



ARTIFICIAL INTELLIGENCE

CAPITAL MARKETS
DAY 2017

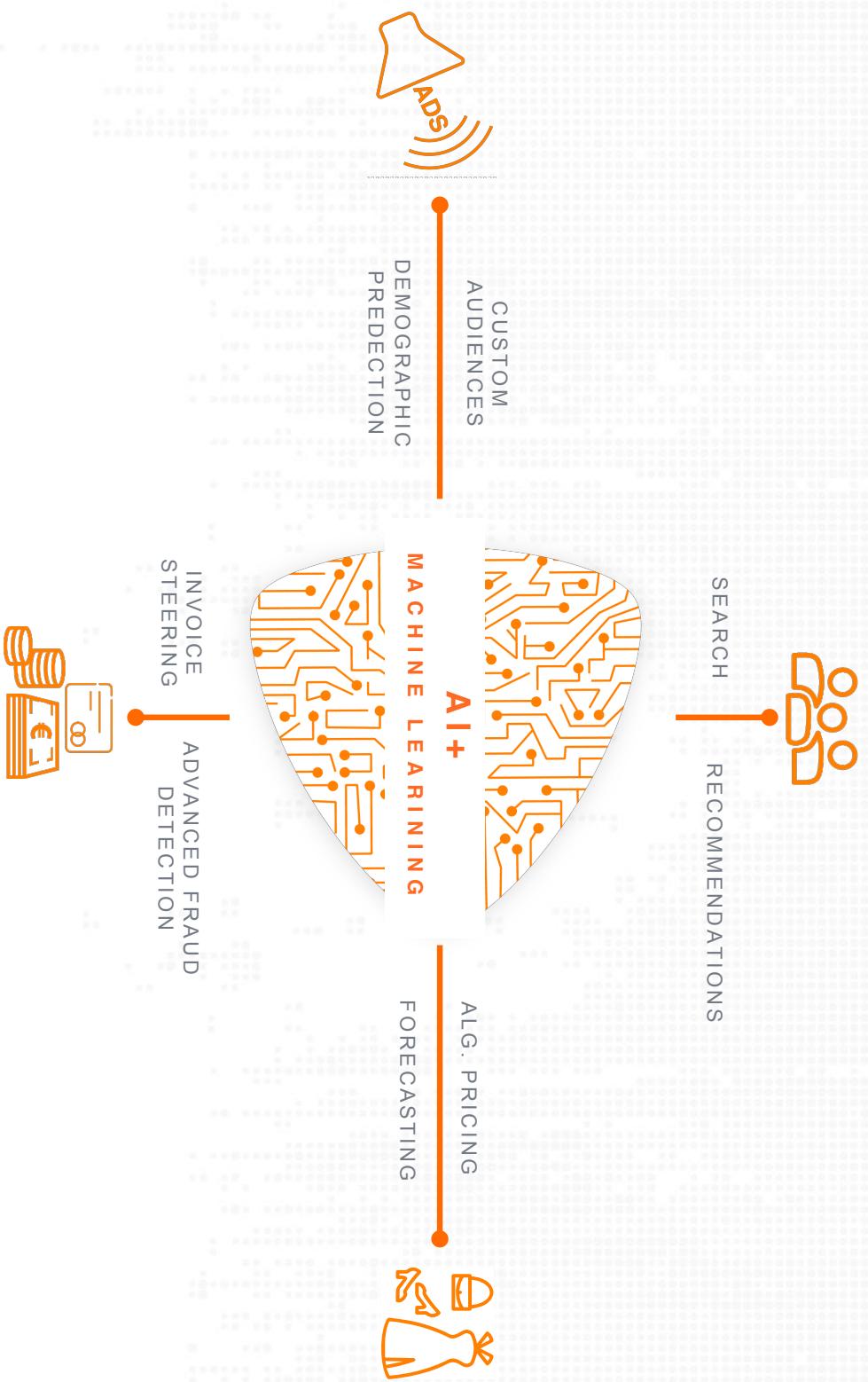
BORIS VON LOESCH
20-06-2017



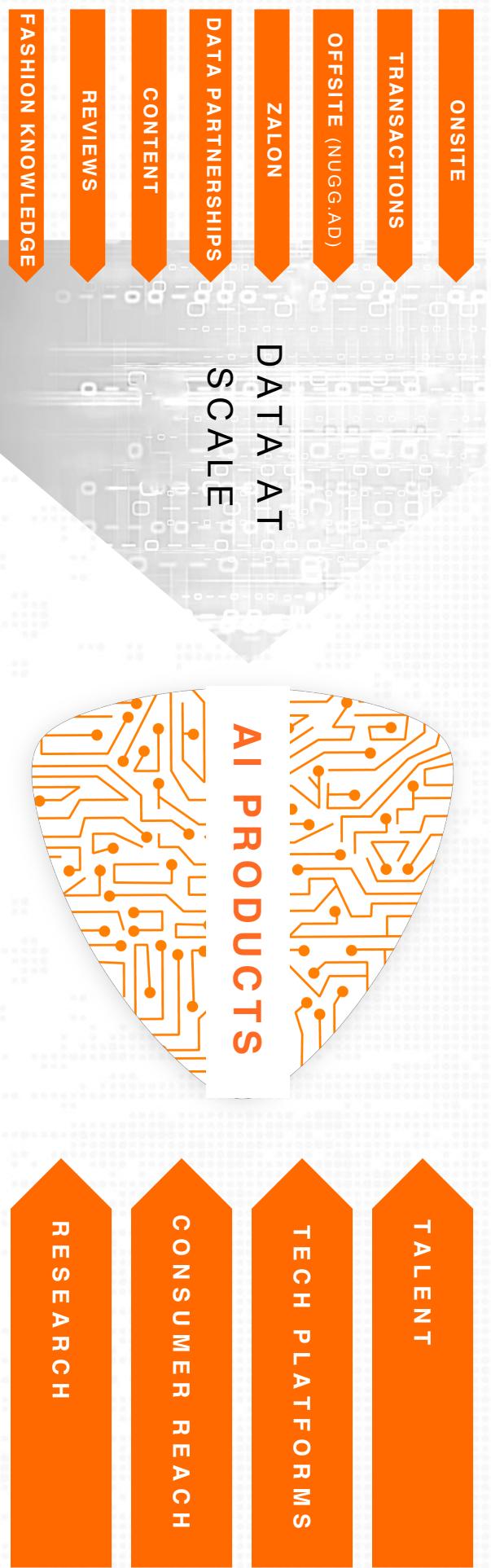
AI IS THE BIG
THING



AI AND DATA-DRIVEN METHODS ARE WEAVING ITSELF TO ALL AREAS OF OUR BUSINESS



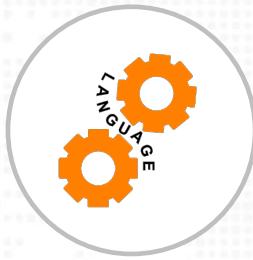
LEVERAGING THE ZALANDO PLATFORM





 **zalando**
research

NLP



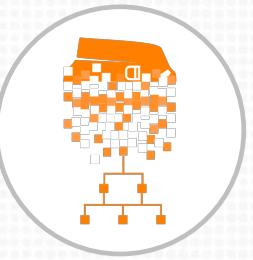
INTELLIGENT CONTROL



ADVANCED IMAGE
MANIPULATION



DEEP STYLE INSIGHT



EXAMPLES

SIZING



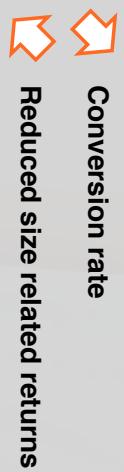
OUTFITS



VR



- Introduced personalized sizing recommendations based on the fit of the item and customer history in 2016
- In 4 months more than 1.5 million customers trusted our shoe size advice and followed our recommendation



