DECEMBER 2023

Building Customer Value through Ecosystem

Our company at a glance

#1 omnichannel
retailer

>25% Digital Sales

Innovative Services & Experience Driven

+ 60% increase of our NPS

#1 retailer with
marketplace

€500 million
In Tech – Entertainment – Home & Lifestyle category sales

Unique love brand
with **6M traffic** (online/offline)

61 stores &
3 eCommerce sites

History of driving the market forward

Post Covid Era

2020

Marketplace Tech Infra
under public.gr

2021

New high-tech Logistics
WA 40.000 sqm

e-Commerce Intergrated
& Upgraded Platform

2022

Launch of
Publicgroup
Ecosystem

2023

New
Public + home
Concept

Our Diversified Target audience. Everyone

Panos, 32

He loves music, vinyl, books, technology. He aspires to embrace new trends, as well as a mix of retro and mix & match styles, incorporating a Lifo-style approach.

Barbie, 40

She is interested in books, stationery, gifts, and gadgets. She strives to stay up to speed, managing all her roles and responsibilities while finding enjoyment in each one as much as possible. She seeks a work-life balance that accommodates her roles as a mom.

Kostakis, 22

He has a keen interest in gaming, technology accessories, and comics. He aims to assert himself by showcasing his knowledge and level of involvement in various areas, including dress code and gaming skills.

Orestis, 48

He has a keen interest in technology, accessories, TV, gaming, gifts, and MDA. He spends time with his kids selectively, particularly when they can share common interests. During his free time, he enjoys watching TV, playing football, exploring Bitcoin, barbecuing, and cherishing moments with his family.

Daphne, 25

The Gen Zers who love books, albums, hobbies, stationary, and accessories. Her hobbies include reading, going to the cinema and theater, taking dancing lessons, painting, cooking, and engaging in crafts – often shared with friends.

