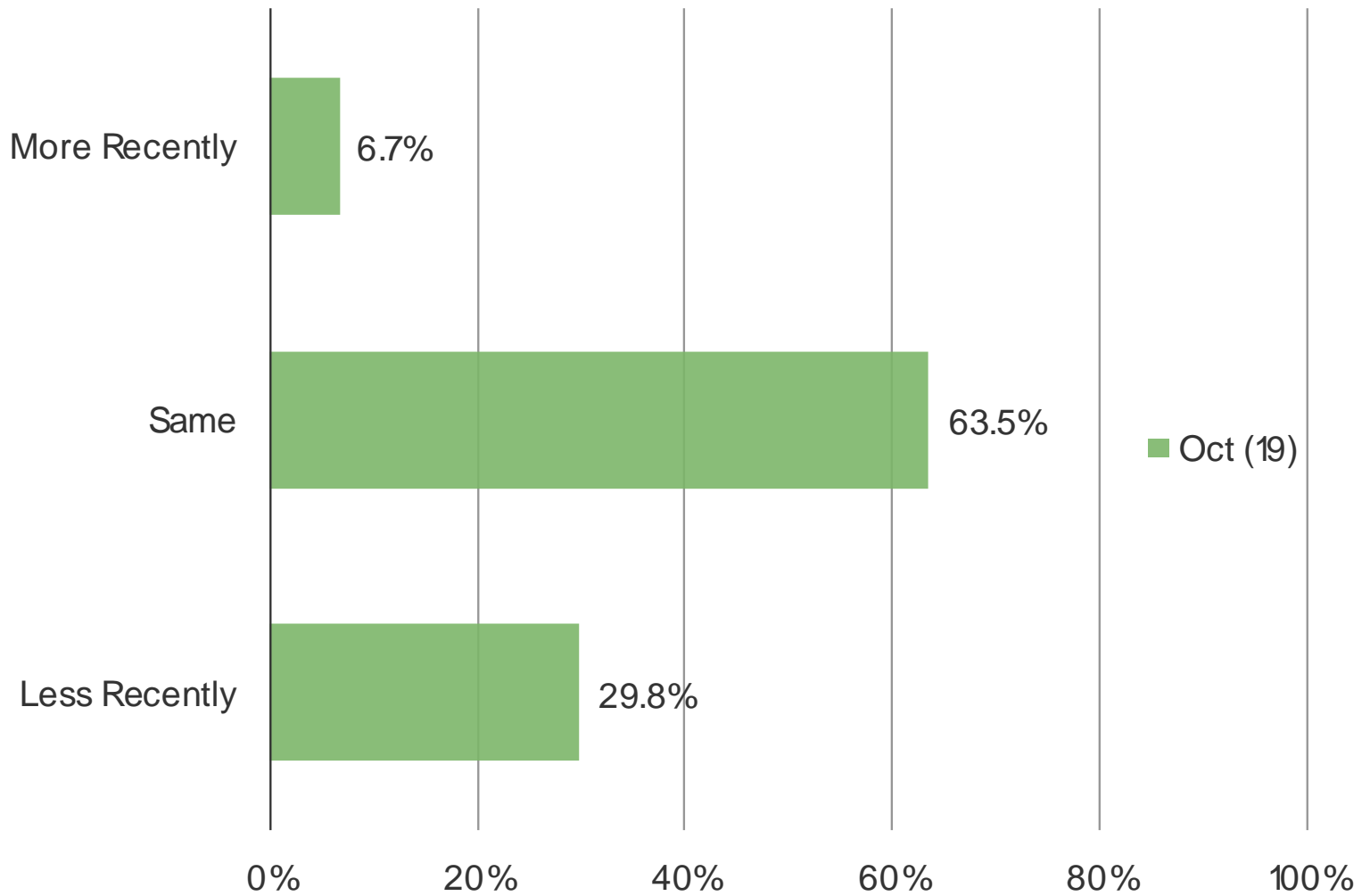
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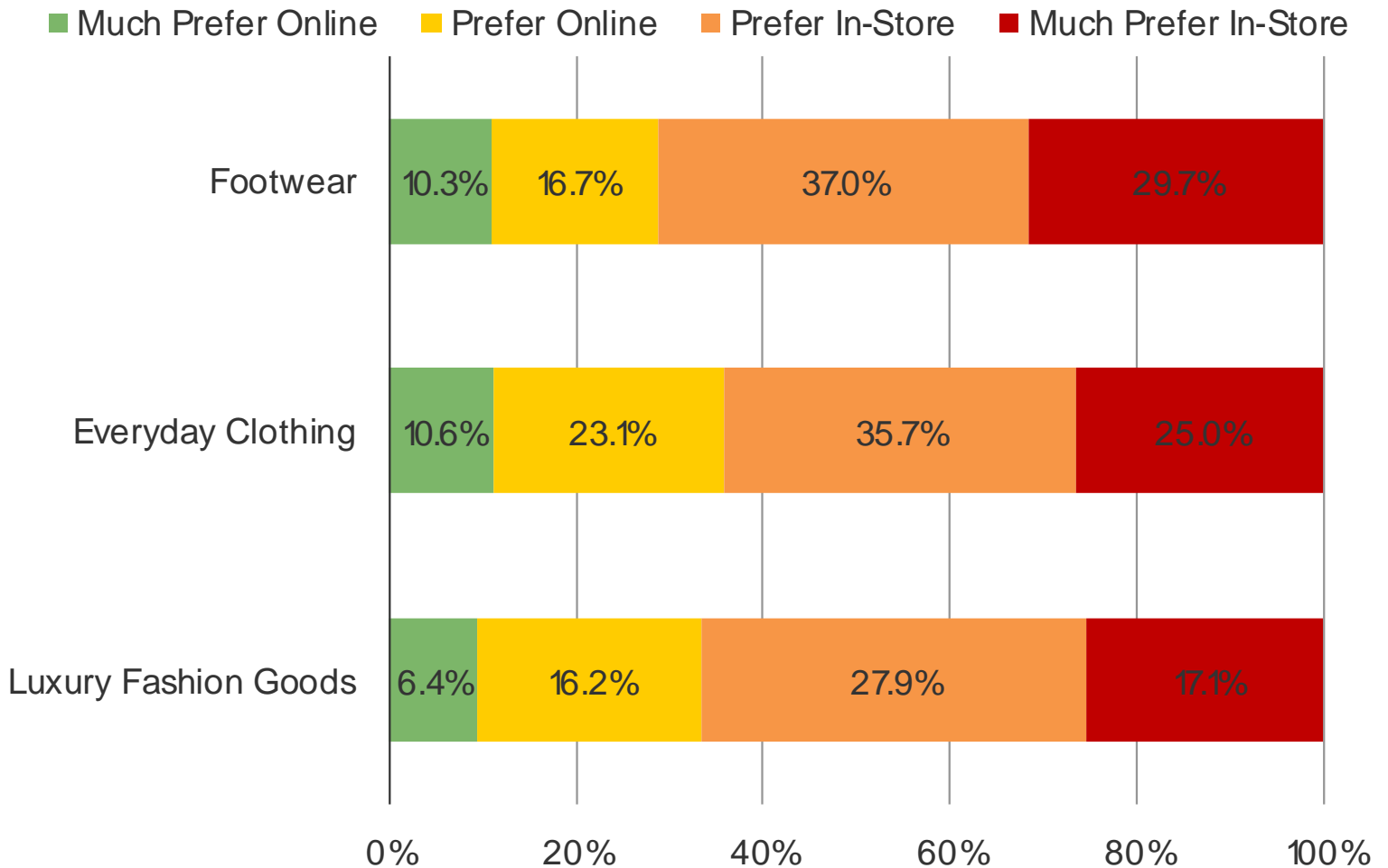
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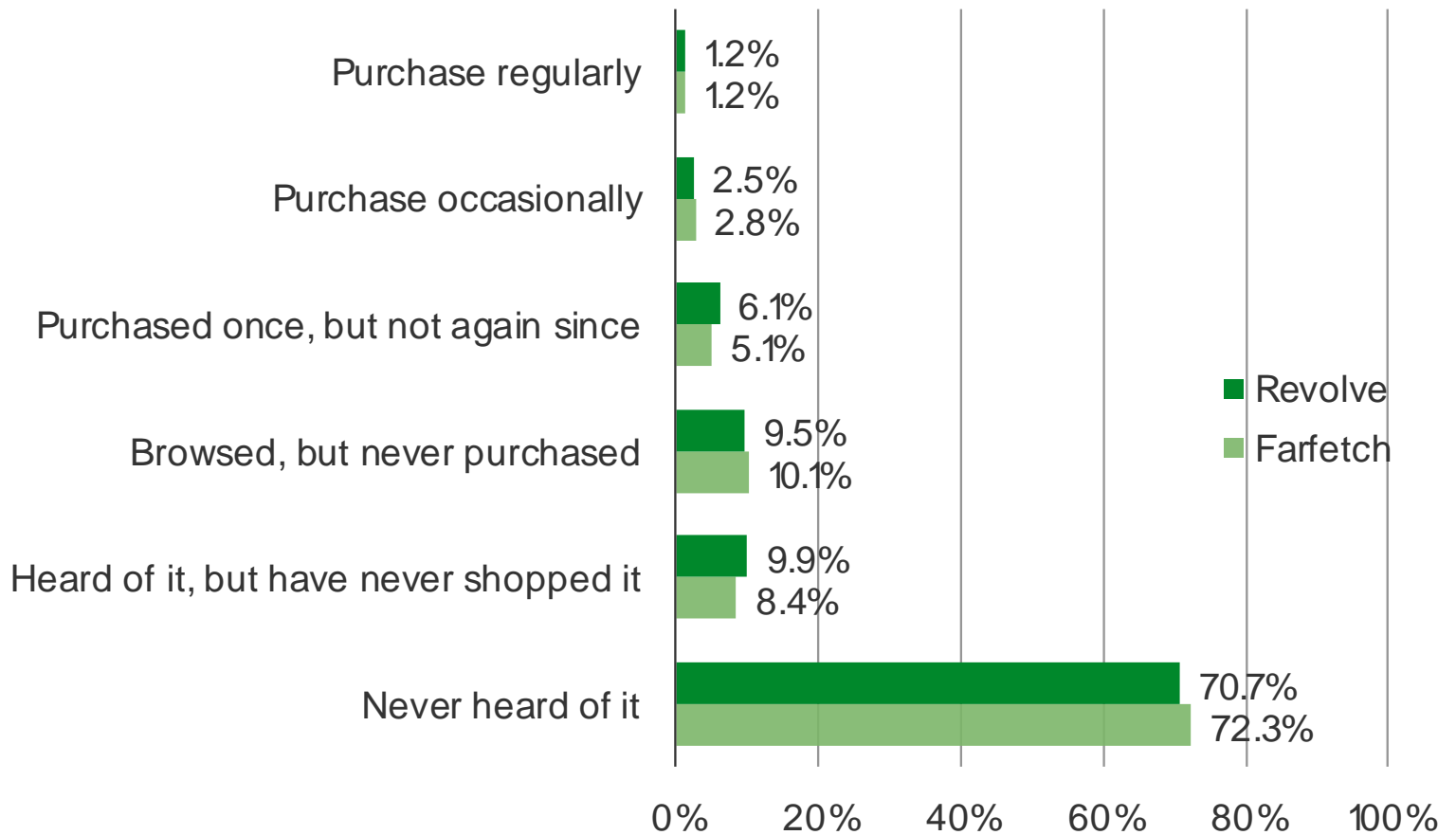
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