

SARENZA

**the shoe
loving
company**

PRESS KIT

SUMMARY

FOREWORD P3

KEY FACTS P4

KEY DATA P7

THE CUSTOMER P9

THE SHOE EXPERT P12

MADE BY SARENZA P13

SARENZA TEAM P14

A EUROPEAN COMPANY P15

CORPORATE CULTURE P17

STAY CONNECTED P18



© FLAVIEN PRIOREAU



FOREWORD

Now that 2015 has drawn to a close, 2016 kicks off with the same spirit and energy that has driven us for the past ten years. Ten years properly celebrated; 5 million loyal customers throughout Europe, a sparkly Parisian event – marked by the come-back of the High Heel Race, the opening of new markets, even more exclusive brands and must-have bestsellers available online, a constant effort to improve our e-shopping experience and the quality of our services, new hiring to support our development, and rewarding outcomes confirming our investment strategy.

The 2014 fundraising campaign confirmed our vision for Sarenza, and the support of our partners has encouraged us to build a company that is beautiful both on the inside and the outside. The small yet ambitious start-up has become a major online shoe retailer. The Shoe Loving company has extended its reach beyond borders and special place in the hearts of European customers.

Today we proudly define ourselves as a European company based in the heart of Paris, gathering a diverse pool of talents and nationalities, all driven by the same objective: customer satisfaction.

Because our success comes as a result of teamwork and our employees' commitment to excellence, our goal is to take equally good care of our employees and our customers. For four years in a row, Sarenza has been named a 'Great Place to Work', which is a great source of pride for us.

Our 2016 business roadmap consists in developing our activities with combativeness, meeting the needs of the digital generation and making our catalogue as large and fair as possible for shoe lovers. Yes, we really are passionate about shoes!

Hélène Boulet-Supau, *Chief Executive Officer*
et Stéphane Treppoz, *Chairman and President*

KEY FACTS

The online shoe expert

2005

September

Creation of Sarenza, the n°1 online shoe store.

2007

March

• Hélène Boulet-Supau and Stéphane Treppoz join the board of directors at Sarenza.

They raise 3 million euros

to develop the brand, open a new partnership with a logistics center near Paris, and internationalize the customer services and technical teams.

2008

November

Sarenza launches

the concept of a national High Heel Race

the first edition takes place in a gymnasium at Bercy (Paris).

2009

April

• New fundraising campaign of 3 million euros to finance the international development of the company, with a financial contribution amounting to two thirds of the target amount by the two managing directors.

September

• First radio ad campaign in France: the beginning of a great adventure that continues with the now famous 'Sarenza.com' jingle.

Launch of Sarenza in the United Kingdom

November

• Second high heels race organized at the prestigious Palais Brogniart in Paris.

2010

April

1 million products sold since the creation.

December

• Third high heel race;

France vs. England at the Molitor swimming pool, Paris.

• Launch of Sarenza In Germany and Italy.

2011

February

• Launch of Sarenza in Spain.

March

• Fourth high heel race; Sarenza partners with Téléthon and donates 10 euros for each lap completed.

April

• Launch of Sarenza in the Netherlands.

December

• Hélène and Stéphane take over the original shareholders' stocks.

2012

April

- Launch of Sarenza in Poland.
- Launch of a European website in English, offering delivery to 13 new countries: Bulgaria, Estonia, Finland, Greece, Hungary, Ireland, Latvia, Lithuania, Portugal, the Czech Republic, Romania, Slovakia, and Slovenia.

September

- Launching of Sarenza in Sweden and Denmark.

2013

June

- Delivery made available in Austria via sarenza.de.

June

- Launch of Sarenza in Belgium.

2014

March

- Delivery to Croatia made available via sarenza.eu..

July

Sarenza ends a fundraising campaign, raising 74 million euros with 4 investors

HLD, Bpifrance and 2 private investors including the Philippe Foriel-Destezet family) to speed up its international growth and consolidate its French leadership. The board of directors manages half of the company's equity.