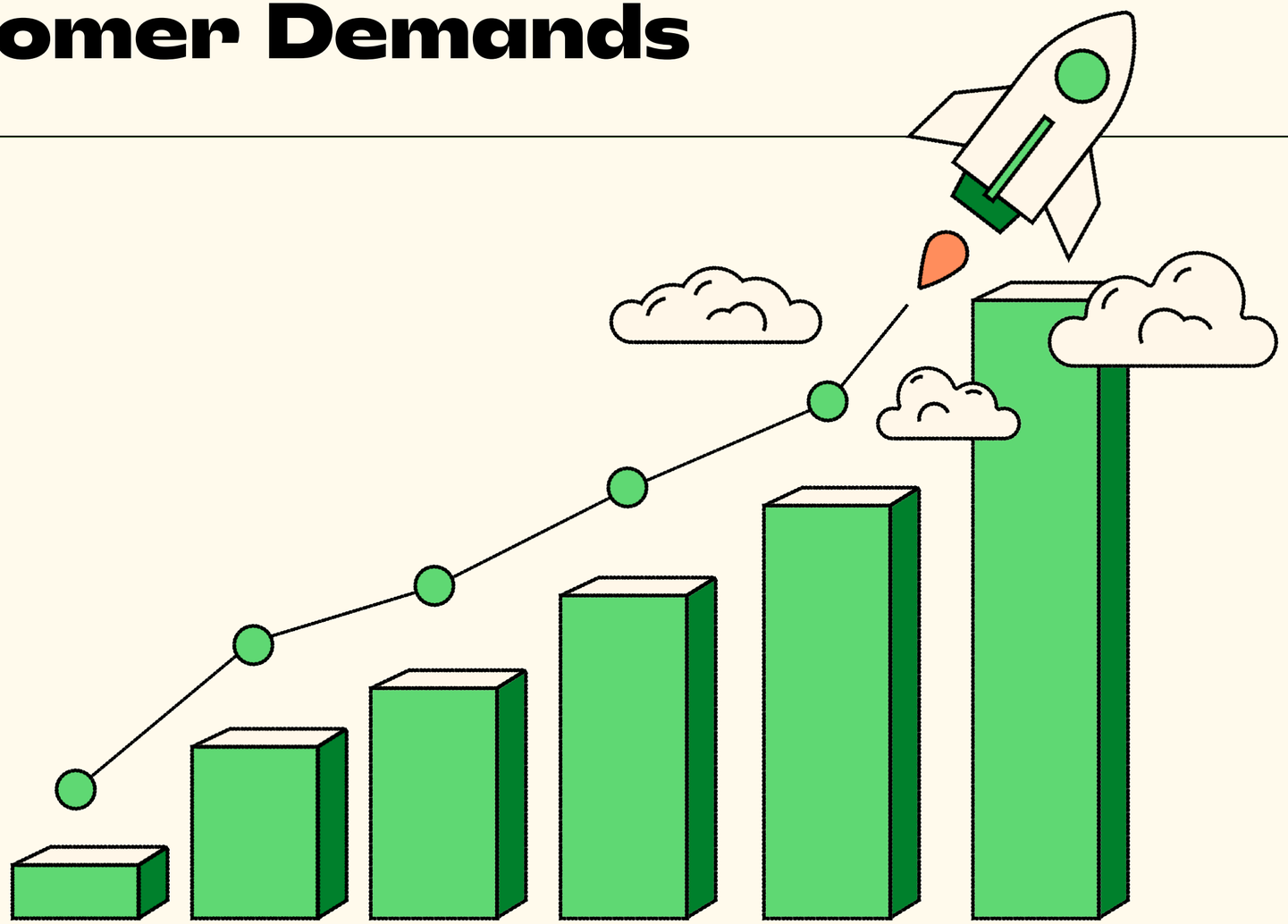
Iphigenia, 52

She embodies an artsy persona, with a strong interest in art books, stationary, MDA, and technology. Her hobbies include skiing, swimming, water sports, and theater. She is particularly interested in performance arts and enjoys organizing small-scale events, decoration, urban travel, shopping abroad, and indulging in wining and dining.

Sakis, 40

He is interested in MDA, gifts, gadgets, and SDA. He prioritizes his physical well-being by going to the gym or engaging in regular runs. He deeply cherishes his family, including his kids and friends, and enjoys social engagements, dinners, kids' parties, outings, anniversaries, spending time at their country home, and going on excursions.

Increasing Customer Demands



Changing customer needs

80%

Shopping across at least three channels

60%

Concerned about rising prices

40%

Claim ESG factors affect their decisions

5,5h

Time GenZ spends online

A future-forward strategy - Public+

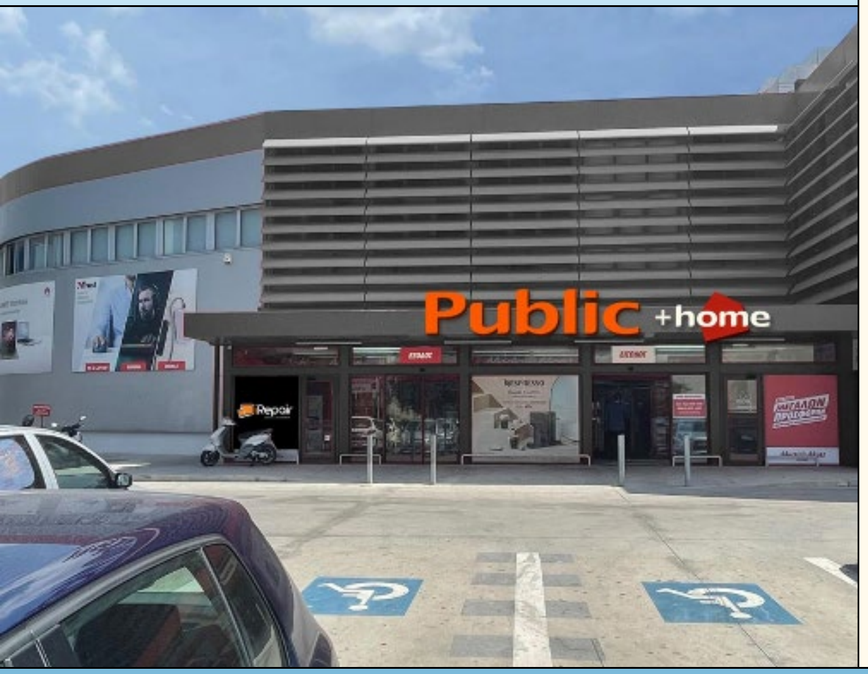
More products	Next gen stores Entry into Home Appliances
Better omnichannel services	eCommerce Innovation New customer experience - new services Investments in Logistics
Profitable growth	Market Share gains in core, while building marketplace GMV Category margin expansion coupled with growth on Services Effective assortment management
Innovation & Sustainability	Ecosystem of innovative scale-ups PublicNEXT Love Earth Program & Focus on our people

Expanding our love brand in new categories

13 Public + home

Primarily Focus on Home living

10+ million Euro investments
in **32** stores by 2023 (GR & CY)



