

WHAT ARE WE FOR?

Alex Baldock

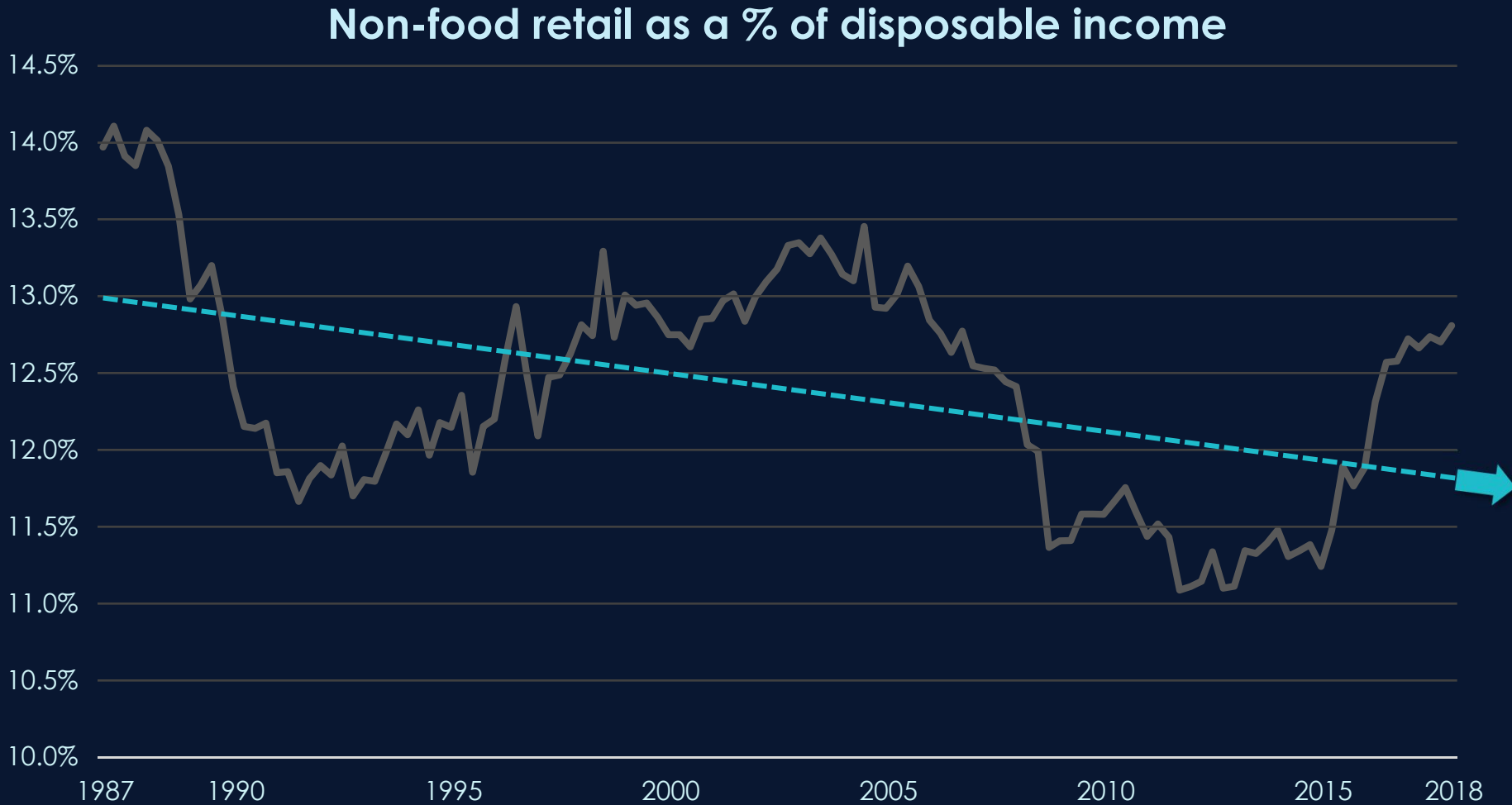
Group Chief Executive