September

Sarenza launches its private brand "Made by Sarenza"

80 unique pairs and 3 seasonal collections, sold exclusively by Sarenza. The shoes are designed by in-house, staff designers and manufactured in Spain, Italy and Portugal. This collection enables Sarenza to position itself as a true fashion brand.

October

- To further its international development, the brand launches a massive TV ad campaign in 6 countries simultaneously: Germany, Belgium, Spain, France, Italy and the Netherlands, where it proudly proclaimed its love of shoes through a simple message: Welcome to Sarenza.

2015

March

- Sarenza is declared "Great Place to Work" for the 4th consecutive year.

April

- First TV campaign in Poland.

May

Sarenza is ranked as the n°1 online shoe retailer, according to readers of the Que Choisir magazine

ahead of Amazon, in a satisfaction survey. This is the most beautiful sign of recognition for Sarenza and, above all, a strong encouragement to keep innovating and excelling in France and in Europe.

- Launch of Sarenza in Switzerland.

From September

Sarenza celebrates its 10th anniversary with great pomp

and circumstance, hosting the 5th edition of the famous High Heel race.

2016

Sarenza has already achieved half of its international sales, with one year left to achieve their objectives.

KEY DATA

Over 55 000 models for women, men and children



GIOSEPPO



L.K. BENNETT



ADIDAS

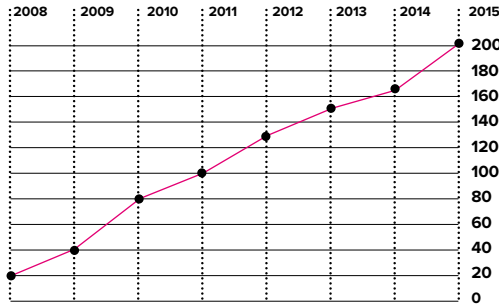
SALES GROWTH SINCE 2008

A Made in France success story

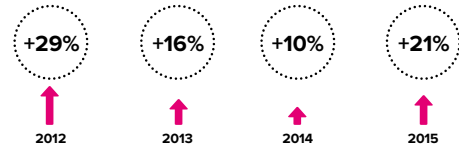
Key figures

OBJECTIVE: TRIPLE SALES IN THE NEXT 5 YEARS

SALES GROWTH (M€)



SALES GROWTH



THANKS TO THE GROWTH OF CULTURALLY DIVERSE AND HIGHLY SKILLED TEAMS BASED IN PARIS

EMPLOYEE GROWTH



Today, Sarenza is

The fourth season of
“MADE BY SARENZA”
Sarenza’s very own brand

200 million euros of revenue in 2015, which represents a growth of **MORE THAN 20%** which is well above market levels

Share of international sales expected in 2016 **MORE THAN 50%** compared to 25% in 2014

An active presence in **27 EUROPEAN COUNTRIES** and Switzerland, since May 2015

15 MILLION pairs of shoes sold

A GROWTH OF 15% per year since 2007

OVER 750 BRANDS of shoes and bags for women, men and children, which represents a choice of 55 000 designs and **OVER 1 MILLION** products in store

EXCLUSIVE PIECES AND NEW BRANDS to punctuate the year

PALOMA BARCELO



THE CUSTOMER

THE HEART OF SARENZA

At a time when companies need to be “customer centric”, Sarenza is a true pioneer, offering “free delivery and returns for 100 days, all year round”, a policy which, since the start, has always been at the heart of its business model. Ten years later, the customers’ expectations are still what drive innovation at Sarenza.

Customer service

Customer Service is a key service, based in Paris, Opéra, sharing the same office as all the other departments. This department is composed of 70 employees of various nationalities, who are happy to help Sarenza’s French and international customers. “Shoe expert”, “no script” and “customer happiness” are its three watchwords. To note: in 2015, 98.6% of Sarenza’s customers certified that they intended to place another order on the website, a figure which makes the teams very proud.