Geox
THE SHOE THAT BREATHES
GEOX
COSMO - High-heeled sandal - black
79,95 € inkl. VAT

We suggest one size smaller

EU SIZE

SIZE

We suggest one size smaller

ADD TO CART

ADD TO LIST

We recommend size EU 38 based on your orders

ALL CLEAR

MISS SELFRIIDGE
COSMO - high-heeled sandal - black
€ 59,95



EXAMPLE 1: SIZING

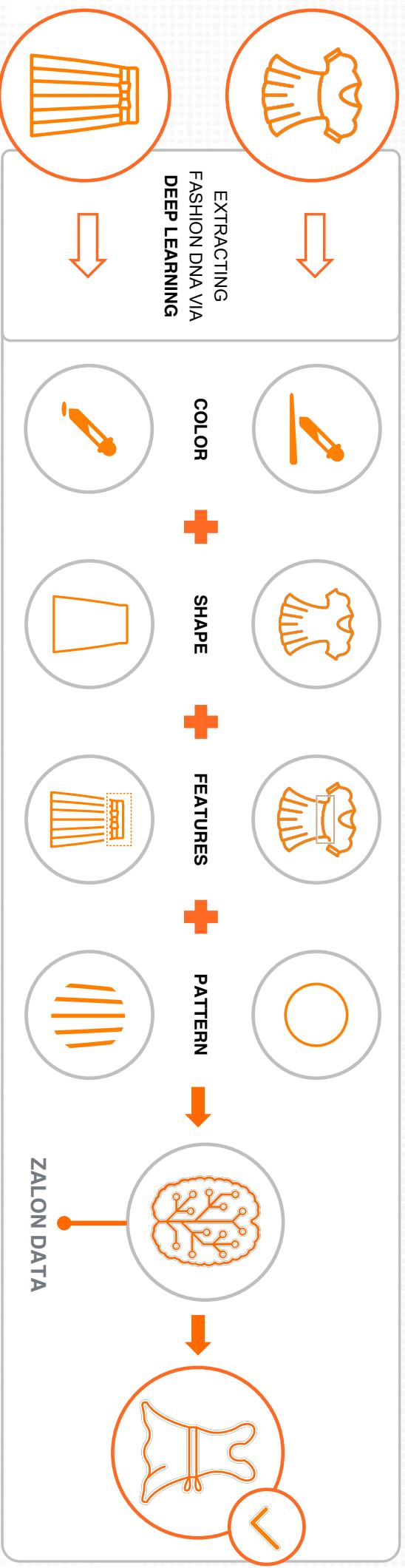
AI + TRANSACTION DATA +
ARTICLE KNOWLEDGE =
SIZING RECOMMENDATION



EXAMPLE 2: OUTFIT GENERATION

FASHION IS ABOUT STYLE,
TRENDS AND OUTFITS

SCALING OUT OUR FASHION KNOWLEDGE TO SERVE OUR CUSTOMERS



AI + ARTICLE INSIGHTS + ZALON OUTFIT DATA = SCALABLE OUTFIT GENERATION

EXAMPLE 3: VIRTUAL TRY-ON

“VIDEO”





CLOSING REMARKS

DISCLAIMER

Certain statements in this communication may constitute forward looking statements. These statements are based on assumptions that are believed to be reasonable at the time they are made, and are subject to significant risks and uncertainties. You should not rely on these forward-looking statements as predictions of future events and we undertake no obligation to update or revise these statements. Our actual results may differ materially and adversely from any forward-looking statements discussed on this call due to a number of factors, including without limitation, risks from macro economic developments, external fraud, inefficient processes at fulfillment centers, inaccurate personnel and capacity forecasts for fulfillment centers, hazardous material / conditions in production with regard to private labels, lack of innovation capabilities, inadequate data security, lack of market knowledge, risk of strike and changes in competition levels.