Our Love brand
Our future brand

New Lifestyle categories in Marketplace

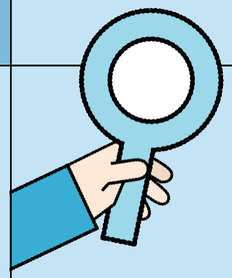
such as **Health** & **Wellness**

Scaling up our omnichannel capabilities

New, superfast public.gr & public.cy

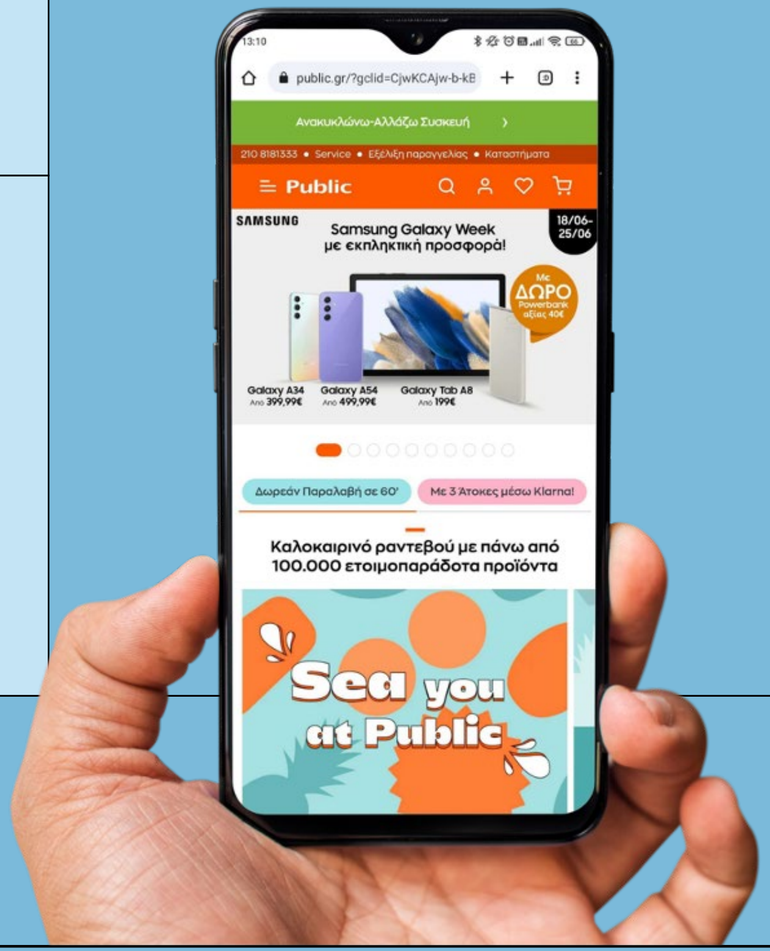
1 million products

The largest omni-retailer assortment in the market



260.000 Product Reviews

New online platform, better search



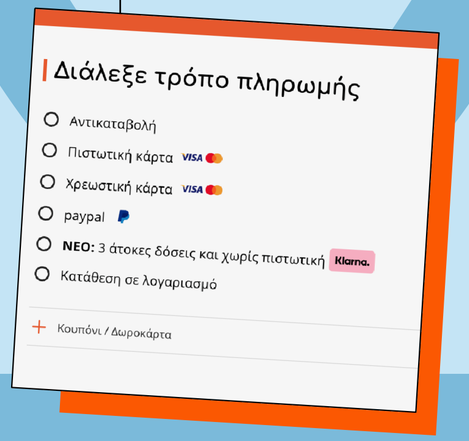
Upgrading the e-commerce customer journey