Advice

To help customers choose the right size, all of the products displayed on the website are tried on by Sarenza’s own “Cinderella boys & girls” before they are made available online. These devoted team members are the authors behind “Sarenza Size Advice” available on the product pages (excluding UK), to ensure that the customer is reassured when shopping their favourite styles.

The client as a muse

To celebrate Sarenza’s 10th anniversary, its most loyal customers were invited to their Parisian headquarters. They were able to meet the teams, and get a behind the scenes look at how collections are made – it was the first time, but it surely won’t be the last. This valuable exchange allows us to grow as a company, and to stay close to our customers and core ideas.

Mobile

In 2015, Sarenza saw that 64% of its transactions were made on computers and 36% on mobile phones and tablets. In order to support the growth of multi-device shopping, the website launched a new mobile application, bringing the store front to customers’ finger tips, enabling faster shopping – where an order can be placed in less than three minutes - and an ultra-smooth navigation.

Ultra customisation

Thanks to its “data architects”, Sarenza is shifting from a “great fit for all” to the “right fit for me”. Short-term, this means offering customers a selection of products and offers, corresponding to their expectations, thus offering a more relevant shopping experience.

CUSTOMISATION EXPERTS

Sarenza closely follows the latest technological innovations by adding new expertise to its operations. The Development teams (computer engineering, marketing...) and all other services are invited to regularly contribute their latest strategic innovations. The traditional (yet digital!) sales and supply services are never at rest: Sarenza has recently enriched their team with Data Scientists, who will decrypt and analyse databases, while User Experience Experts are specialised in the customers’ buying habits.







SARENZA

THE SHOE EXPERT

At the heart of the business model: a catalogue relevant to each market, combining a selection of must have brands and styles, as well as up and coming designers to always stay ahead of the trends.

The result: recognition as proven trend-spotters, as seen with the anticipation of the sneaker trend, increased focus on the growth of the children's shoe market, and audacious collaborations with creative brands.

They have chosen Sarenza: **Akid, Apologie, Robert Clergerie, Nike, Opening Ceremony, Carven, Versace.**

In addition to their brand offer, Sarenza takes advantage of its understanding of its customers' needs and market trends, offering four exclusive brands: Made By Sarenza, Georgia Rose, Marvin & co and I Love Shoes; where all styles are designed by Sarenza's Paris-based teams, forming an in-house design lab.



CARVEN



MADE BY SARENZA



L.K. BENNETT

**Marion Alix, Head of Brands,
on "Made by Sarenza":**

"Made by Sarenza" takes after its team, which is why it is so sparkly! The brand is also daring, just like its customers. It's also generous in its attention to detail, from its quest for beautiful fabrics, to its European made designs. Fashion and innovation-wise, "Made by Sarenza" has always offered a variety of options by creating new types of heels or innovative shapes, always combining style and comfort. It's also generous with its eighty new designs, bringing the newest trends to customers each season, and always offering a highly distinctive, pop, colourful and graphic style. A unique twist, from Paris!"



COSMOPARIS



ADIDAS



NEW BALANCE



ROBERT CLERGERIE



CONVERSE



NIKE



MADE BY SARENZA

“Made by Sarenza” is launching its fourth collection for Spring/Summer 2016. The line features eighty unique styles, composing three distinct collections that are renewed each season. They are all exclusively sold on the website, offering a unique selection to customers, enabling them to be fashionable and bold at all times. “Made by Sarenza” is a brand designed and endorsed by a cool Parisian gang, for a cool European crowd.

Manufactured in Spain, Italy and Portugal, the collection goes against the tide of many retail brands by offering premium quality products, with special attention to detail and materials, making designer-worthy pieces at accessible prices. This “ready-to-tread” approach proudly translates our brand’s values.

SARENZA

TEAM

300 employees, located in the heart of Paris, made of fashion and digital experts, with minimal hierarchy. To set the tone, the small-scale board of directors is equally composed of men and women. Every Monday, they gather the entire Sarenza team for an energetic kick off to the week and share information about performance and objectives, introducing upcoming projects and new team members; the objective is to provide each team member with a weekly update, providing a clear vision of the business strategy and ensuring everyone is part of its success.