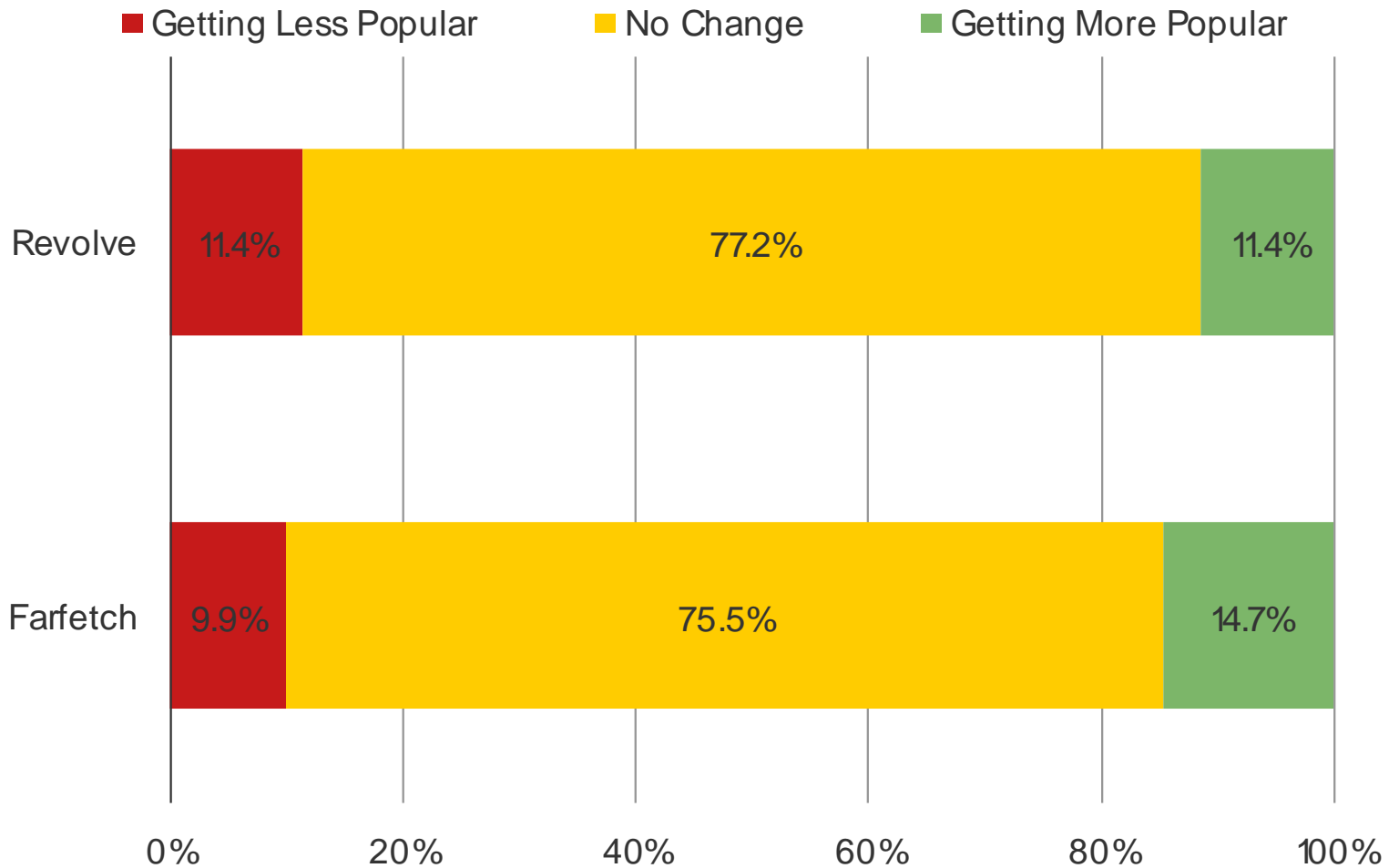
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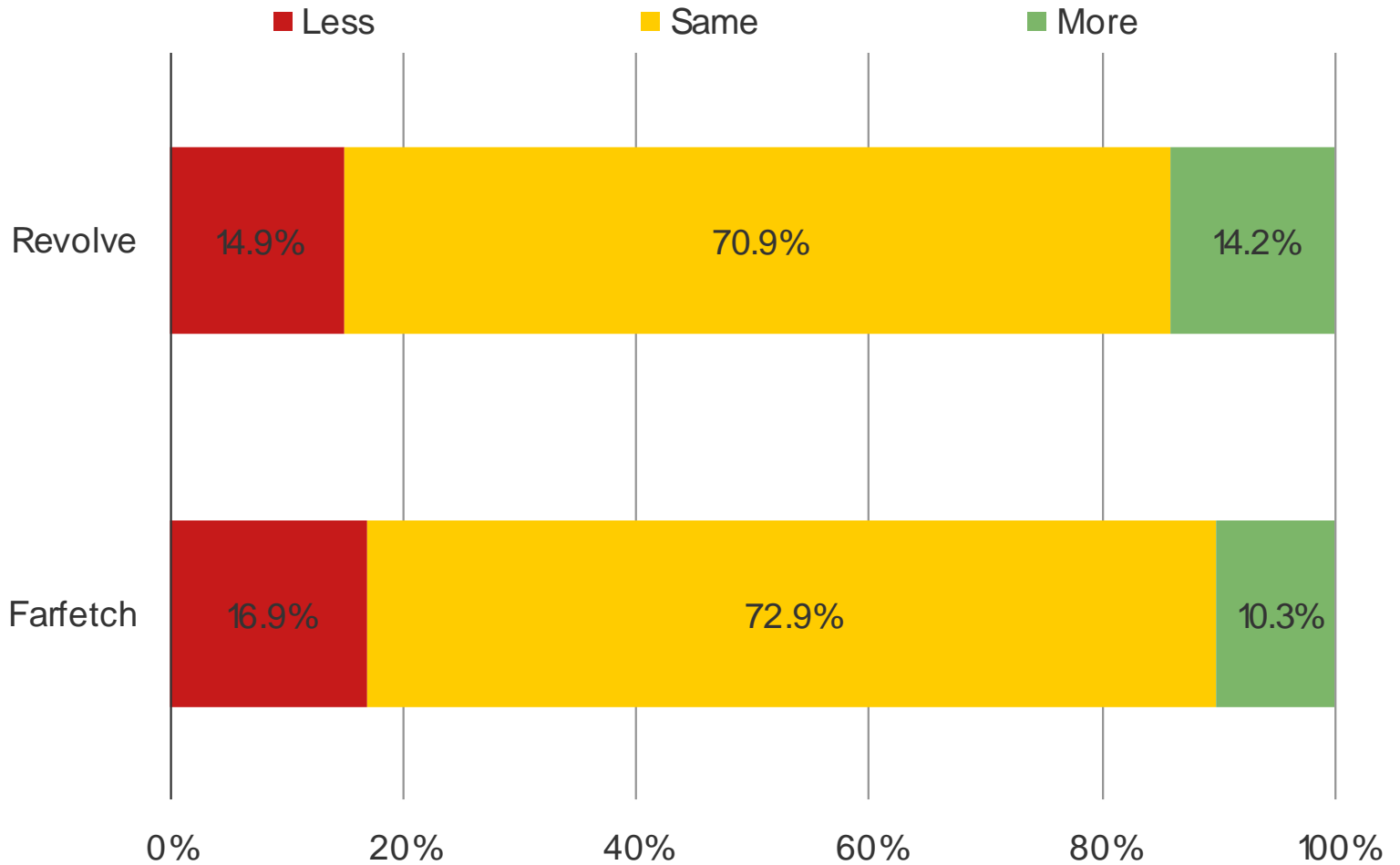
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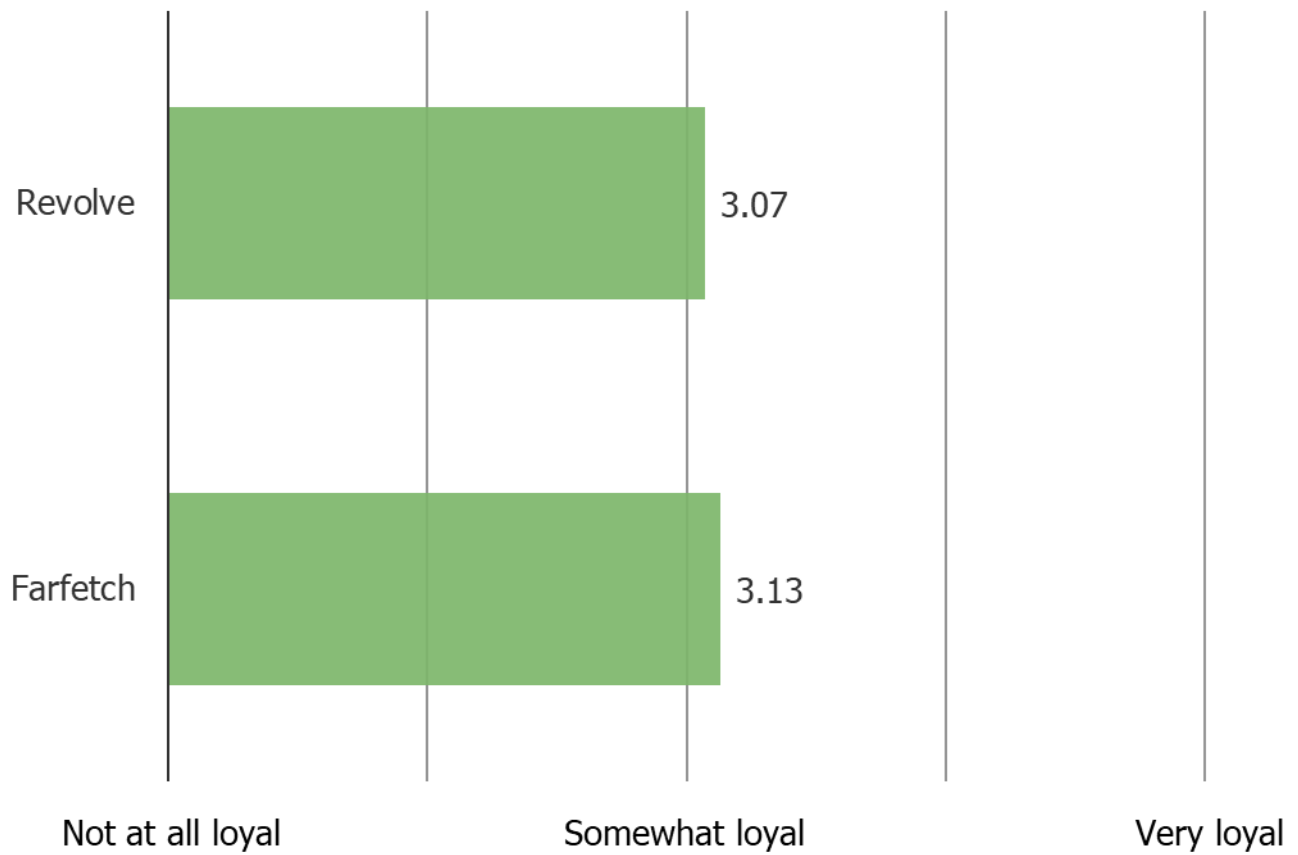