At every stage

Fast search

Easy purchase

Payment options



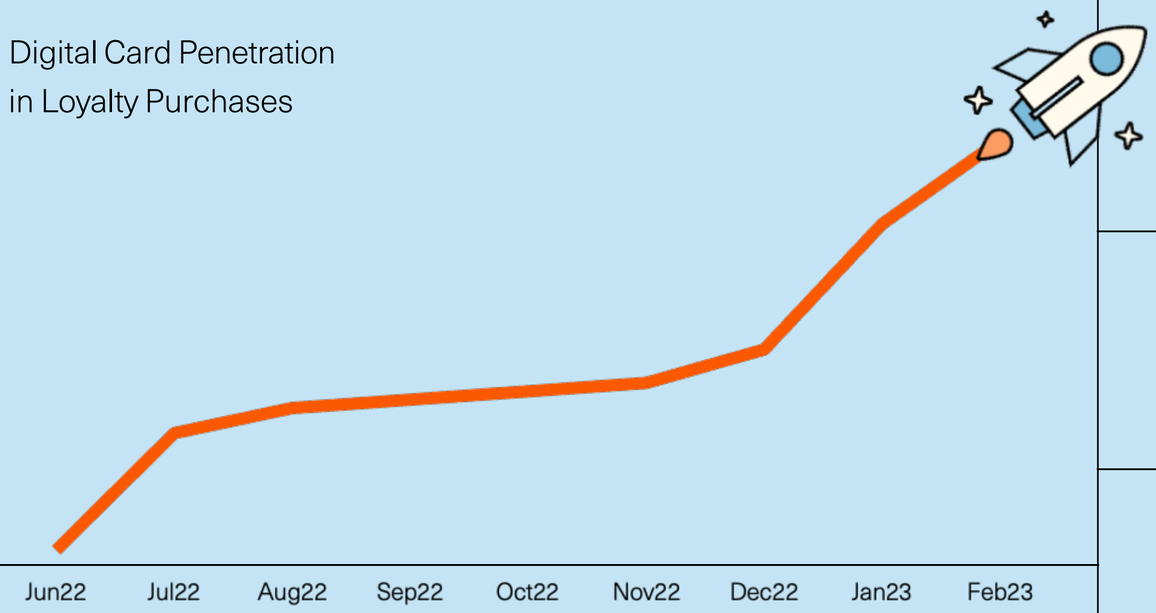
Delivery capabilities

Aftersales support

Driving customer loyalty

Digitalization of our Loyalty Card on Wallet

Digital Card Penetration
in Loyalty Purchases



