



Real Estate

Lar España Digital

www.larespana.com

December 2016

What is Lar España Digital?



Online platform

Leads Lar España's Shopping Centres Digital Transformation



Omni-channel platform

Includes products of physical stores where customers can buy through its smartphone, tablet, laptop or PC



New and extra channel for our customers

Satisfies individuals needs offering more services and options

The main goal is to add value, generate a better shopping experience and stronger loyalty



New and extra channel for our tenants

Generates new income from new opportunities coming from e-commerce, market places and "new catchment areas"

Transforms e-commerce into an opportunity



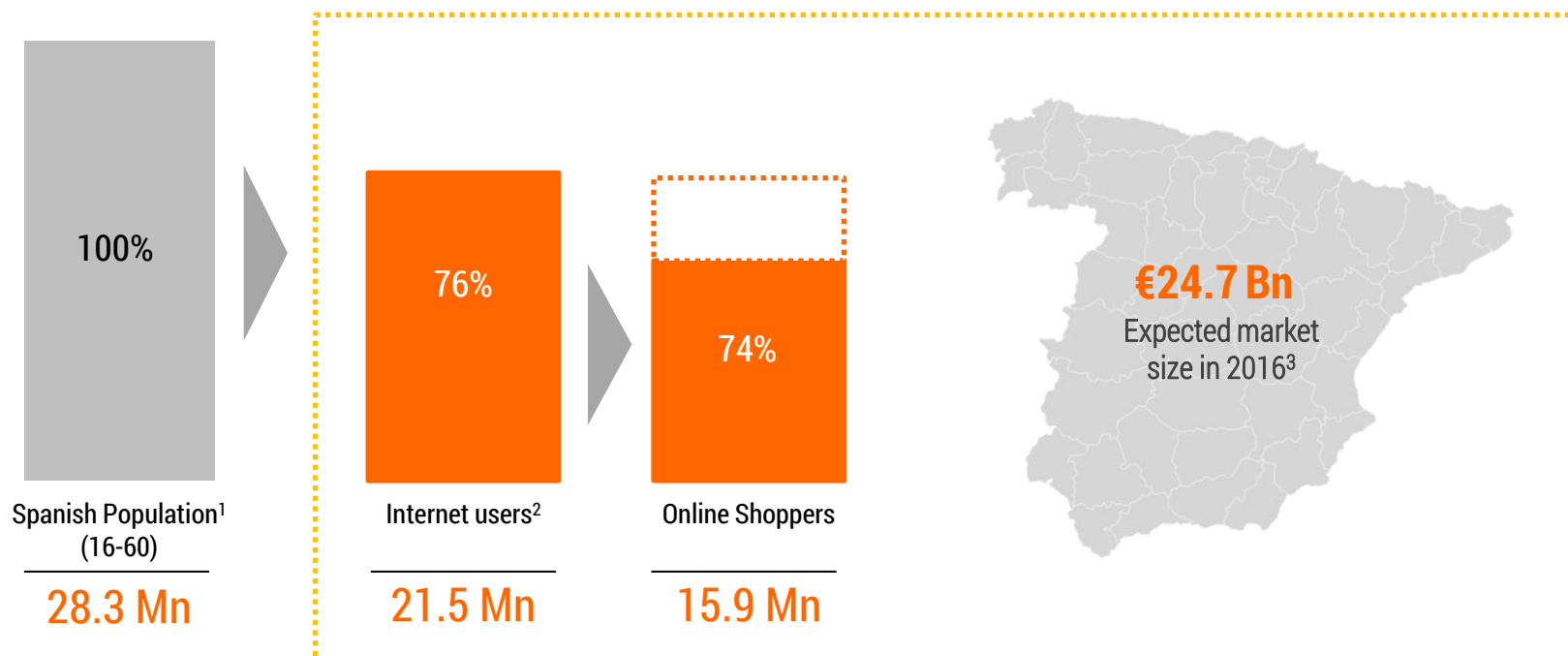
New and extra channel to generate a long term sustainable growth

Increases the value of our assets and the differentiation from our competitors

How is the Spanish online market doing?