Dixons Carphone

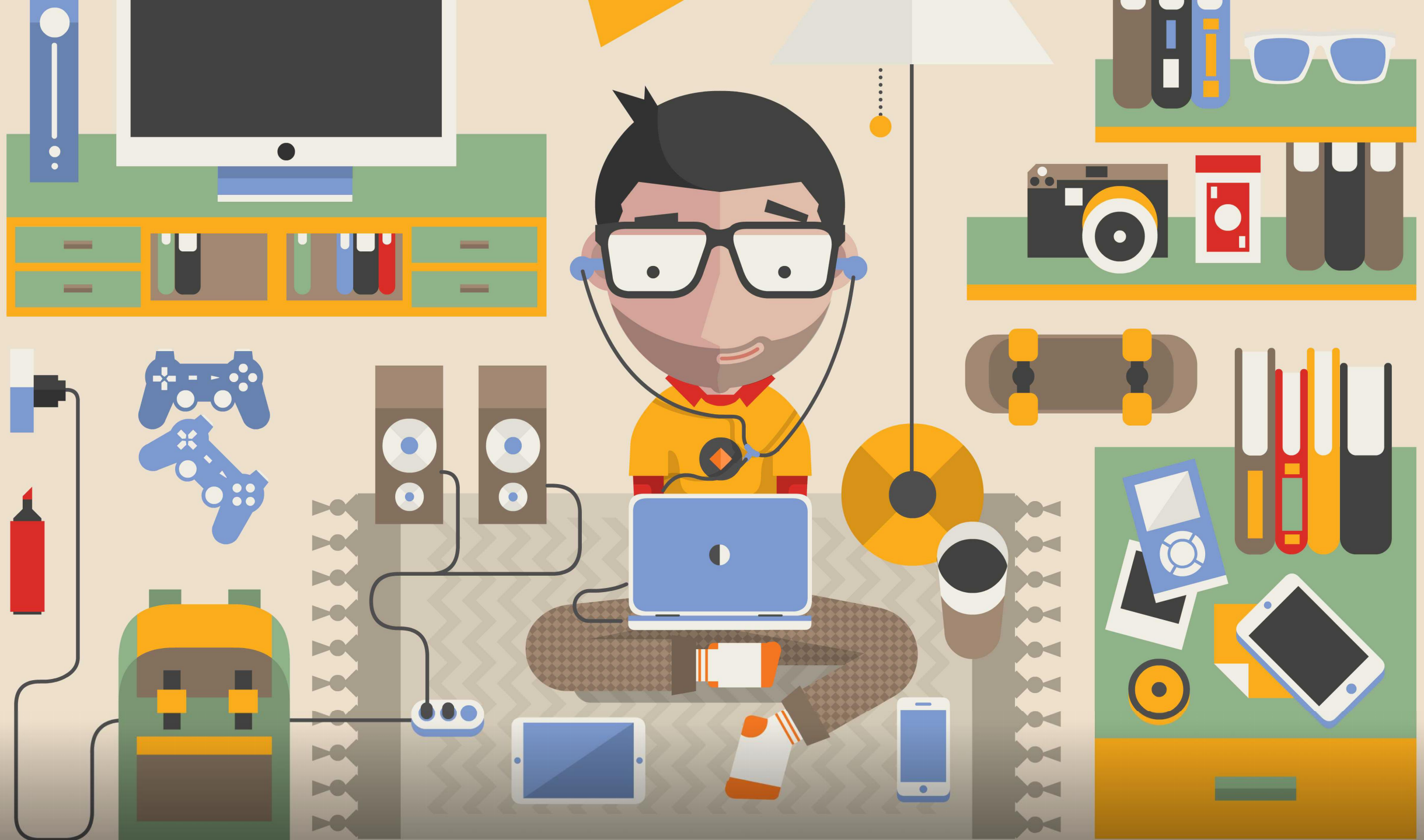


WHAT ARE WE FOR?