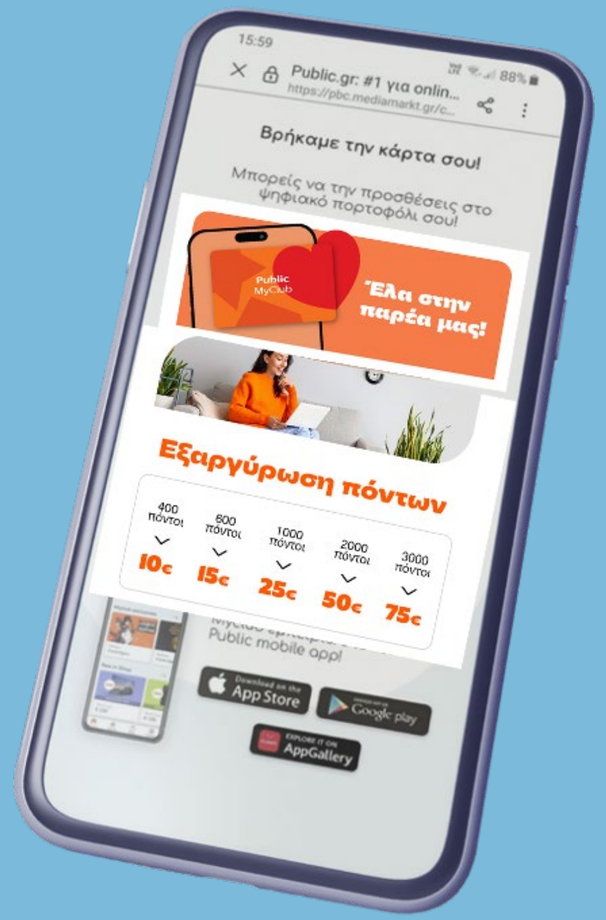
Huge eponymous customer base

5,8M

1,5M active

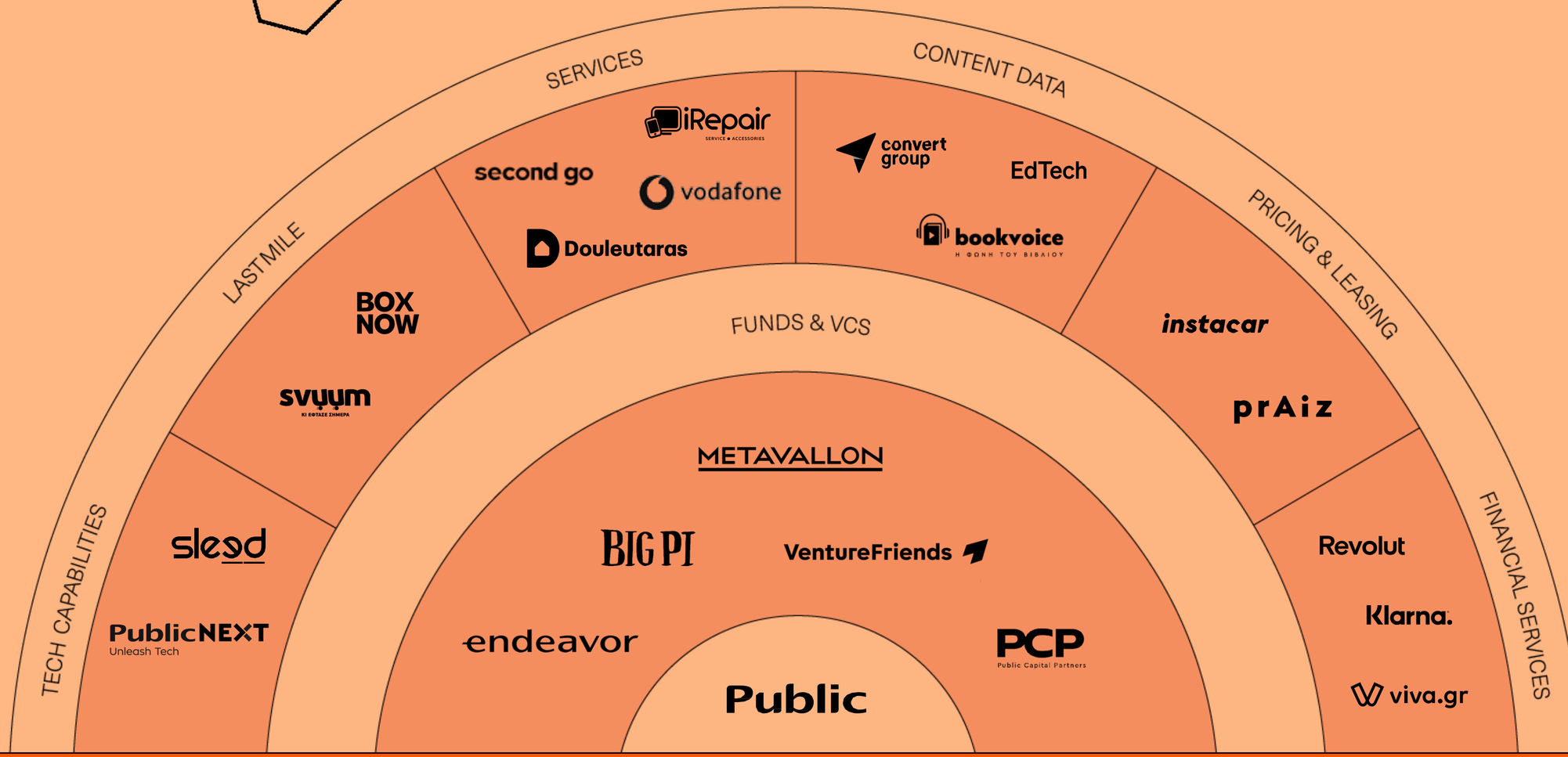
850K
Loyalty Card Customers

2,8 Average Purchase Frequency total base



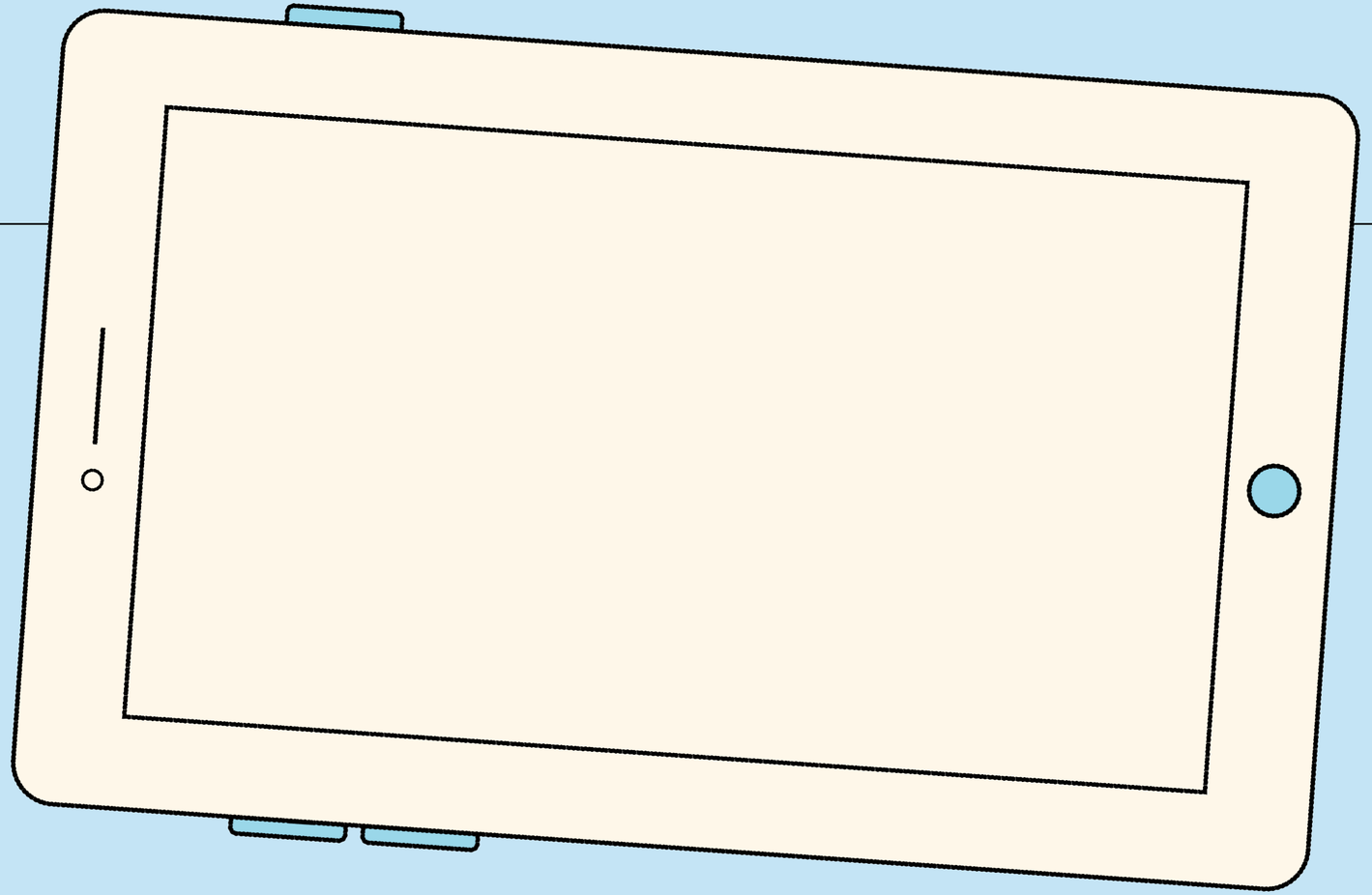
Retailers' Daily Routine...
Is it Enough?