Spanish Market Size

Nearly 16 Mn of internet users in the range 16-60 of age, shop online



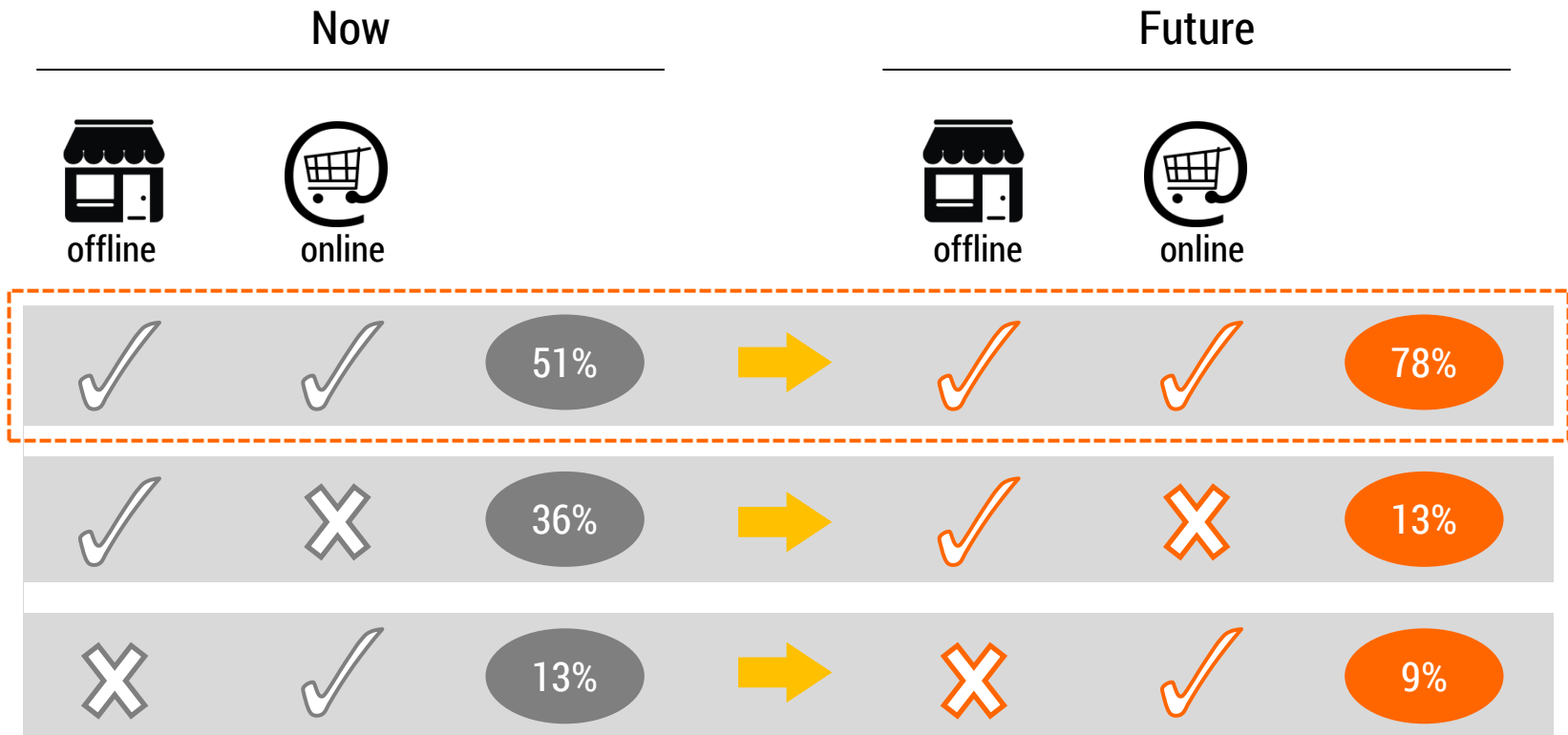
¹ Source: INE (Instituto Nacional de Estadística)

² Source: ONTSI (Observatorio Nacional de las Telecomunicaciones y de la Sociedad de la Información)

