



* Creating the future
of Retail

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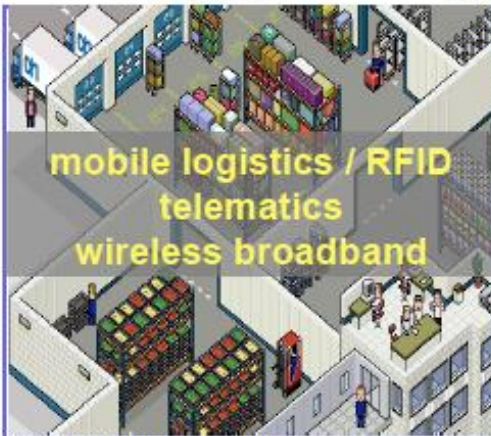
* More connected people

MACHINE

From

PERSON

MACHINE



mobile logistics / RFID
telematics
wireless broadband



mobile field services
mobile shopping
Instore Communication

To

PERSON



mobile data strategies
push-agent technology



mobile communication
devices
wireless broadband

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Google



ebay

REUTERS

LIFE NEWS CENTER

SECOND LIFE LINKS: ENRPLD, THE PARTY NEVER STOPS IN SECOND LIFE

HOME
SECOND LIFE
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 Community
 SPONSOR COVERAGE
 Economy
 Environments
 Lifestyle
 Market Life

REAL LIFE
 Top News
 Special News
 GMU Photo
 Entertainment

REUTERS VIDEO
 Top News
 Technology
 GMU Photo
 Entertainment

Reuters Interviews at the World Economic Forum, Davos
 (7:41 AM '10, 2007 - 01:00 PM '10)

Reuters will conduct a series of interviews with artists, politicians and executives at the World Economic Forum in Davos, Switzerland next week, in front of a live Second Life audience.

For Second Life Davos Coverage

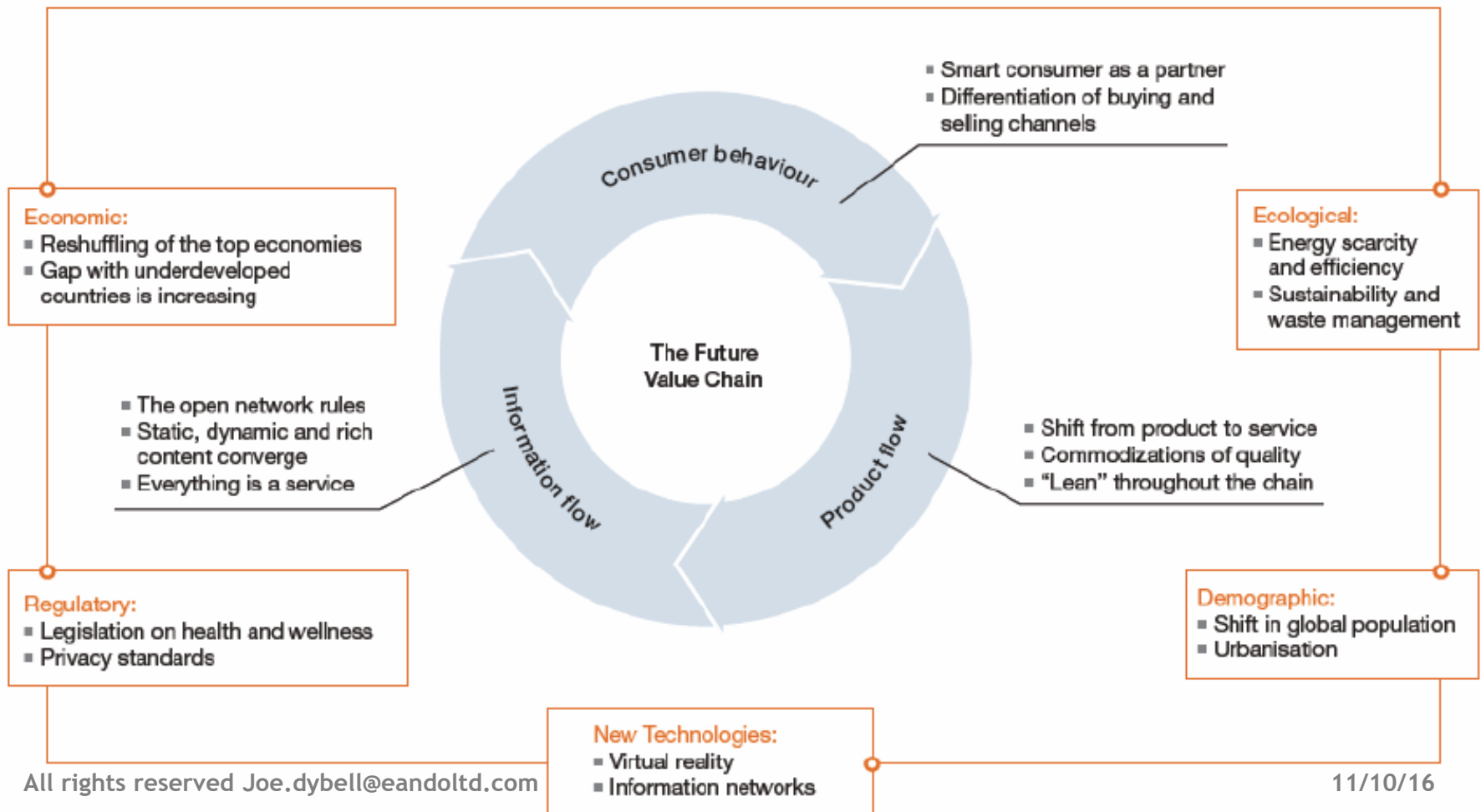
SHARES
 Under Dollar vs US Dollar
 281.7% BUBB vs of 1000x PFT