Hélène Boulet-Supau

**Chief executive officer
at Sarenza since 2007**

Graduated from ESSEC in 1988, Hélène started her career doing financial audits at Arthur Andersen before joining Pierre & Vacances group in 1991, where she was in charge of multiple tasks until she became the financial director of this same group. In 2001, she began to look for entrepreneurial opportunities while working as a financial consultant for a year. In 2003, she partnered with the founder of the clothing company, Larroque.

Stéphane Treppoz

**Chairman and President
at Sarenza since 2007**

Graduated from HEC in 1989, Stéphane began his career at the Arthur Andersen financial audit agency in New York, and then joined Meccano in 1990 as Vice-Chairman, and later as Chairman and President of the American subsidiary. In August 1998, Stéphane was appointed as Chief Executive Officer at AOL France. In 2004, he was a Business Angel from 2004 to 2005, before joining Wendel Investissement as a Senior Advisor.

Olivier Cordonnier

**Chief operating officer
at Sarenza since 2012**

Graduated from ICAM in 1990, Olivier started his career as a Computer Assisted Production Management Officer at Gemplus. He joined L'Oréal in 1996 as a Computer Industrial Management Officer and later, as a Plant Logistics Manager at La Roche-Posay before spending 8 years as a Supply Chain Manager at the laboratory, Ratiopharm.

Charlotte Dereux

**Marketing director
at Sarenza since 2006**

Graduated from ESSEC in 2004, Charlotte joined Sarenza in August 2006 to further develop the digital marketing department. Appointed Marketing Director in 2007, she is responsible for brand management, marketing and PR campaigns, CRM, merchandising and the entire web and mobile shopping experience, managing 50 employees.

Caroline Hill

**Chief acquisitions and brand
management officer
at Sarenza since 2014**

Graduated from Oxford University in 1997 and from HEC in 2000, Caroline started her career at the Boston Consulting Group before joining La Halle where she became marketing director for the girls' segment. She then worked at Snapfish in the Silicon Valley area, and was responsible for the product range. La Redoute hires her to develop its marketplace.

Stéphane Vais

**Deputy managing director, in
charge of finance, data, payment
methods and legal affairs
at Sarenza since 2011**

Graduated from HEC, he began his career at Thomson-CSF Ventures as the American department managing director (Palo Alto), and joined Hersant group in 1992, first as the Financial Managing Director for the newspapers Le Figaro and France-Soir, and later for the whole corporation. He became AOL France's Financial and Administrative Manager, and quickly became Managing Director for performance in 2005, before joining the Photobox group as a Financial and Administrative Manager.

Isabelle Bordas

**Director of human resources
at Sarenza since 2011**

Graduated from IAE (Paris) in 1995, Isabelle started her career at the Association Pour l'Emploi des Cadres (APEC) as a human resources consultant. In 2006, she became Director of Human Resources at Natura group.

Bruno Hocq

**Chief information officer
at Sarenza since 2013**

Graduated from ENSIMAG in 1995, Bruno started his career as a developer and quickly became Chief Manager for NTIC at various Parisian computer services companies. He joined Neuf Telecom/SFR in 2001 as a Chief Web Portal and E-commerce Officer. In 2006, he was Chief Information Officer at Vente-Privée.com. In 2011, he was in responsible for Isobar's, a communication agency, technical management department (Aegis Media group).

Marie Dagrenat

**Customer service manager
at Sarenza since 2013**

Graduated from HEC in 2009, and after her experience at the Maison Chanel as Fashion Project Officer, Marie began her career at the Exton Consulting Group as a Strategic Consultant where she spent 4 years. Her Sarenza adventure began in 2013, where she holds the position of Customer Service Director and manages a team of 70 employees.

Matthieu Pihery

**Sales director
at Sarenza since 2015**

Graduated from ESCM Business school in 2003, he began his career at Ubisoft as an Area Manager and then as a Key Account Manager for B to B clients, and later in the retail sector. In 2004, he joined the Microsoft group in the consumer product department as a Key Account Manager. In 2008, he worked at Amazon and became Consumer Electronics Manager for four years.