³ Source: Boston Consulting Group

Market trends confirm Lar España's Strategy

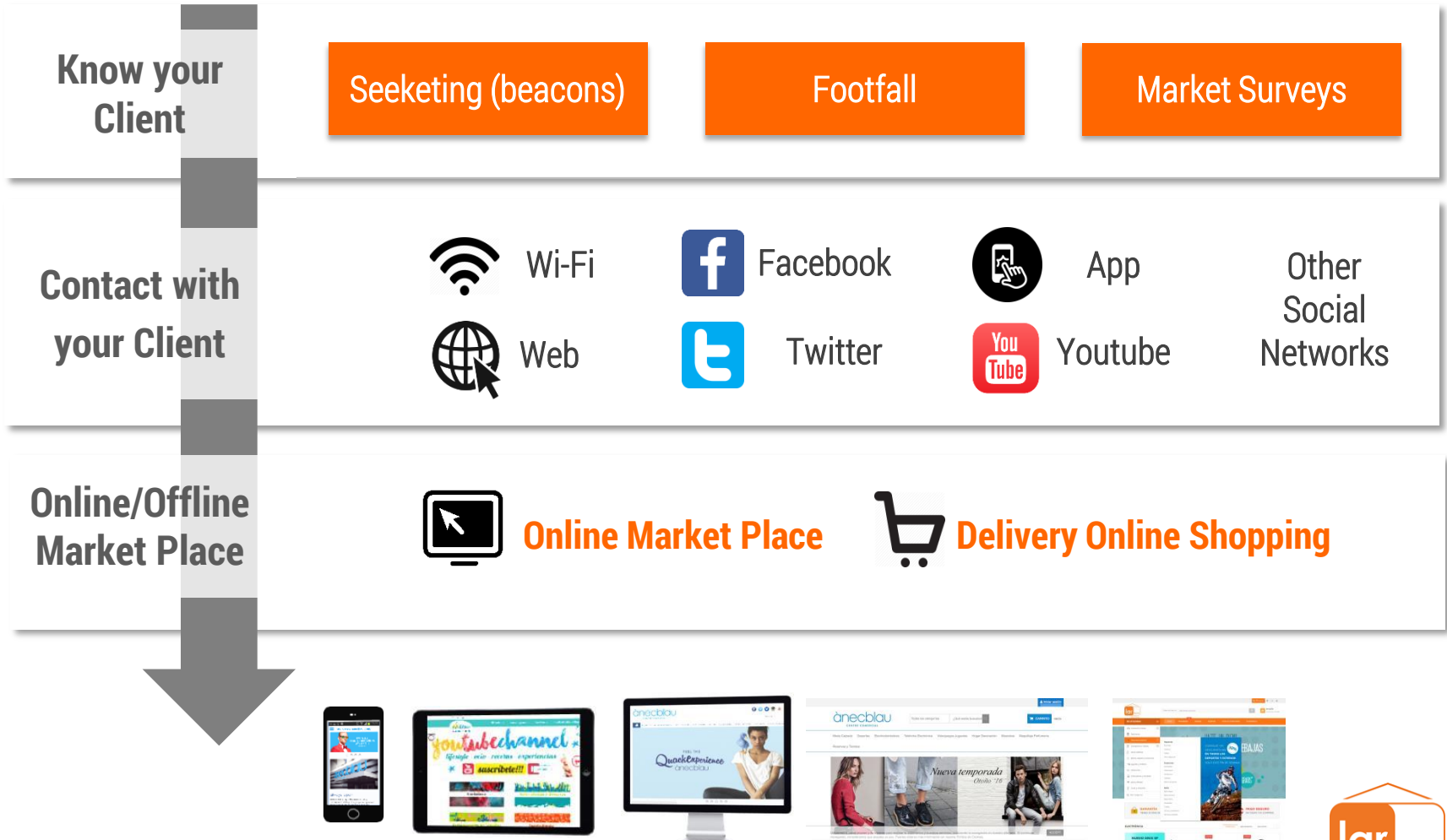
It is forecasted that individuals will shop increasingly by a combination of online and offline, versus a significant reduction of only online or only offline shopping



Source: Ecommerce 2016. IAB.