Chart: Clonky Price 2007

11/10/16

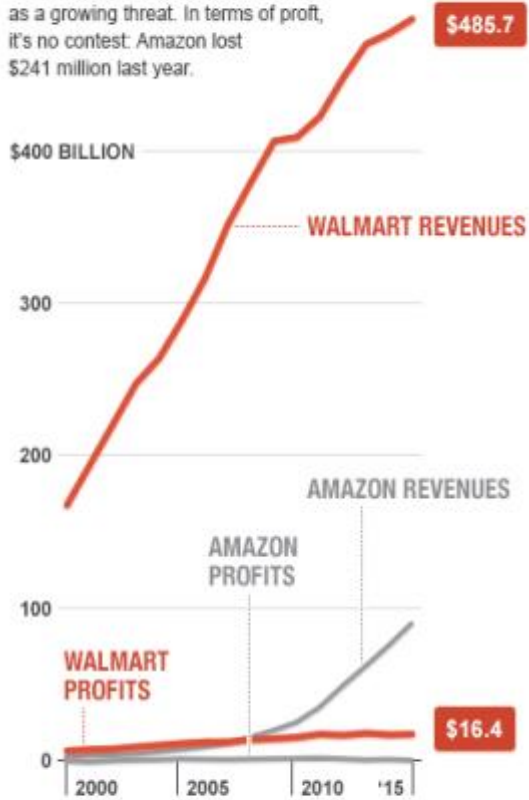
Courtesy of GCI; gci.net.org

* A consumer lead economy



BATTLE OF THE RETAIL TITANS

While Walmart has nearly tripled its sales since 2000, Amazon has emerged as a growing threat. In terms of profit, it's no contest: Amazon lost \$241 million last year.