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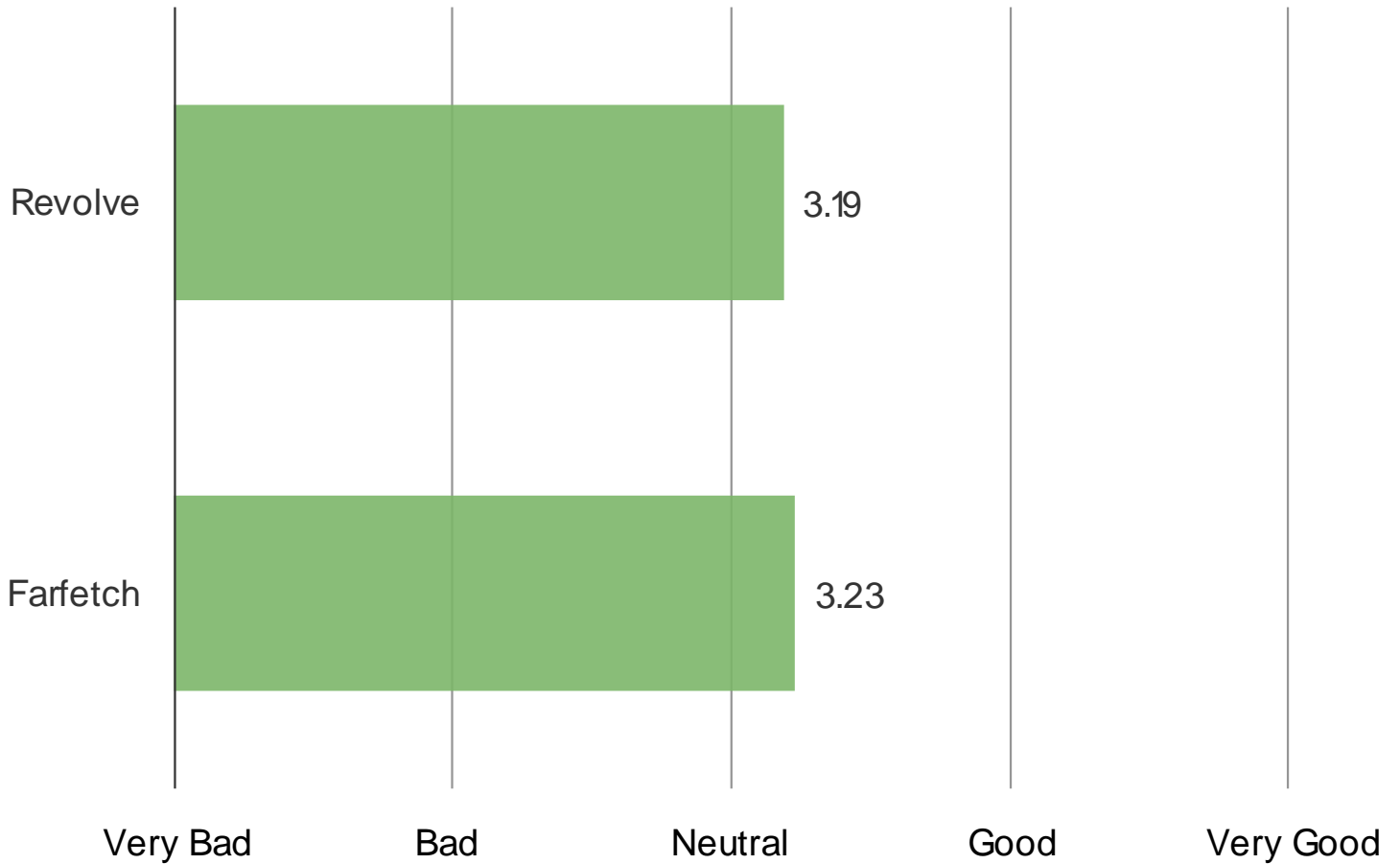
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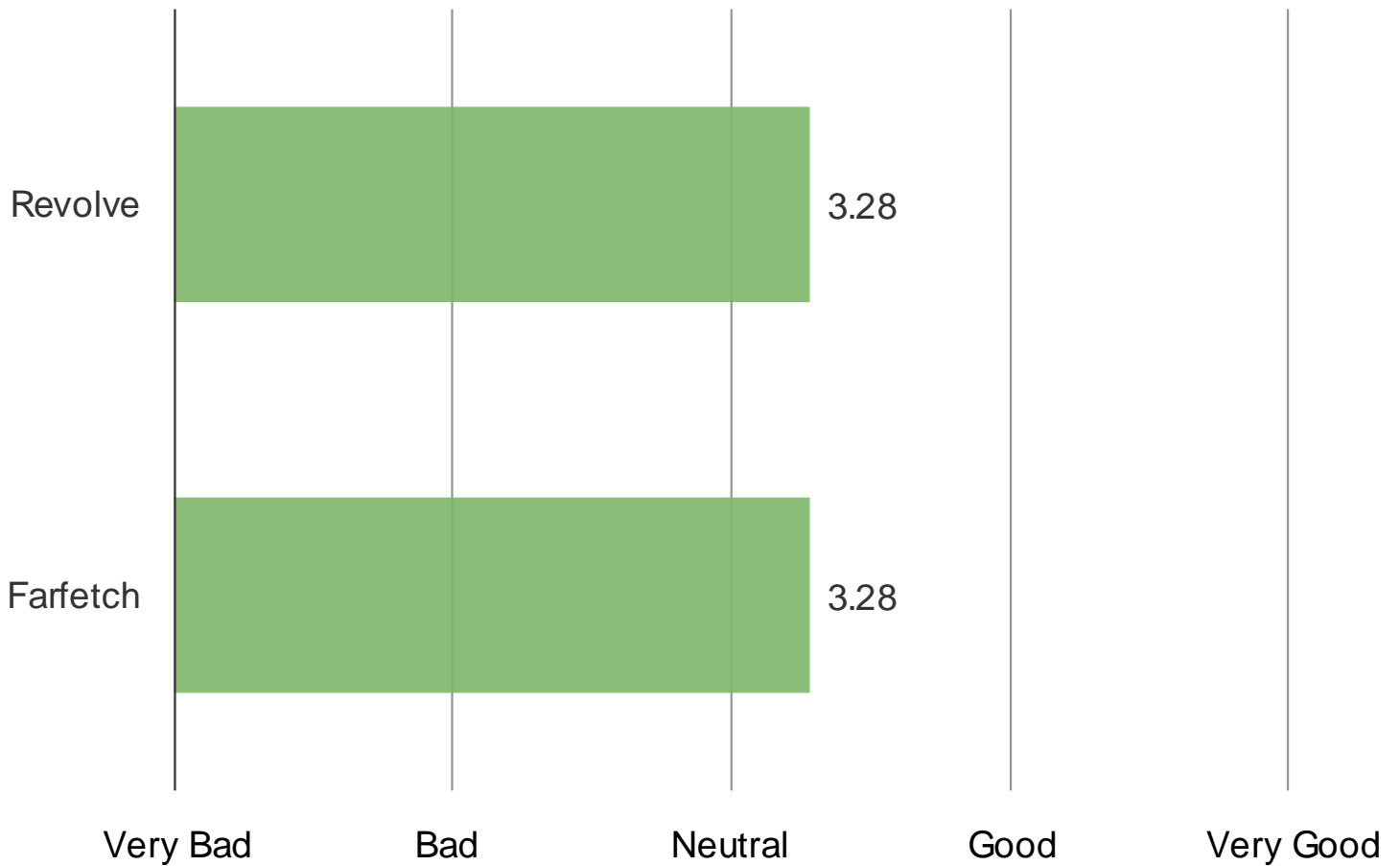
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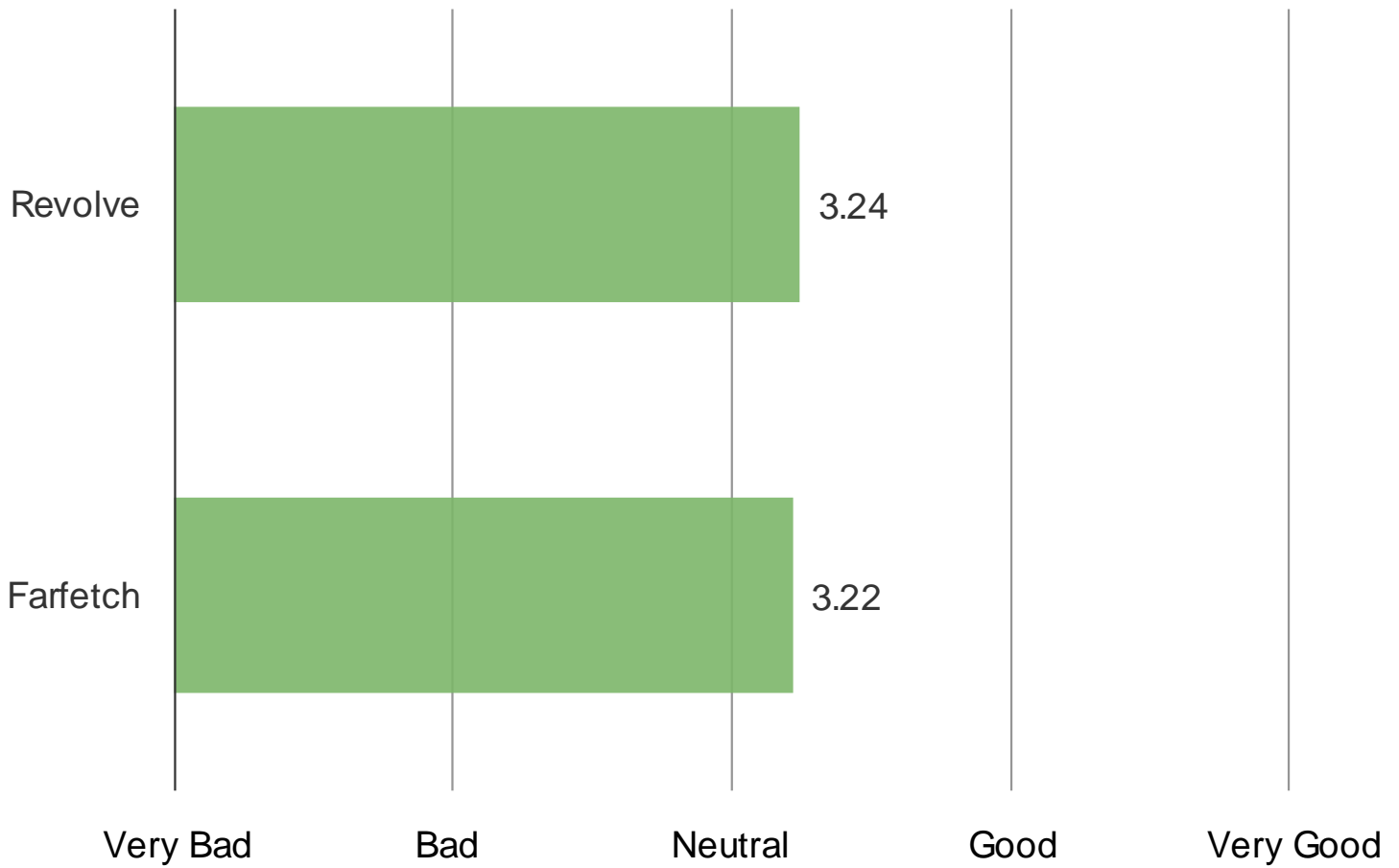