A EUROPEAN COMPANY

With a constant growth on European markets, Sarenza has decided to strengthen its crew of international experts. They made the choice to join a multi-cultural team, who has the ability to understand its customers, whether they live in Warsaw, London, Milan or Berlin.

Kader

Online Traffic Manager, Netherlands

"I have worked at Sarenza for four years. I am in charge of acquisition for the Netherlands; I ensure that our website gets as many visitors as possible! I love being around people who grew up around the world. It allows me to enrich myself both professionally and culturally, and challenging stereotypes."

Katarzyna

Area Manager, Poland & Scandinavian countries

"I have been in charge of Sarenza's development in Scandinavia and Poland for four years now. I really enjoy being around managers who are open-minded, and working together with them to achieve common goals. That, and working in Paris, my new hometown, is a great experience!"

Felix

Online Traffic Manager, Germany

"I am in charge of traffic for our German website, which gives me the opportunity to be in direct contact with our many German partners. We are a very young team, it was easy to fit in, thanks to a friendly atmosphere and open-minded colleagues. I like working in France, the French way of living and the many bars and restaurants that one can find in Paris!"

Vera

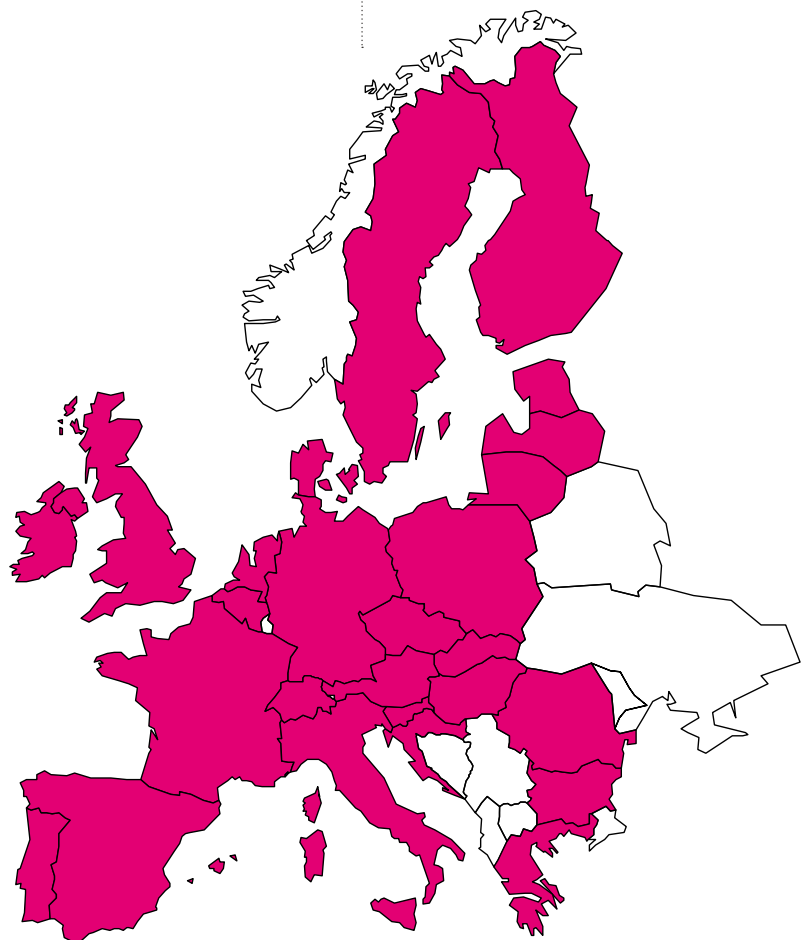
Customer Service Supervisor, Italy

"I ended up in Paris by chance; I was supposed to stay here for a year... But I fell in love with the city and never left! I have worked for Sarenza for six months as a supervisor for the multilingual section of customer service. I get to know people from different countries every day, which is very rewarding."

