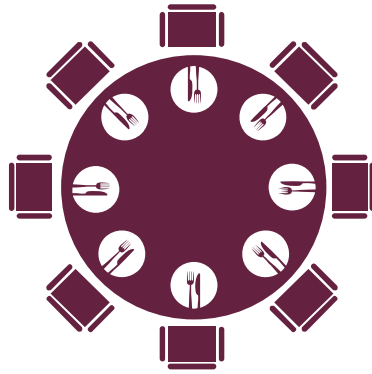


VisionOn Retail

A TowerBrook roundtable



London
Tuesday March 20, 2018



TowerBrook VisionOn events bring together sector experts, senior managers and members of our team in a small, private forum where they can exchange ideas and chart new opportunities for sustainable value creation.

Through sharing our experience and insights, we aim to make mutually beneficial connections, stimulate creative thinking and partner with leaders to deliver value for our investors, now and in the future.

Our VisionOn partners



Adil Mehboob-Khan

CEO of Liberty Ltd; former CEO of Luxottica; numerous senior leadership positions within P&G, including as CEO of Wella



Giles English

Co-founder of Bremont Watch Company in 2002; co-founder of Virtue Broadcasting



Matt Reintjes

President and CEO of YETI; former MD of Vista's Outdoor Products division



Eva-Lotta Sjöstedt

CEO of Georg Jensen; Member of Supervisory Board of METRO AG; former deputy Global Retail Manager for IKEA



Lord Rose

Chair of Ocado, FatFace and Zenith; former CEO and subsequently Chair of Marks & Spencer; previously CEO of Arcadia, Argos and Booker Group



David Campbell

Former CEO of wagamama; former CEO of AEG Europe; founder of Virgin Radio and co-founder and CEO of Ginger Media Group



Jürgen Steinemann

Chair of Supervisory Board of METRO AG; Member of the Board and former CEO of Barry Callebaut AG



Isabelle Parize

Former CEO of the Douglas Group and of Nocibé; former CEO of Canal Satellite, part of Groupe Canal+



Daniel Bernard

Chair of Kaporal (a TowerBrook portfolio company); former Chair of Kingfisher plc; former CEO and Chair of Carrefour Group

Experience and personalisation



Rediscovering the in-store experience

Adil Mehboob-Khan

How the world of marketing has changed for retailers

Giles English

The retail landscape viewed through the DTC lens

Matt Reintjes

Consumption and sustainability



New luxury

Eva-Lotta Sjöstedt

Sustainability: talking the talk and walking the walk

Lord Rose

Experience and sustainability in retail hospitality

David Campbell

Technology and digital



Everyday staples: from bricks and mortar to omnichannel

Jürgen Steinemann

Defence and delusion in the age of Amazon

Isabelle Parize

Retail and digital disruption

Daniel Bernard

Talking points

“ Test, adjust, test again. Speed up decisions – tomorrow is not fast enough ”

“ Traditional retailers have too many square metres, too many set habits, and too many antibodies that attack new ideas ”

“ How much more can you charge in store than online? ”

“ The transaction game has been played . What’s left is technology and experience ”

“ Size and customer intimacy are not friends, so how will you fuse bespoke experiences with scaled technology? ”

“ Premium and purpose are gaining on luxury and extravagance ”

“ In the age of “me-marketing”, data is gold. And stories told by the customer become legend ”

“ The best stores are experience machines that collect data ...

“ To digital natives, products are as transparent as the companies that make them ...

“ You must have purpose to be in business today ”

...and the best online retailers are brilliant storytellers, who also allow shoppers to “de-experience” bad stores ”

... and trust matters as much to your employees as it does to your customers ”

TowerBrook hosts



Karim Saggi
Managing Director
European Retail Team



Alexander Walsh
Senior Principal
European Retail Team



Winston Ginsberg
Managing Director



Christoph Lueneburger
Managing Director

For detailed insights from this VisionOn roundtable,
please contact visionon@towerbrook.com

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London

TowerBrook Capital Partners (U.K.) L.L.P.
1 St. James's Market
Carlton Street
London SW1Y 4AH
United Kingdom
Tel: +44 20 7451 2020

New York

TowerBrook Capital Partners L.P.
Park Avenue Tower
65 East 55th Street
New York, NY 10022
United States of America
Tel: + 1 212 699 2200

Madrid

TowerBrook Capital Partners Spain S.L.
Plaza de la Independencia 8
Planta 1ª, Puerta 3
28014 Madrid
Spain
Tel: +34 91 061 2402

Munich

TowerBrook Capital Partners (Germany) GmbH
Theresienstrasse 1
80333 Munich
Germany
Tel: +49 89 2050 0852 20

towerbrook.com