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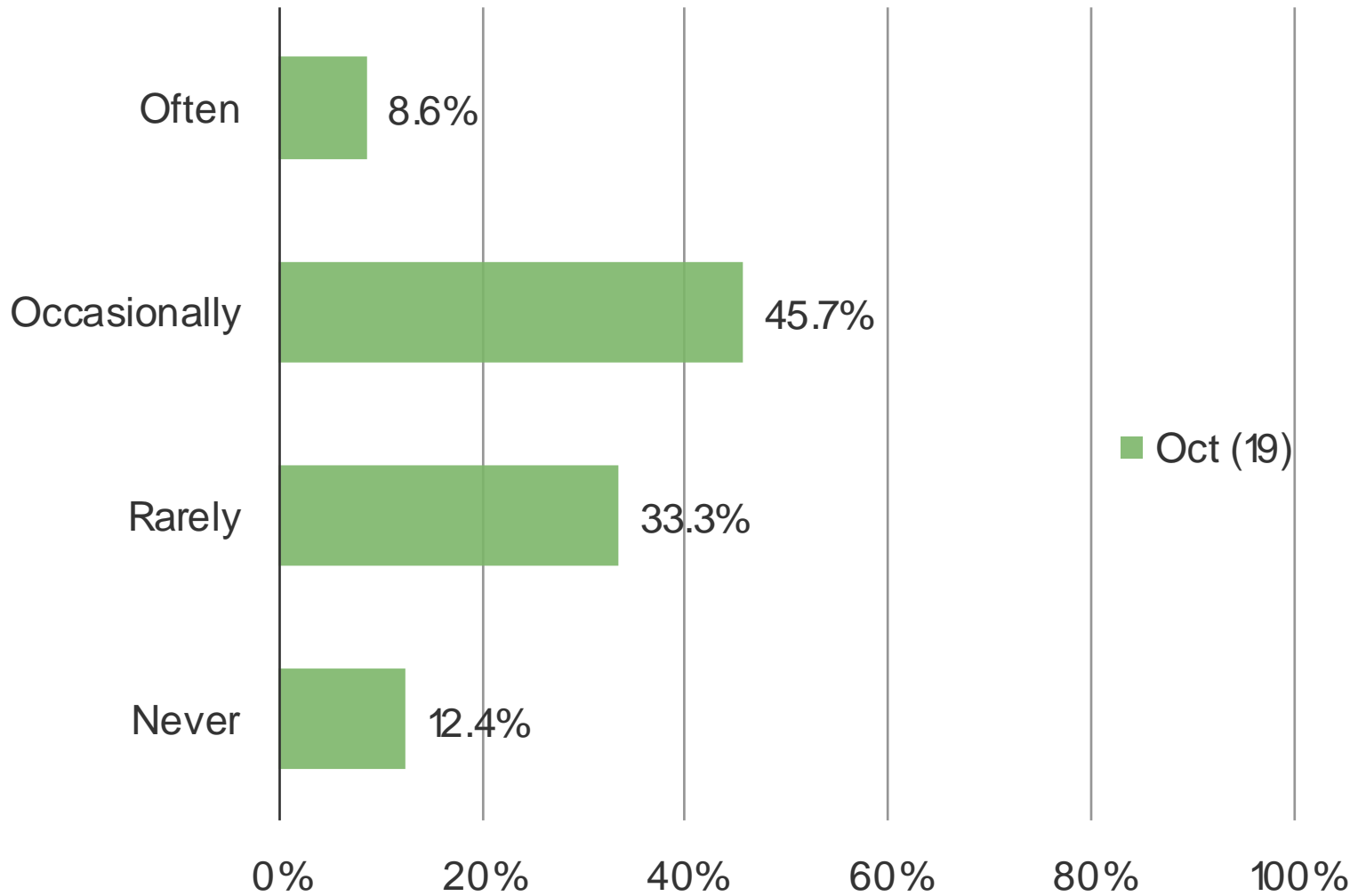


CHINA

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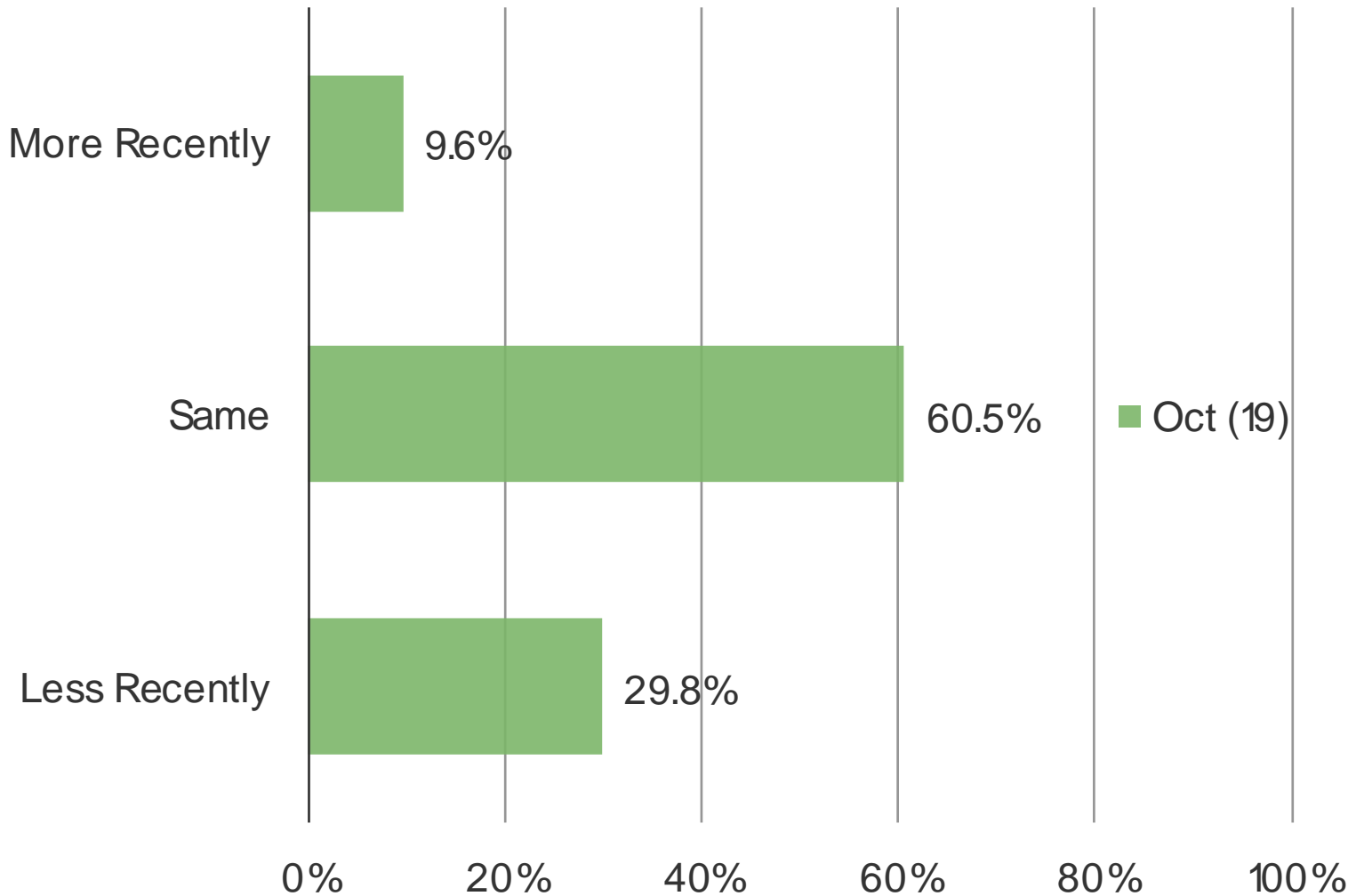
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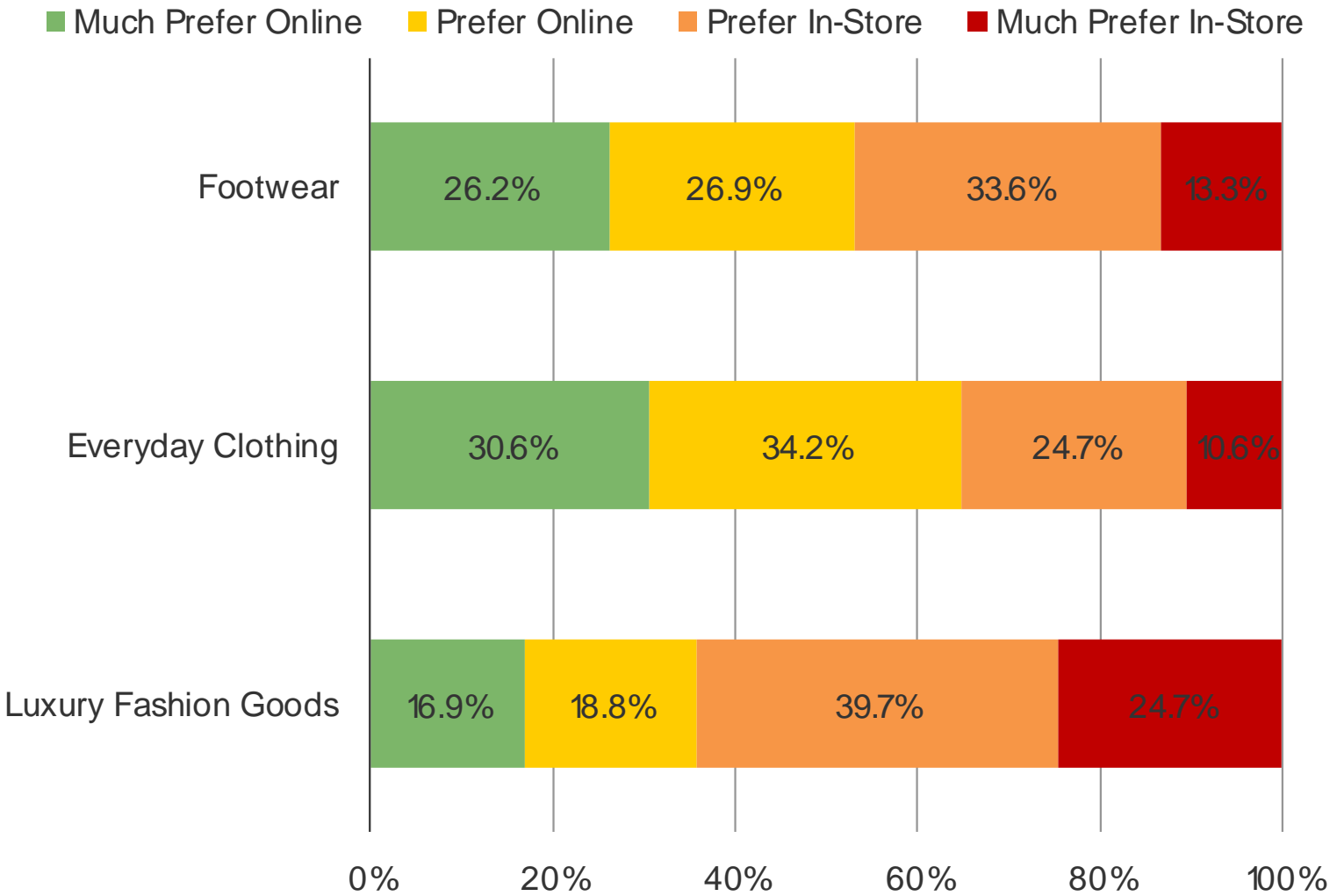