Launch of Ecosystem of Innovation for the Customer



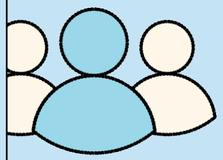
Ecosystem Synergy in Payments

Public x Klarna



“Public Now, Pay Later”

since June 2022



1 in 3 customers

chooses Klarna in Public.gr

Online & **physical stores**

Klarna.

Ecosystem Synergy in Last Mile

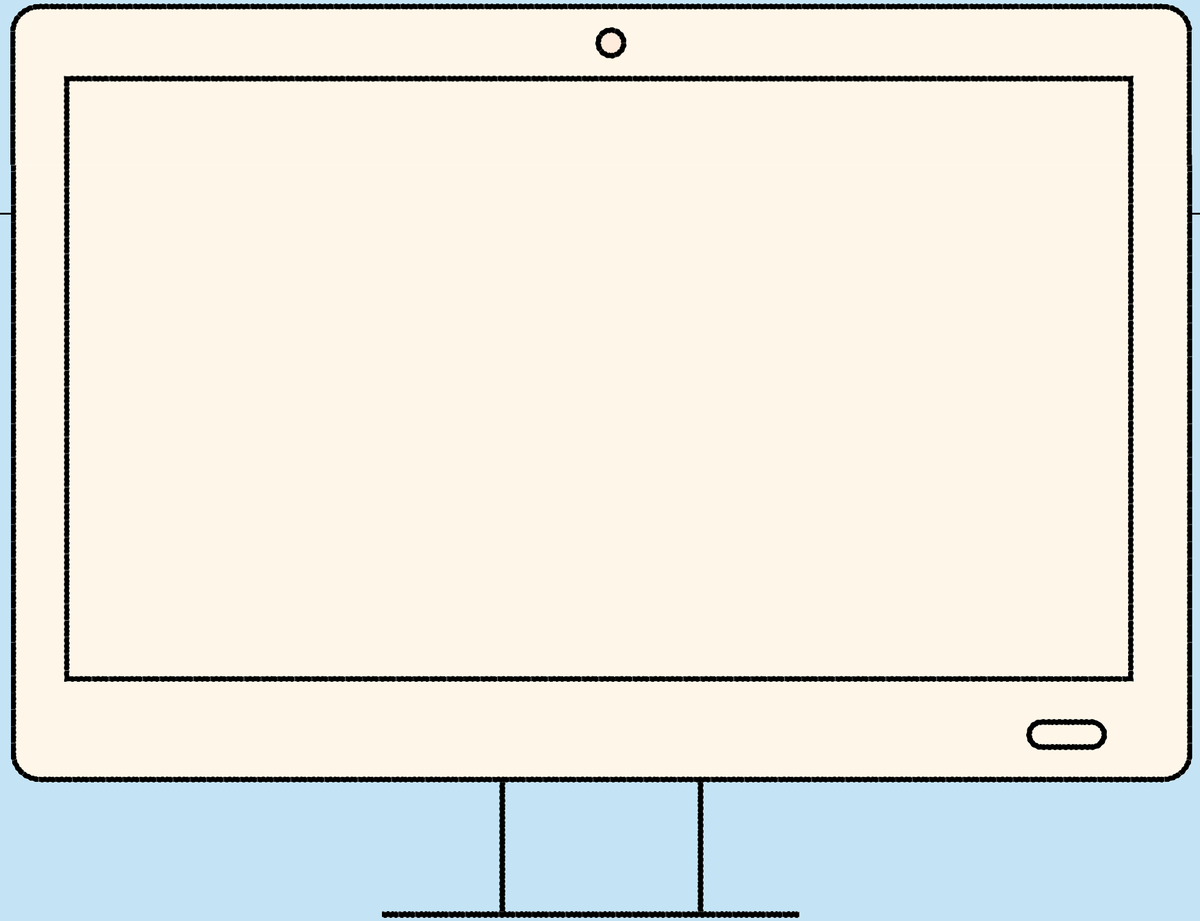
Public x BOX NOW

2,000+ locations, available 24/7

throughout Greece!