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame with a vibrant pink and purple hue. The person stands on a dark, rocky ridge, looking up at the stars. The overall scene is dark and atmospheric, with the bright light of the galaxy providing the main illumination.

Retail Share of Disposable Pound

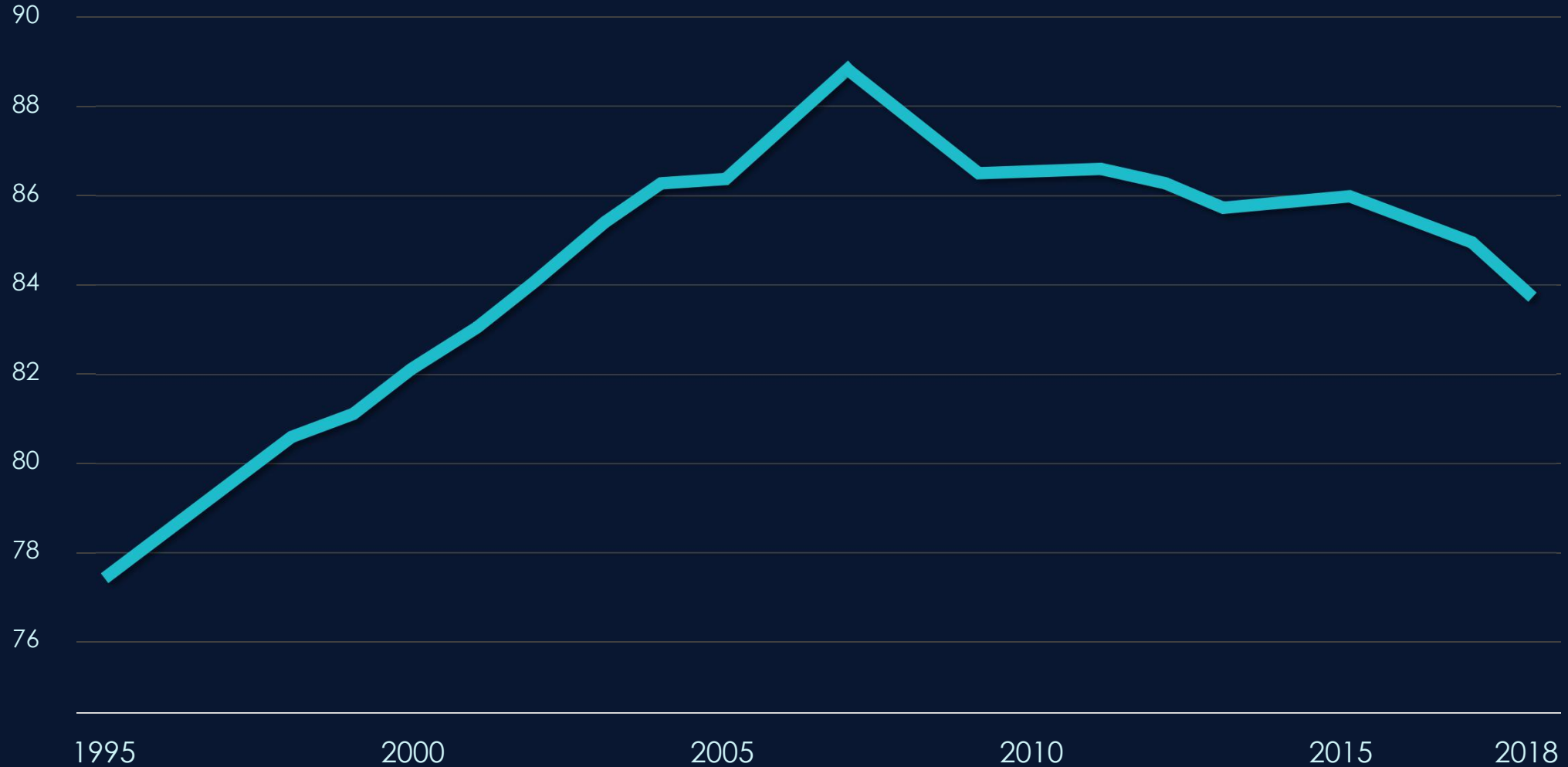




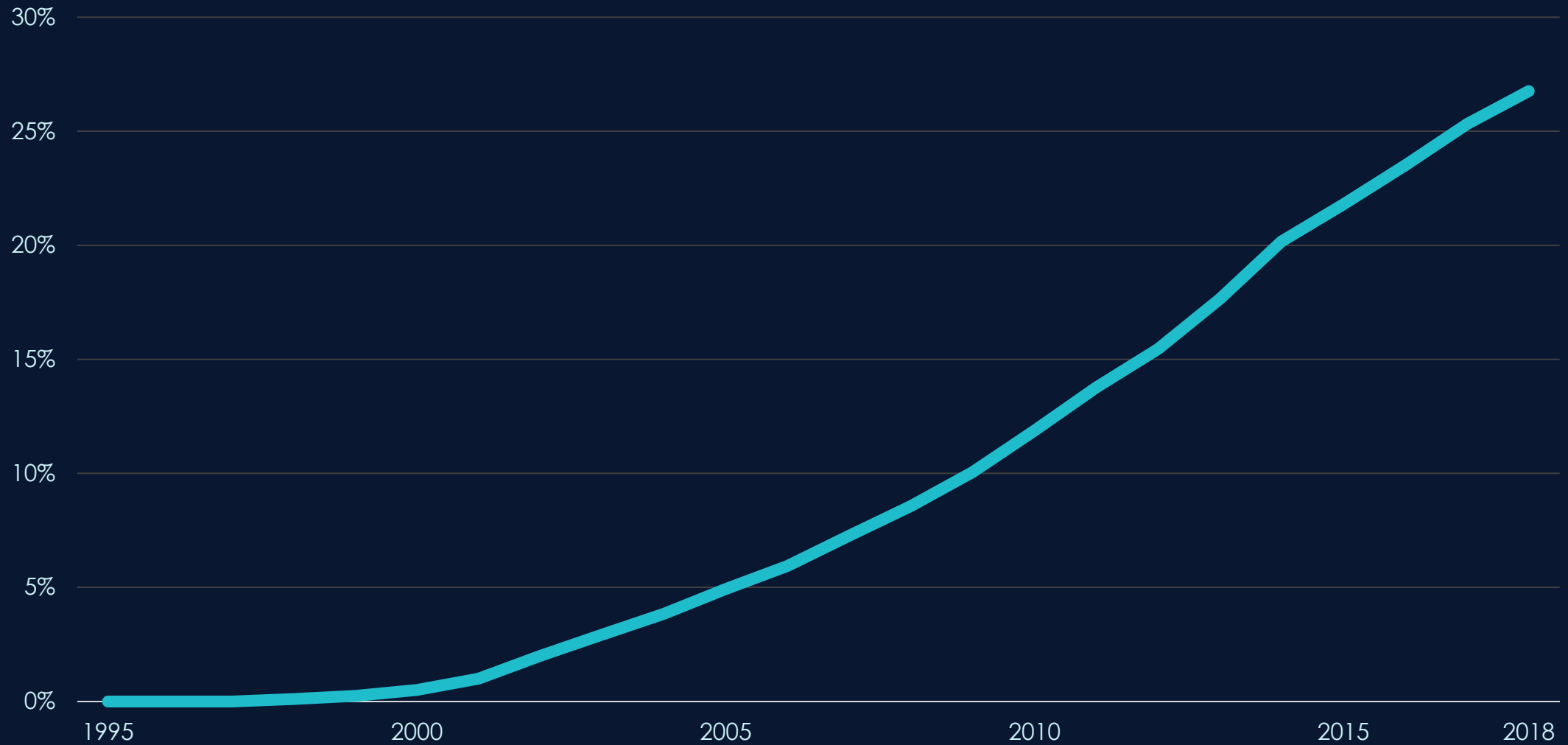


Total Selling Space (million sq m)

million sq m



Non-food Online Penetration (UK)