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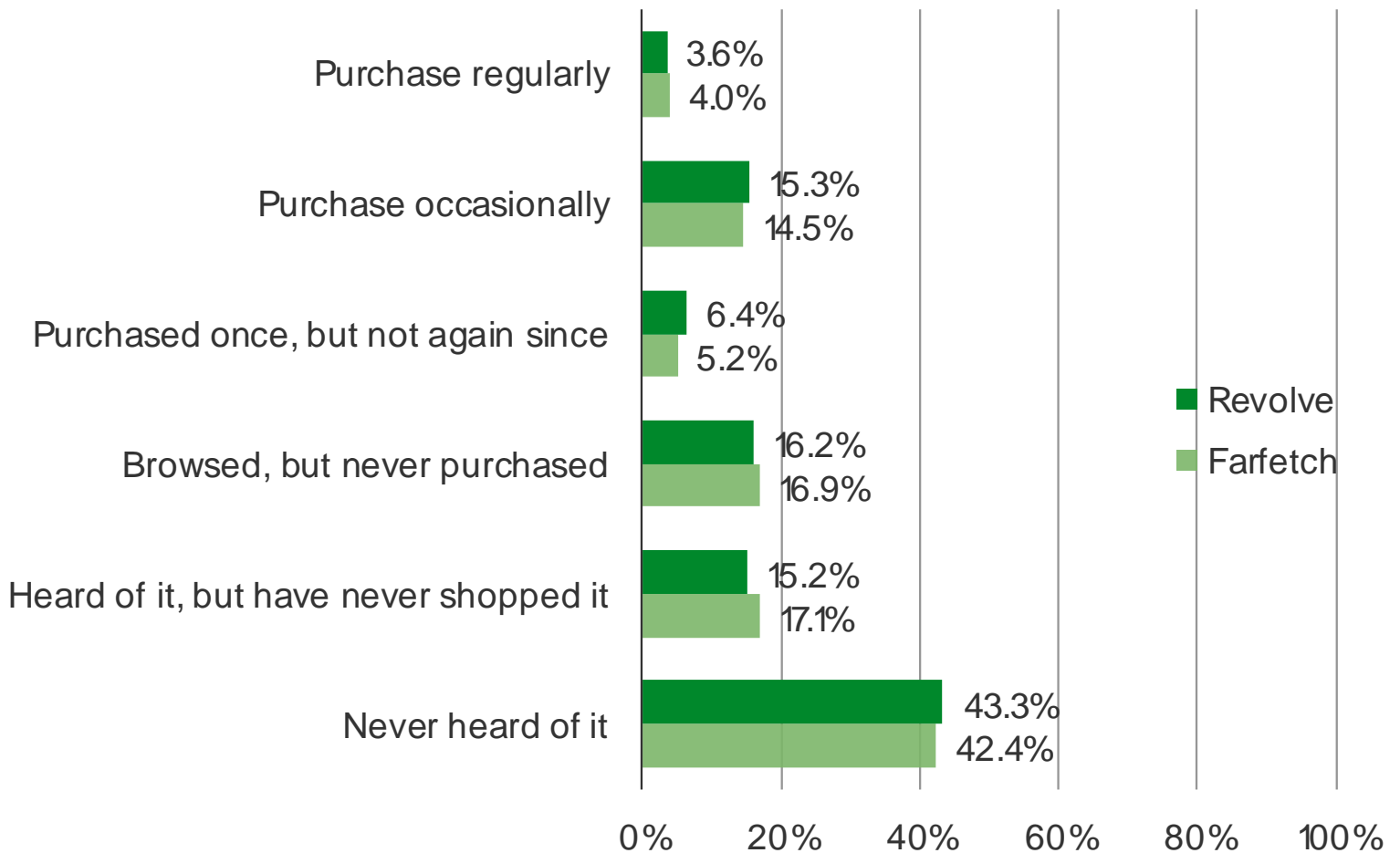
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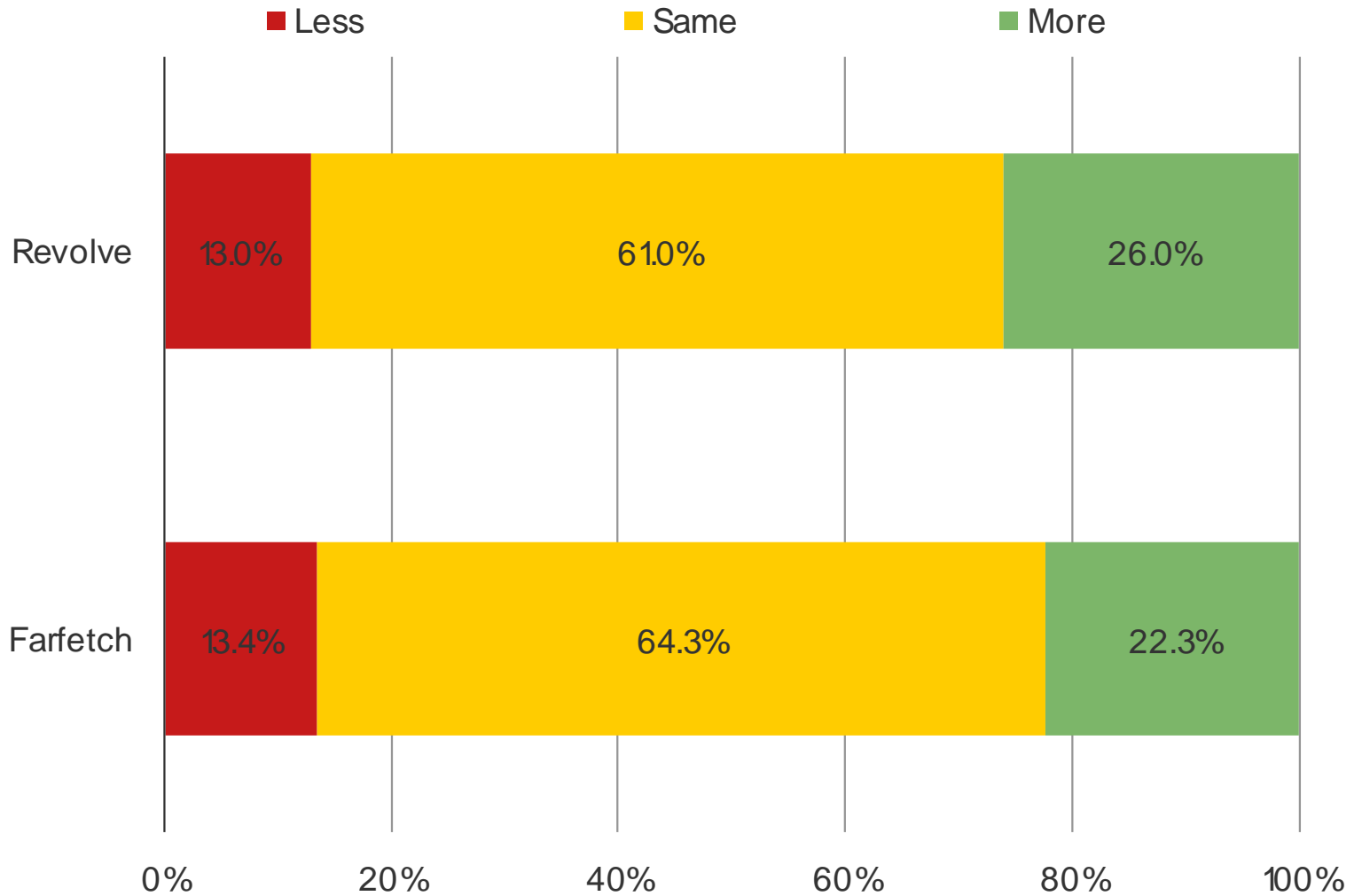
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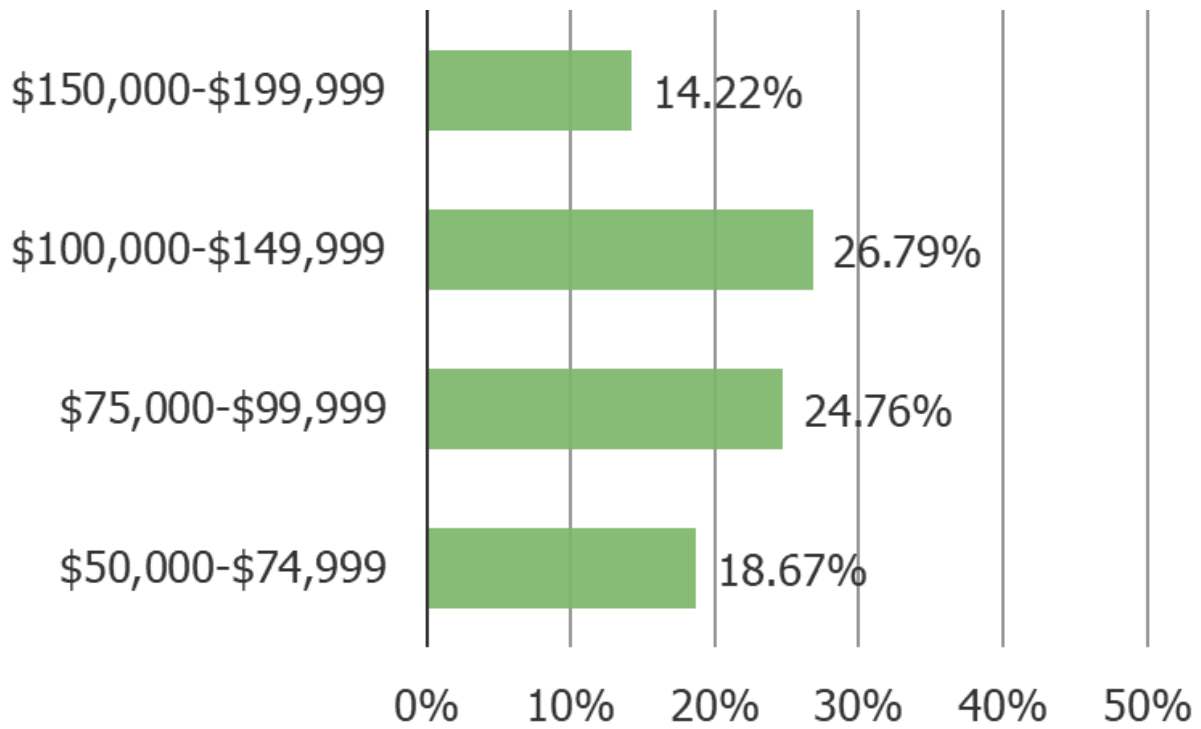
SPECIAL AUDIENCE SURVEY:

- US RESPONDENTS
- FOCUSED ON HIGHER INCOME RESPONDENTS (IE, NOT BALANCED TO US CENSUS)

US Higher Income

INCOME LEVEL OF RESPONDENTS TO THIS HIGHER-INCOME SURVEY (US ONLY)

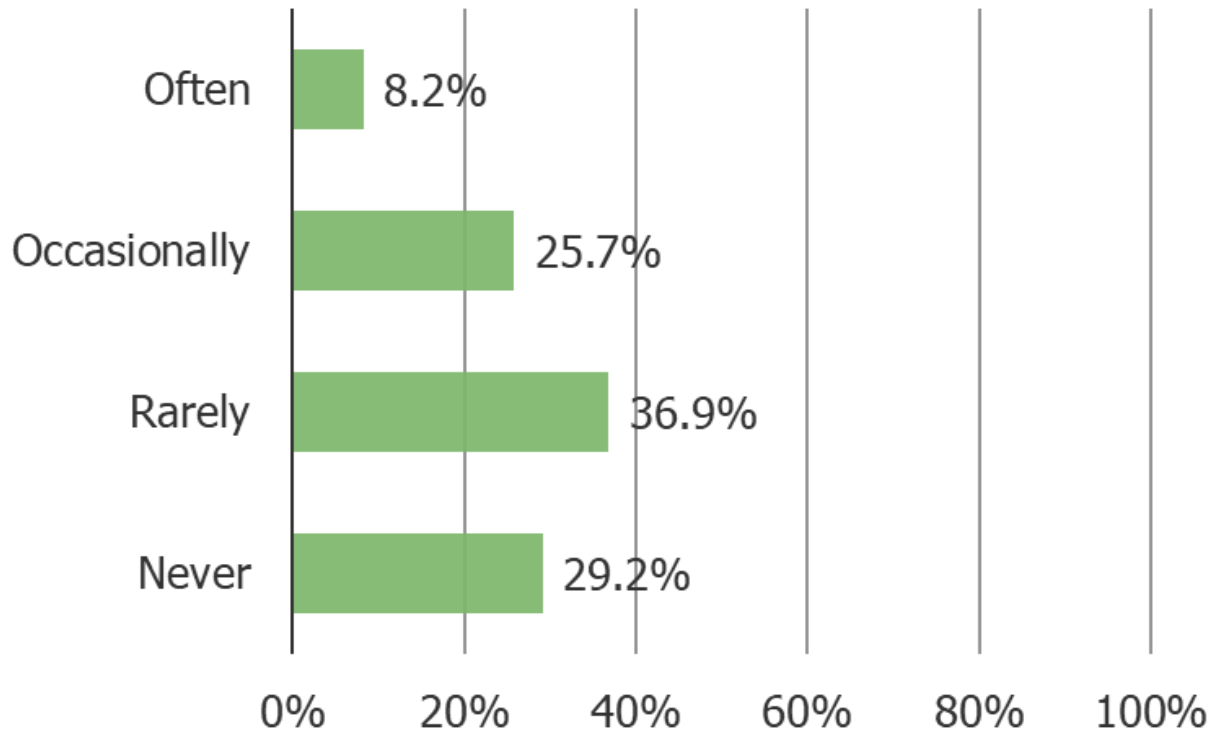
Posed to the target audience (HHI above \$50k).