Digitalizing Lar España

Omni-channel presence to enhance Shopping and Social Experience



1

WIN-WIN-WIN orientation



Customers

- New buying channel
- Better Brand experience
- Access to personalized promotions and new services
- Click & Collect Service and multiple delivery options



Retailers

- Better Customer Service and better CRO (Conversion Rate Optimization)
- Additional sales, cross-selling and opportunities through click & collect
- Improves stocks and operations control
- Access to more products and infinite aisle



Lar España

- Differentiation among its competitors
- Modern and updated perception. Digital transformation
- New income from the new channel
- Adds value to Lar España's properties

1st year Expectations

↑ 5%

Shopping centre's
sales growth

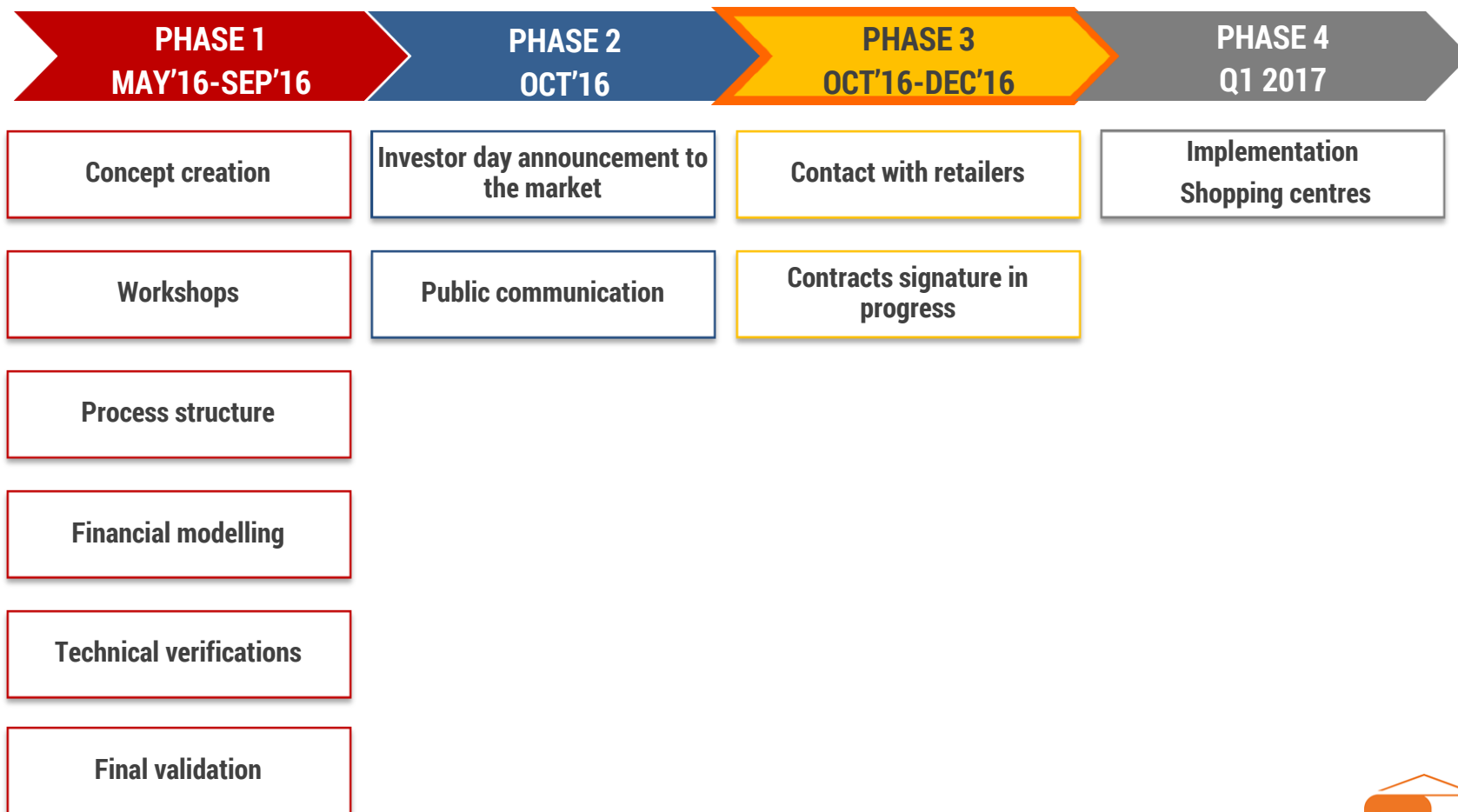
7 Mn

Online platform
visitors

€3 Mn

Online platform
sales volume

2 Phases



3 Elements of omni-channel platform (i)

1. WEB



3. BEACONS



2. APPS



4. SOCIAL MEDIA

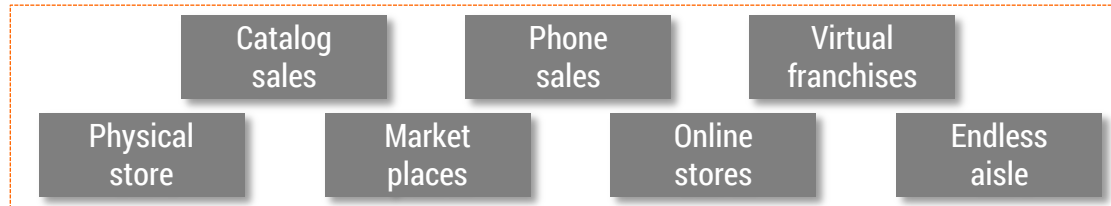


3

Elements of omni-channel platform (ii)

5. E-COMMERCE

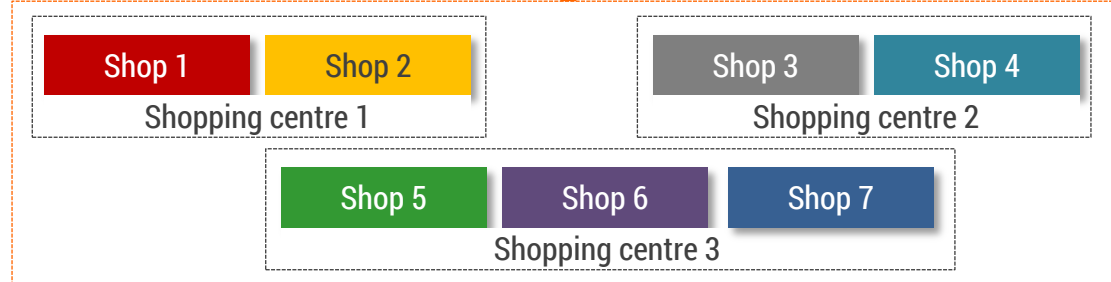
Market Places



Platform to sale



Shops & shopping centres



Physical and On-line combination



Better shopping experience



Delivery options



Click & collect point



Extra Services

Acting local...

Shopping Centre's Look & feel

Each shopping centre will have an online sales portal

Iniciar sesión

ànecblau
CENTRE COMERCIAL