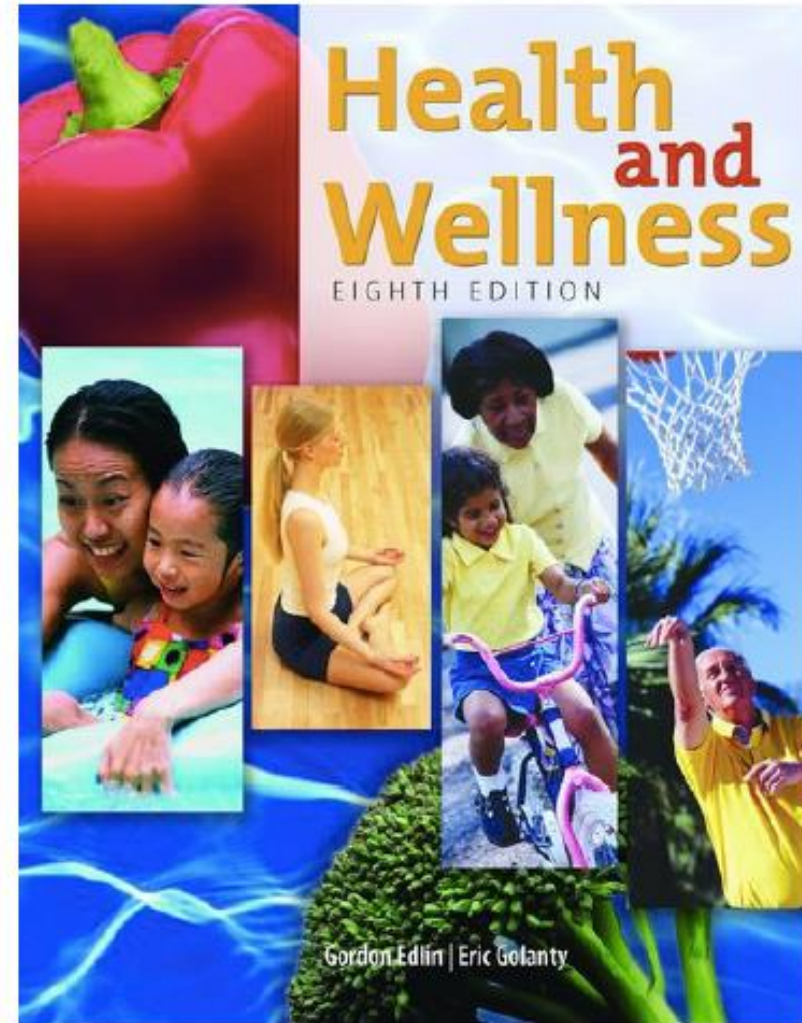
Source: Walmart and Amazon Filings

- * Declining economy
- * Changing society
- * Technology
- * Business models
- * Information flows
- * Influencers
- * Product safety

* A changing world

Consumers are looking for Health and Wellness

- Consumers are looking for healthier options across all product categories – e.g. growth of organic sales
- Consumers are prepared to spend more for health and wellness:
 - **By 2020, Global Health Care Expenses will rise by 300%**
 - **New types will emerge: LOHAS – “Lifestyle of Health and Sustainability”. Health has developed to a lifestyle.**





China online shopping market overview for Q2 2016

September 20, 2016 By CIW Team — 2 Comments

China's online shopping market transactions totaled RMB 1,117.8 billion (USD 167.51 billion) in the second quarter of 2016 with a growth rate of 27.6% YoY or 14.9% QoQ according to iResearch.

Online shopping represented 14.3% of China's total consumer retail sales in Q2 2016. And, B2C accounted for 54.5% of total online shopping transactions, led by Tmall (54.5%) and JD (26.3%).