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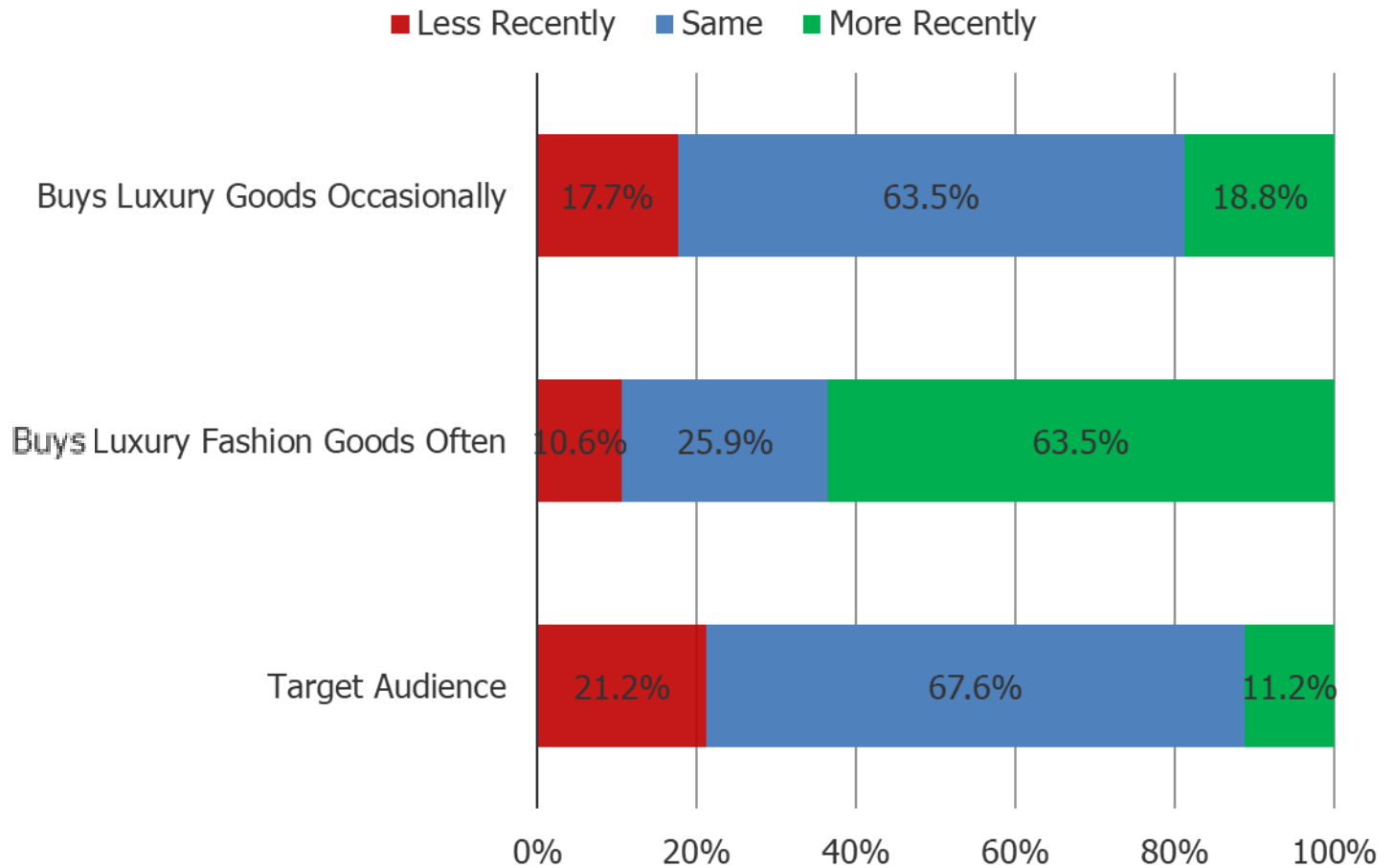
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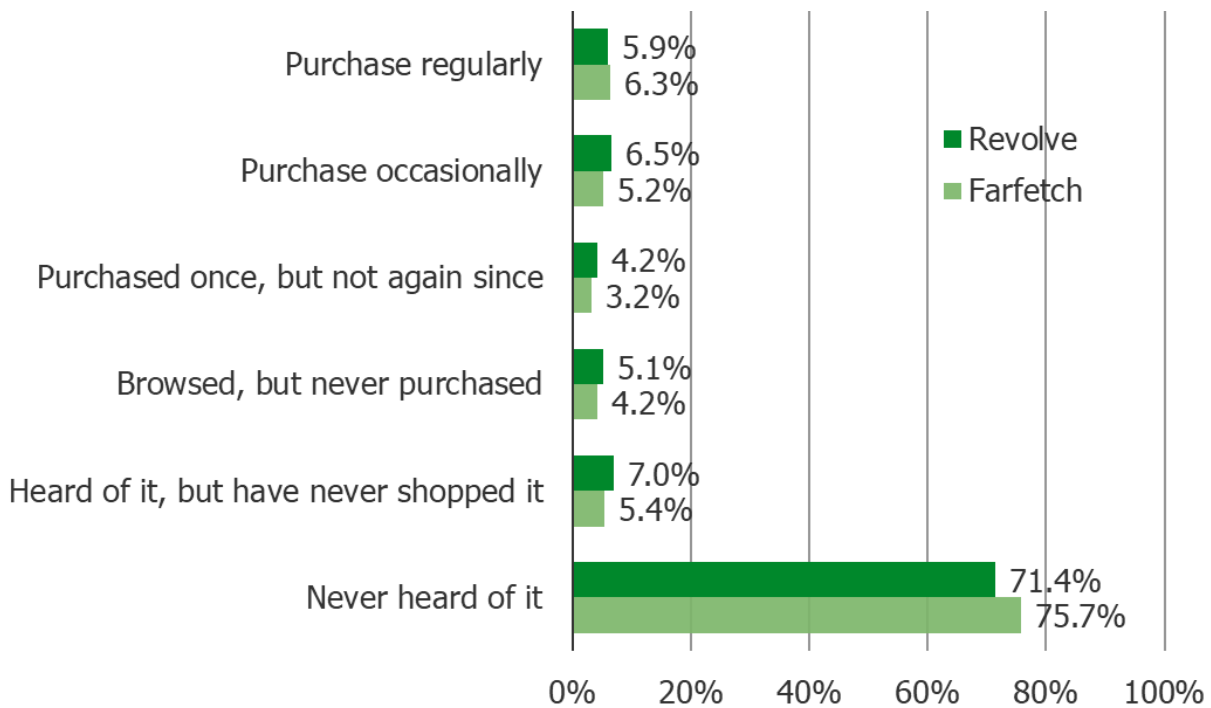
Posed to the target audience (HHI above \$50k) | Cross Tabs Showing Those Who Buy Luxury Fashion Items With Some Kind of Regularity



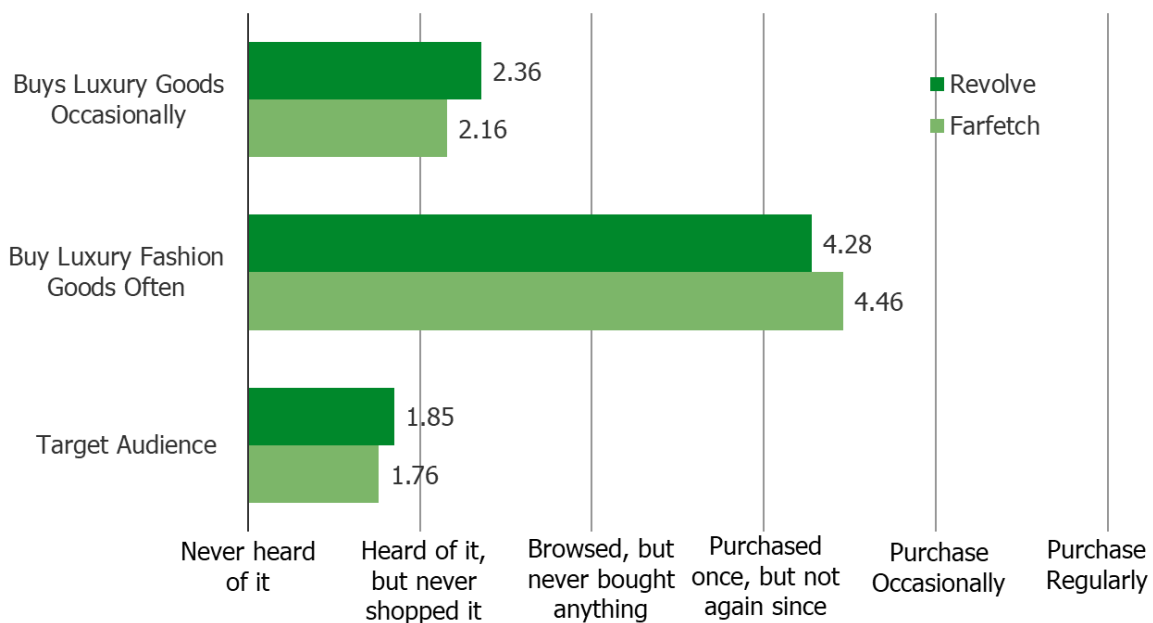
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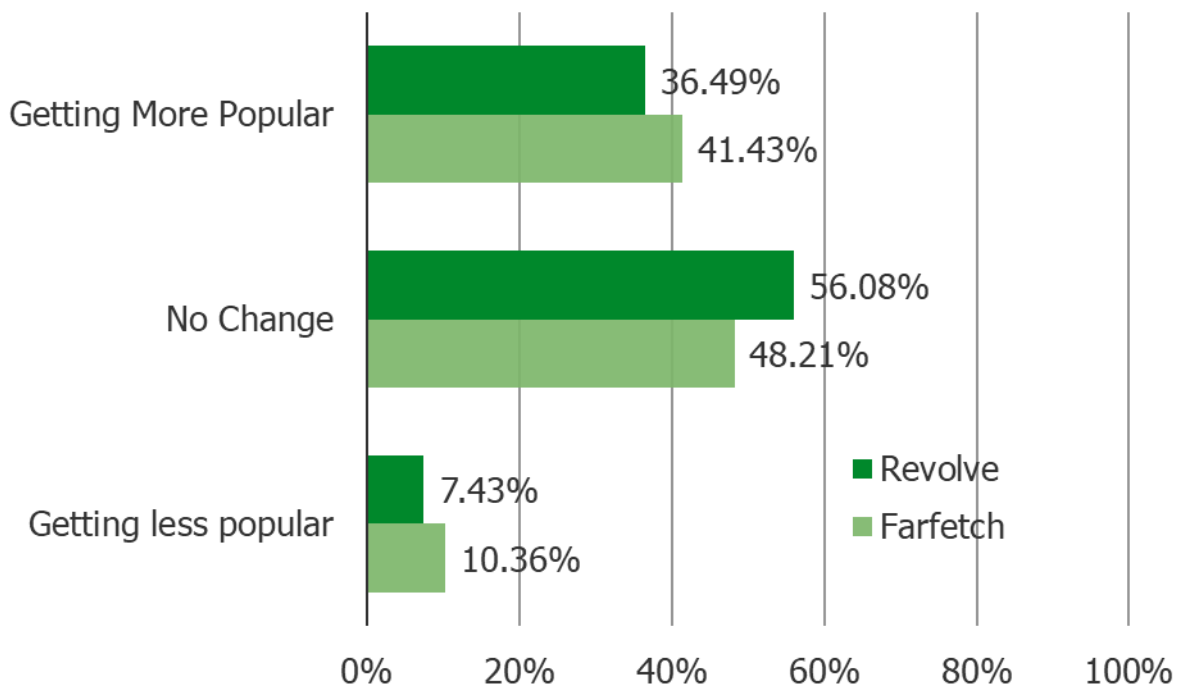
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US Higher Income

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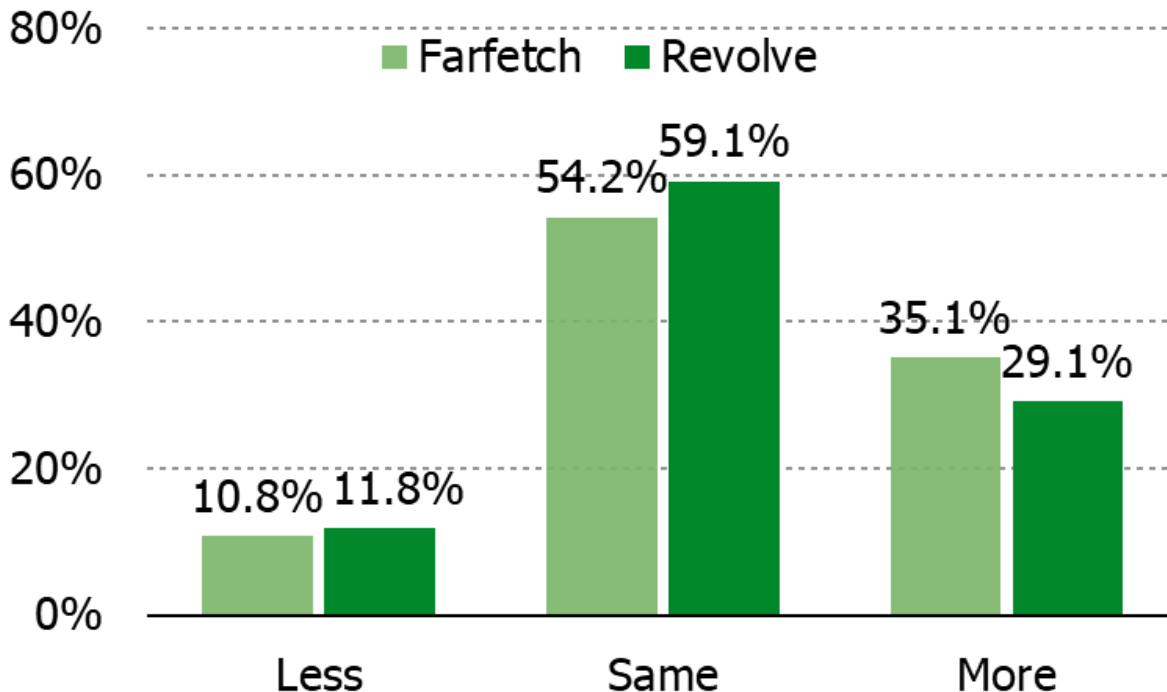
Posed to respondents from the target audience (HHI above \$50k) who have heard of each retailer and/or have purchased items from each retailer.