Todas las categorías

¿Qué estás buscando?

CARRITO vacío

Moda Calzado Deportes Electrodomésticos Telefonía Electrónica Videojuegos Juguetes Hogar Decoración Mascotas Maquillaje Perfumería

Reservas y Tiendas



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...thinking global

Lar España Online Market place

Lar España will have an online sales portal which will combine all the other portals and will work as an independent market place in those regions where it does not own any shopping centres

The screenshot displays the TIENDAS lar.com website interface. At the top right, there is a button labeled "Iniciar sesión". Below the logo, there is a search bar with the text "¿Qué estás buscando?" and a magnifying glass icon. To the right of the search bar is a shopping cart icon labeled "CARRITO" and the text "vacio". Below the search bar, there is a horizontal navigation menu with the following categories: Moda Calzado, Deportes, Electrodomésticos, Telefonía Electrónica, Videojuegos Juguetes, Hogar Decoración, Mascotas, Maquillaje Perfumeria, and Libros Regalos. The main content area features three fashion advertisements. The first shows a woman in a red ribbed sweater. The second shows a pair of black lace-up shoes with light-colored soles, worn with light blue denim jeans. The third shows a man and a woman sitting on a ledge, with the text "Nueva temporada Otoño '16" overlaid. In the bottom right corner, there is a logo for "lar España Real Estate".