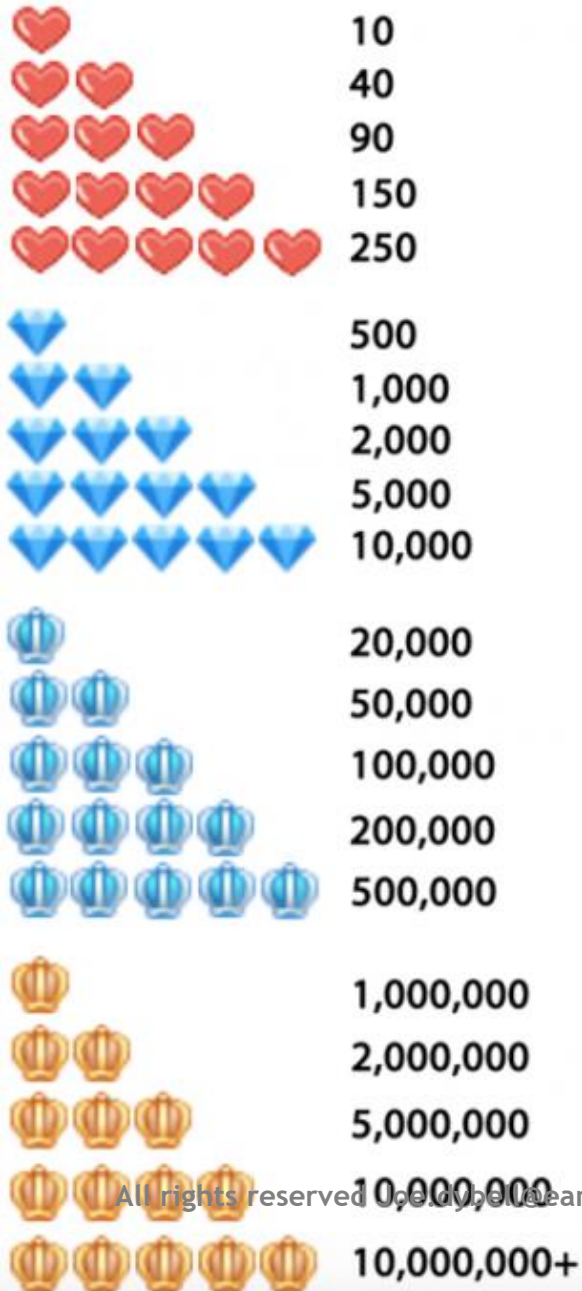
From January to June, the total retail sales of consumer goods reached 15,613.8 billion yuan, up by 10.3 percent year-on-year, according to National Bureau of Statistics of China. The online retail sales of goods and services was 2,236.7 billion yuan, increased by 28.2% year-on-year.

Mobile online shopping market reached RMB 783.44 billion (USD 117.4 bn) in Q2 2016 in China, an increase of 75.9% YoY, accounting for 70.1% of total online shopping transactions.

Alibaba continued to dominate China's mobile shopping market in Q2 2016 with over 80% market share.

Customer feedback ratings

of Successful transactions w/ positive feedback



Consumer Protection

(don't buy w/o this!)

7-day return policy

Extended return policy

Quality guarantee

Specified delivery time

"Real" item

Genuine Item

Damaged guarantee

Credit card accepted

Tmall product

Cash on delivery

% of proceeds to charity

Can buy with points

Tmall certified electronic

Merchant Chat

Gold (sponsored) seller

New item

The Evolution of Communities

Collaboration is a defining characteristic of many types of communities and has been critical to the evolution of humanity



Community 0.0
(geographically co-located)

Community 1.0
(web interface)

Community 2.0
(social computing)