US Higher Income

IN THE NEXT YEAR, DO YOU EXPECT TO BUY MORE OR LESS FROM THIS COMPANY COMPARED TO THE YEAR PRIOR?

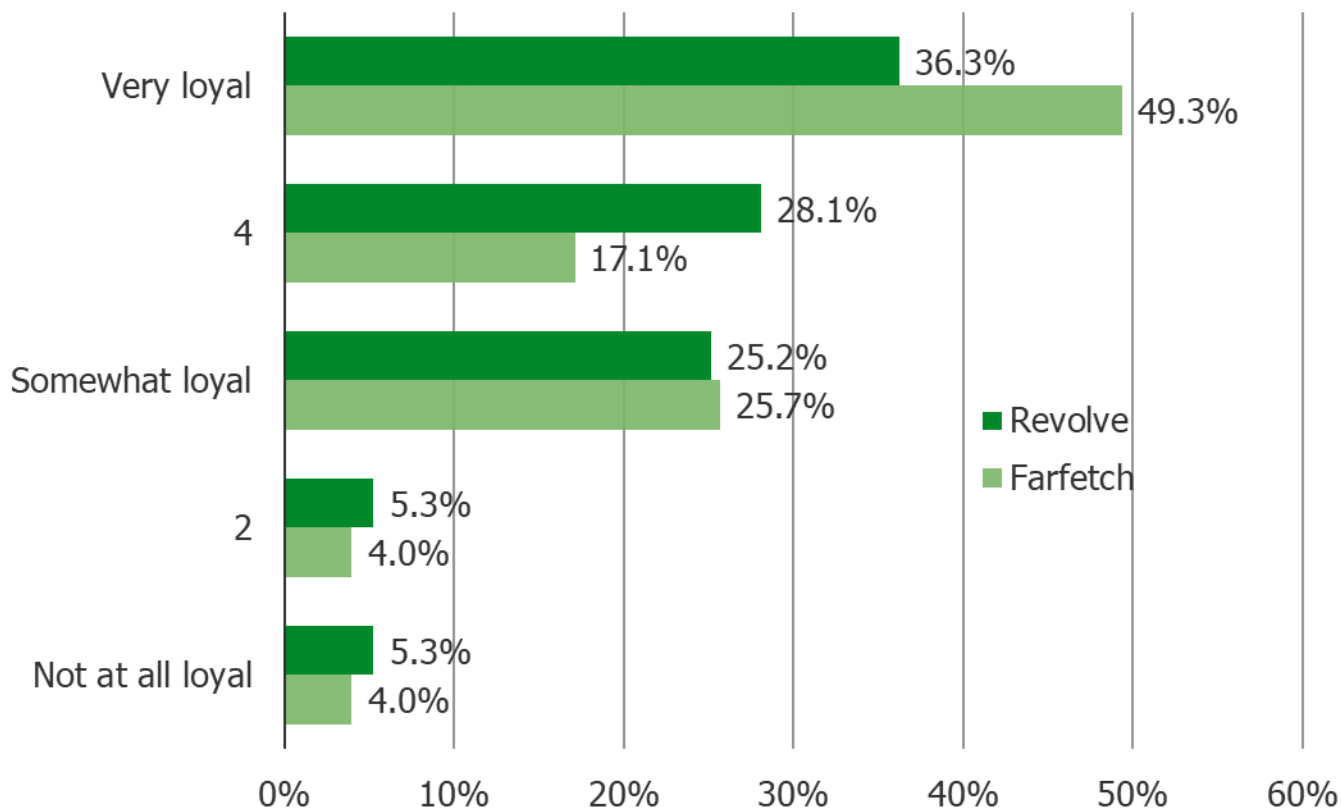
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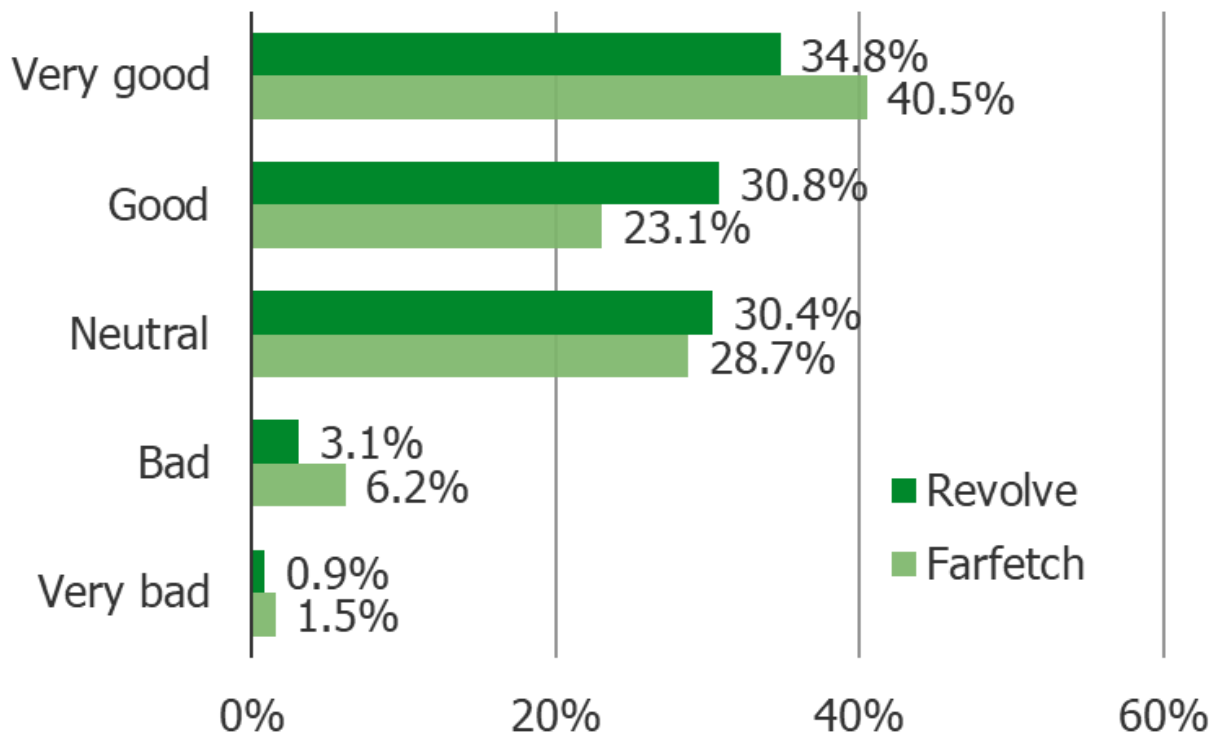
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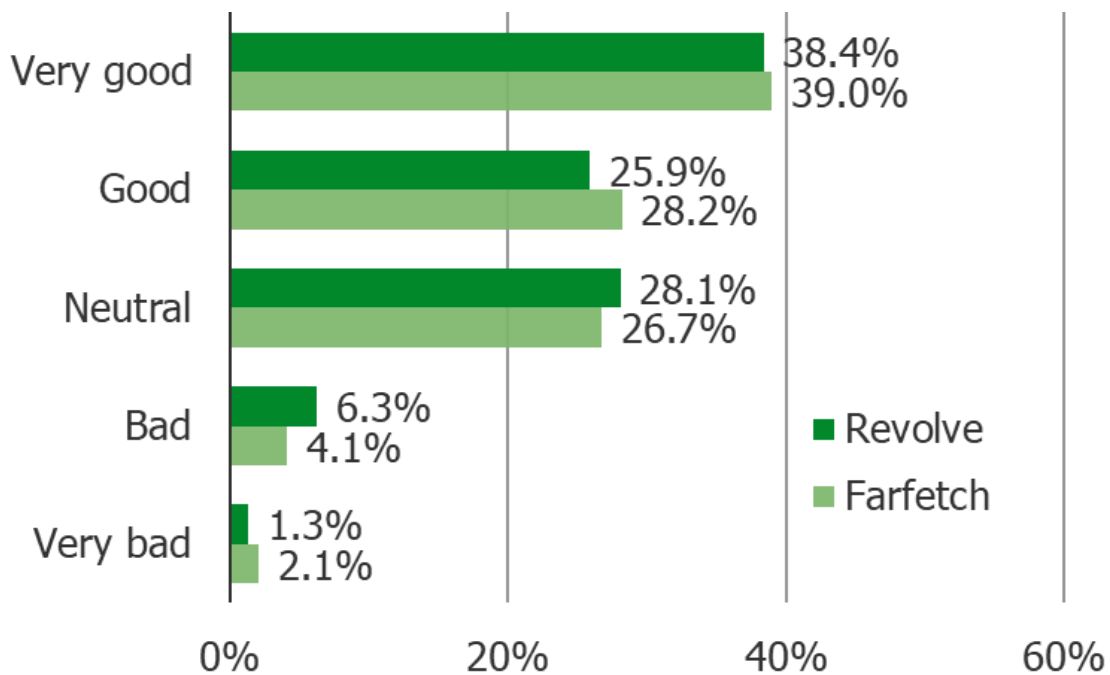
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PLEASE RATE EACH OF THE FOLLOWING WHEN IT COMES TO BEING ABLE TO FIND UNIQUE PRODUCTS THAT YOU CANNOT FIND ELSEWHERE

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