

OLIST STORE PERFORMANCE FY 2017 & 2018

Presented by:

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Link to view the live presentation:

<https://youtu.be/hssjvCgYg4U>

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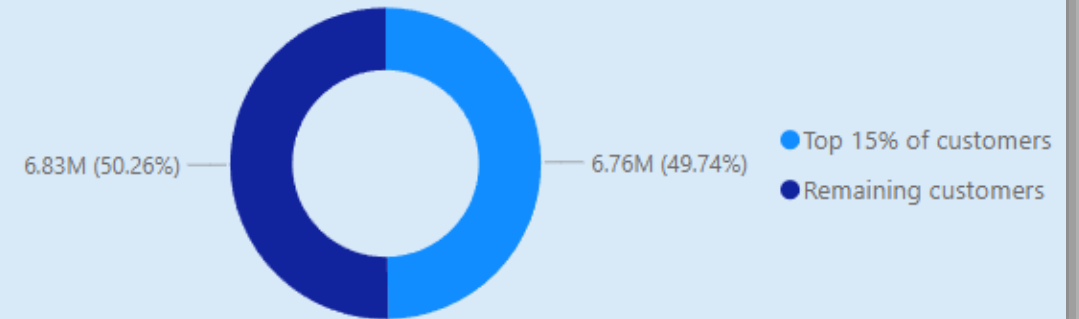
- Overall sales
- Seller trends
- Marketplace reviews
- Logistical performance
- Top customer insights



TOP CUSTOMER SALES OVERVIEW

- OLIST generated \$13.59m total revenue over FY17 & FY18
 - Customer numbers have broadly increased at the same rate as revenue growth over the 2-year period
- 50% of sales are attributed to 15% of the OLIST customer base
 - Revenue contribution for the top 15% of customers is 3.3 times greater than the customer average
- Average spend for top customers increased by 100% from FY17 to FY18
 - Top customers predicted to continue spending greater amounts in FY 2019 especially during early summer months
 - Recommend prioritizing top customers as a focus group in the strategy to ensure sustained sales growth

Revenue contribution by customer sales performance (R\$)

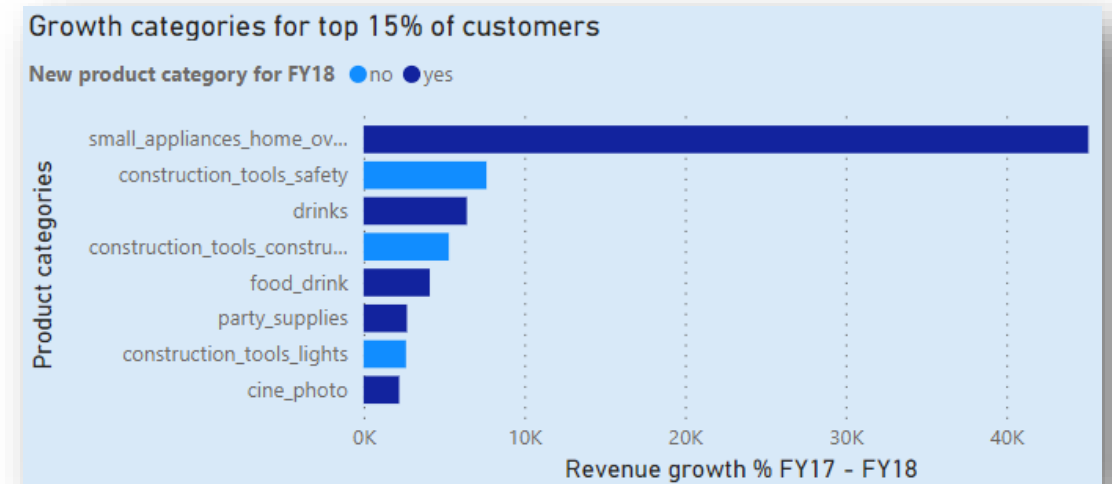
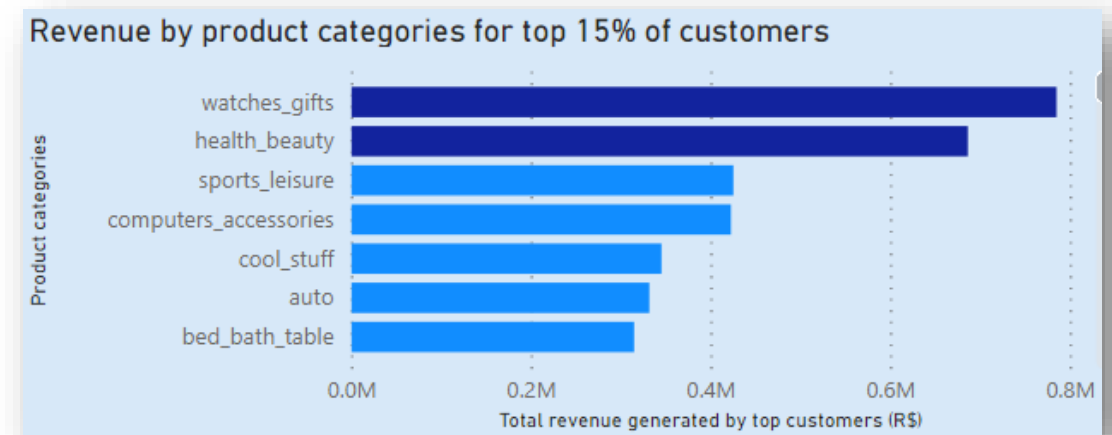


Revenue trend analysis for the top 500 customers



TOP CUSTOMER SALES GROWTH STRATEGY

- Watches & health categories account for 20% products sold to top OLIST customers
 - Strong sales retention between FY17 & FY18 suggests these offerings are key brand identifiers in high presence states I.E. São Paulo
- Small appliances has 7x average sales growth compared to new FY18 product categories
 - Demonstrates high top customer demand and strong potential to transition into a long-term core marketplace offering for OLIST
- Recommendations:
 - **Short term:** Provide seller incentives for small appliance products to target the natural upturn in sales per customer for April & May 2019
 - **Long term:** Consider onsite pricing analytic services for sellers and expanding the partnership program. This will help expand current product ranges and facilitate dynamic product pricing for all stores.



THANK YOU

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