60.000+

deliveries less than 12 months
with Locker Pick Up 4/7



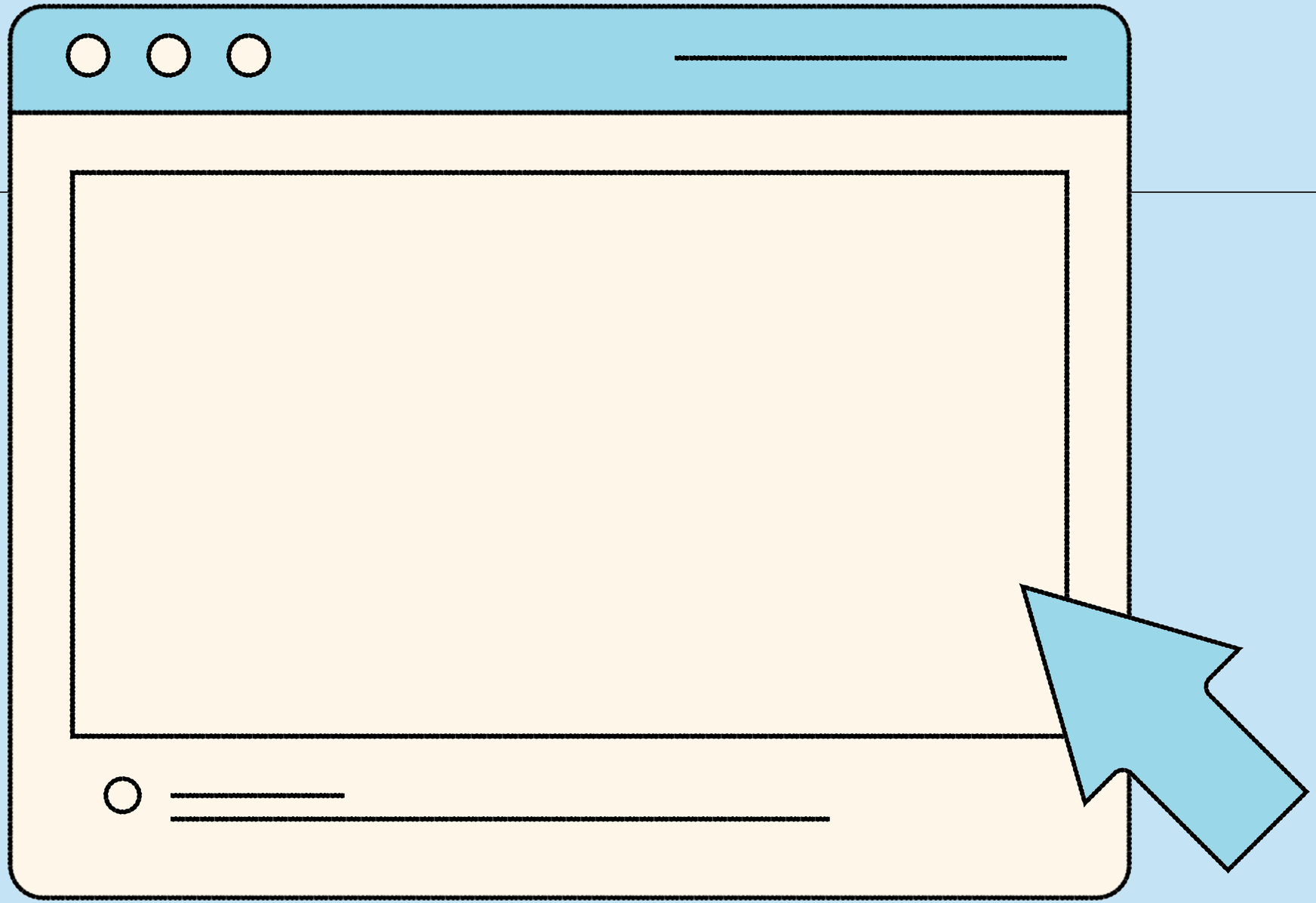
Ecosystem Synergy in Last Mile H/A

Public x SVUUM

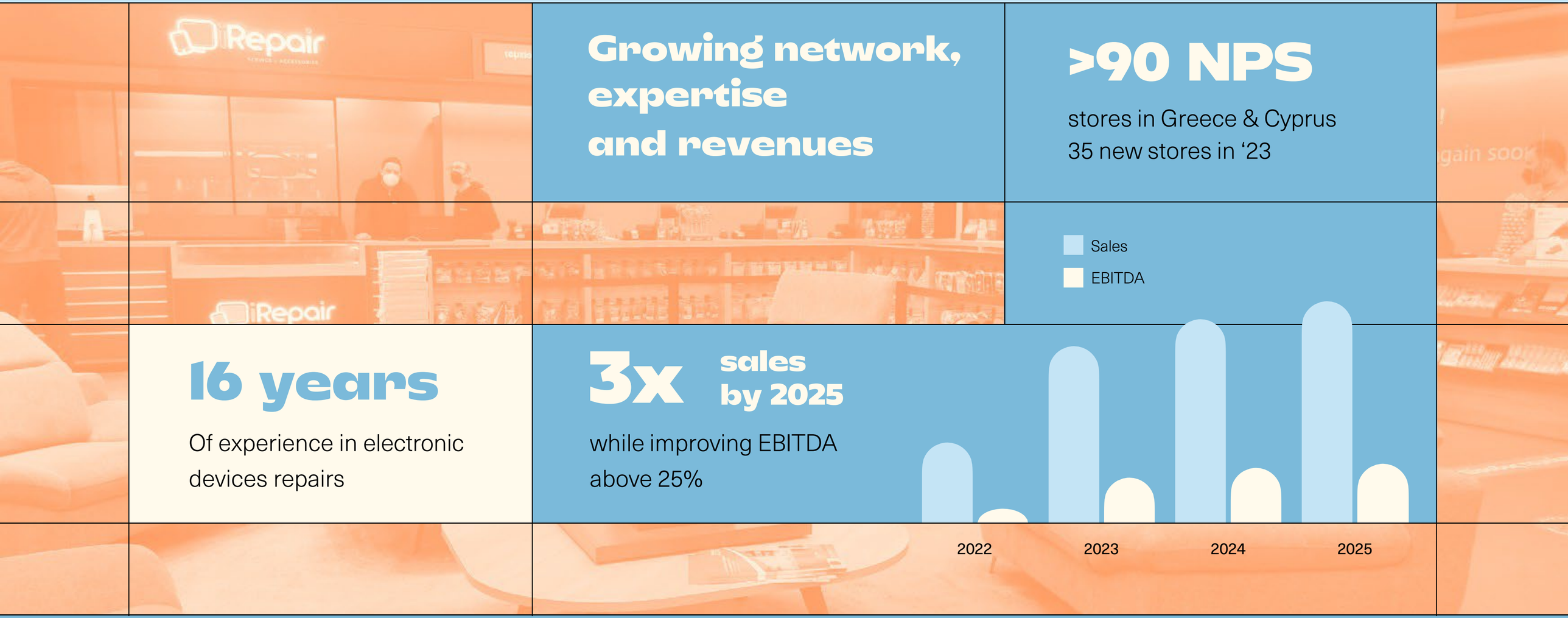
All in ONE Delivery & Installation for Home Appliances

Attica & Thessaloniki

svuum
ΚΙ ΕΦΤΑΣΕ ΣΗΜΕΡΑ



Public x iRepair
The After Sales Leader



Growing network, expertise and revenues

>90 NPS

stores in Greece & Cyprus
35 new stores in ‘23

16 years

Of experience in electronic devices repairs