Francisca

Online Traffic Manager, Switzerland

"I am in charge of initiating partnerships for Sarenza in Switzerland. I have worked here for three years already! What I enjoy the most about Sarenza is that we are like one big family from all around the world... Getting to know new cultures is part of my daily work – and that's something exciting."



CORPORATE CULTURE

HAPPINESS THERAPY

After initiating 100 recruitments in 2015, Sarenza is creating 100 new positions in 2016 in order to form a team of over 350 people, composed of more than 15 nationalities in central Paris. The key to success, according to Sarenza? Place talent and well-being in the workplace at the heart of its strategy. This successful commitment enabled a growth in turnover of over 20% in 2015.

In 2014, Sarenza raised 74 million euros, thus achieving one of the largest web fundraising efforts over the past four years in France. Its objective? Establish an international presence in 27 countries and reinforce its teams. Marketing services, buying, business, computer engineering... The average age of its employees is 29 years old, and 25% of internships lead to a full-time job at Sarenza. The company shows its willingness to encourage young graduates, by allowing them access positions with high levels of responsibility very early on.

EMPLOYEE INVOLVEMENT

At Sarenza, each employee is responsible for the company's growth and for their own career: that is how the Happiness Crew, an employee initiative, came to be. Renewed each year, it consists of ten volunteers dedicated to bringing fun to the office: themed days, internal training workshops (the SarenzAcademy) or the Sarenza Talk Shoes, bringing important figures or business leaders to Sarenza to discuss their experiences.

AWARD GREAT PLACE TO WORK

“A happy employee finds solutions where an unhappy one only sees problems”, explains H el ene Boulet-Supau. In 2015, Sarenza was dubbed a “Great Place To Work” in the category “Businesses under 500 employees” for the fourth year in a row. This award supports the teams in their common and positive values of equity and accountability.
H el ene Boulet-Supau

COMMITMENTS

Gender Parity, an imperative value

Sarenza has been committed to its employees since 2007. H el ene Boulet-Supau convincingly champions professional diversity and equality, ensuring every day that parity is respected within the company. Mission accomplished, as the company hires 65% of female workers with 65% of women managers and a perfect gender balance in its board of directors. H el ene Boulet-Supau notes: “At Sarenza, we don't recruit men and women but talents with strong convictions: the mix of backgrounds brings richness and strength to the company. It contributes to the performance and value created every day”.

“A happy employee finds solutions where an unhappy one only sees problems”

H el ene Boulet-Supau



Four concrete measures

1 PAY EQUITY

“Equality begins and ends with pay equity”: Stéphane Treppez and H el ene Boulet-Supau, Sarenza’s leaders embody this philosophy by granting themselves the same wage.

2 EQUAL SPEAKING TIME

At Sarenza, a fair share of speaking time is a priority. To ensure this, it is measured during the weekly seminars, employee and team meetings.

3 GENDER BALANCE ACROSS THE BOARD

Sarenza has expanded its teams with over one hundred new employees in 2015, prioritising talent and business expertise over any gender consideration. To go further in this process, the company initiated the project #toutesing enieur es (#allwomenengineers) amongst high school students, in order to promote gender balance in the field of digital and computer science jobs, where women are still a minority.

4 A BALANCE BETWEEN PRIVATE AND PROFESSIONAL LIFE

Among its active measures, Sarenza has signed the “15 commitments for the balance of personal time”. Its leaders advocate for practices that promote a better balance between private and professional life. Among these measures, the teams agreed not to set any deadlines on a Friday evening for the following Monday morning, and to show understanding if an employee happens to be unavailable for personal reasons.

H EL ENE BOULET-SUPAU

In 2013, H el ene Boulet-Supau was awarded the “Woman of Inspiration” prize by Veuve Cliquot, which honors the entrepreneurial qualities of bold, creative and talented women.



  HGIANSILY



STAY CONNECTED

WWW.SARENZA.CO.UK



**Follow us
@sarenza**



PRESS CONTACT

pr@sarenza.com