Software development

RCS SourceForge SubVersion Rational Jazz

Professional development

Blackboards Conference Virtual conference Community of Practice

Collaboration

In-person Tele-conf Video Conf E-meetings IM Jam

Education

Classroom Distance E-learning Peer-to-peer learning Virtual Univ

Marketplace

Bricks & Mortar Online Shopping Amazon eBay

Games

Board Video Computer Internet MMOGs

Increased Digitization

Communities

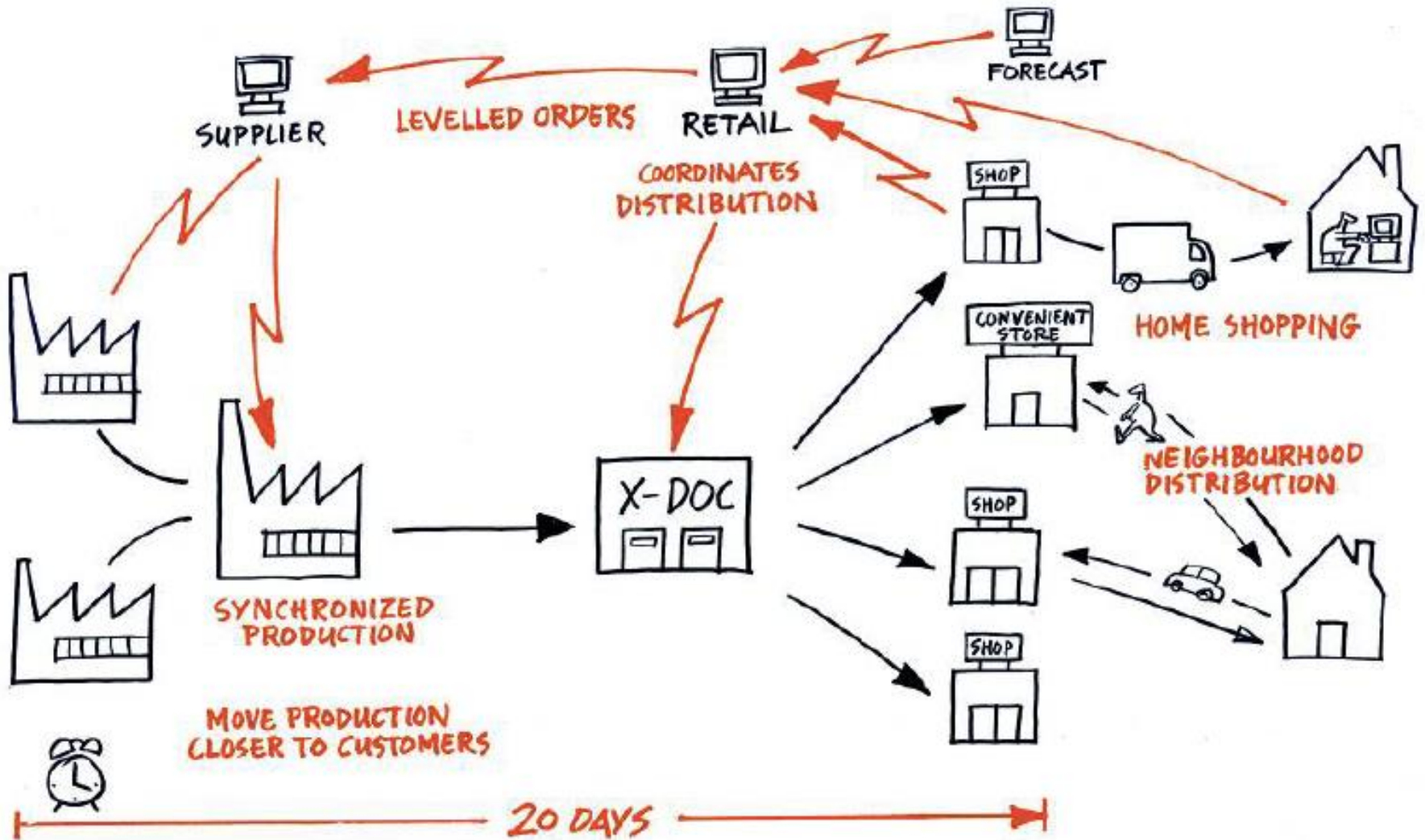
L PORTFOLIO

Digital Marketing

Levitate work with the best in digital analytics and optimisation. From SEO and social on English-speaking platforms to Chinese e-commerce and wayfinding technology, we are at the forefront of the digital marketing era.



Levitate is appointed Dianping's official representative in the Nordics.





More likely to be



*Thank You