3x sales by 2025

while improving EBITDA above 25%

Ecosystem Synergy for a new Product Category

Pre-owned devices market

New offering, powered by iRepair

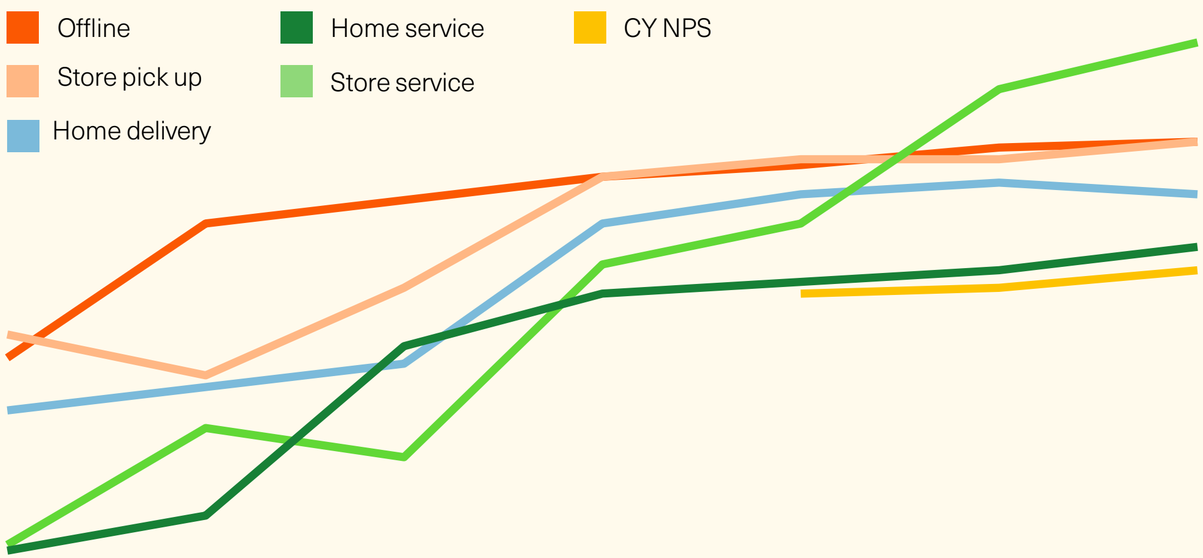
Certified by iRepair

Economic slowdown and **rising demand** for low-priced smartphones drive market growth

Global refurbished and used mobile market to grow from €49.8 Bn in 2020 to **€ 143.4 Bn by 2031**

So what do customers say...?

NPS per touchpoint



Καλές Γιορτές