New Players



Customer Value Chain



Discover



Choose



Easy Customer Experience

Expectation Changers



NETFLIX



JUST EAT





PROPERTY



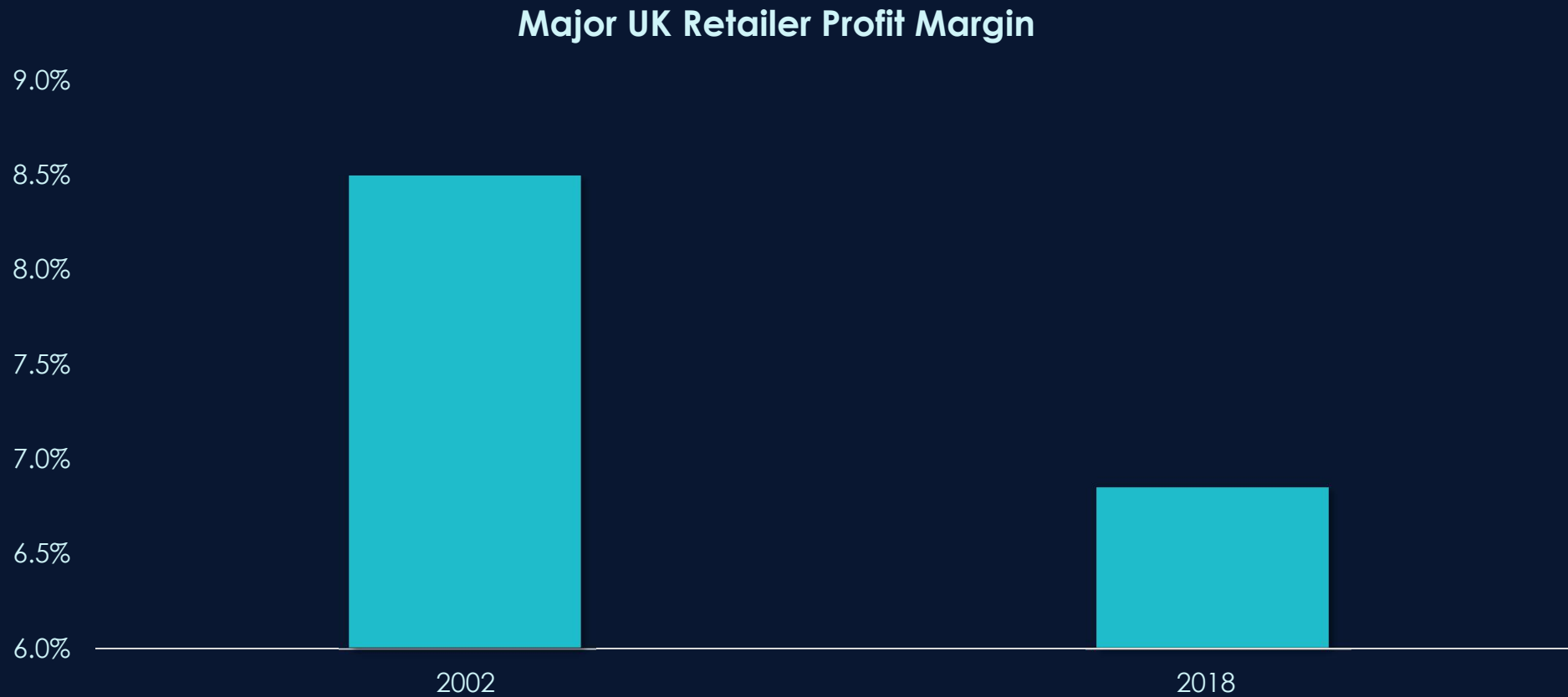
PEOPLE



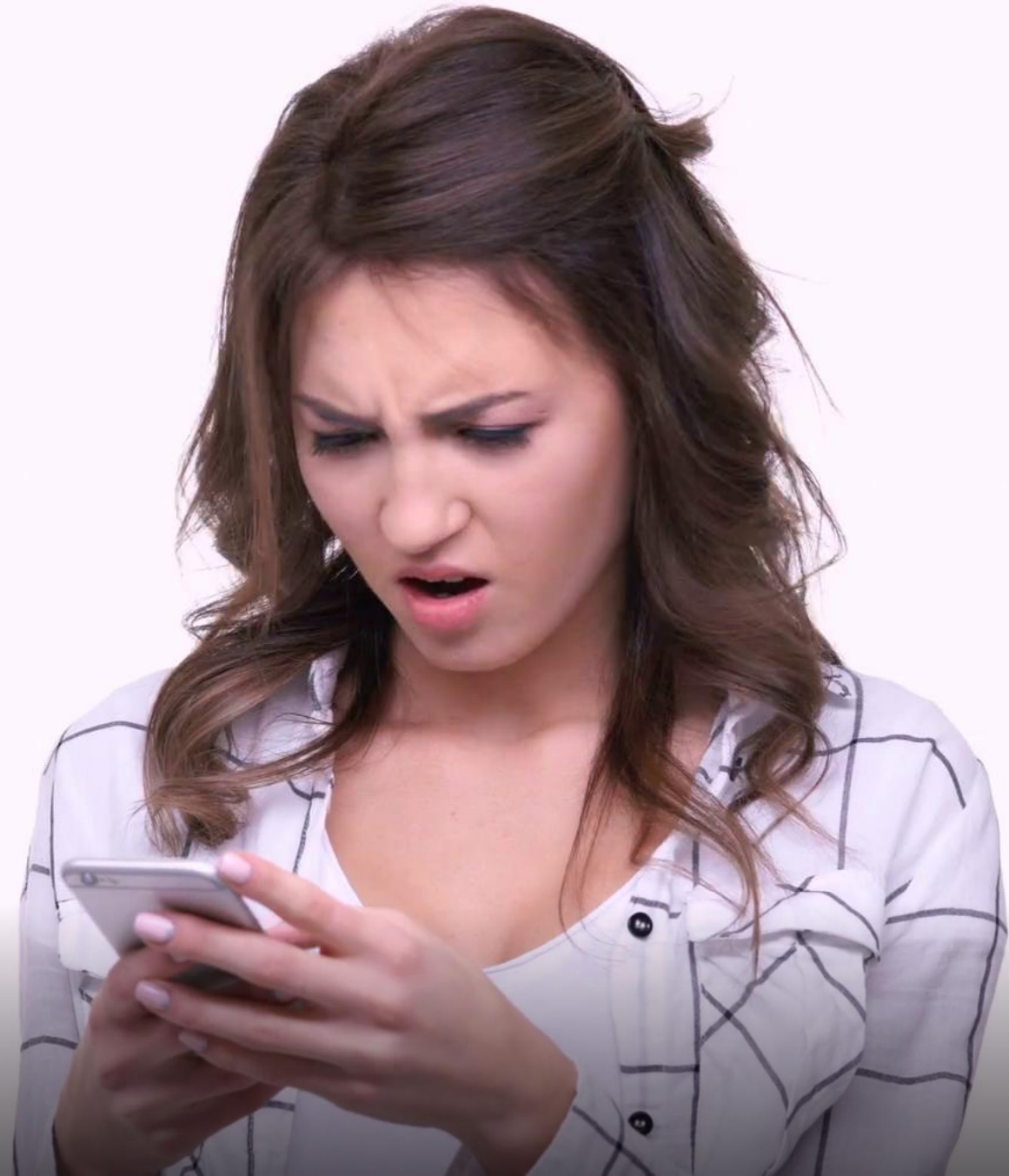
TECH



Retail Profitability



Source: Company data, Comprises largest 14 quoted FTSE retailers over 2002-2018



We are closing

From 3.30pm 13 November 2015 this branch will close and all business will move to: 3 Leigh Road, Eastleigh, Hampshire SO50 9YW

We are sorry for any inconvenience this will cause.




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You can also use **Online Banking** or download our **Mobile Banking App**: www.hsbc.co.uk/waystobank

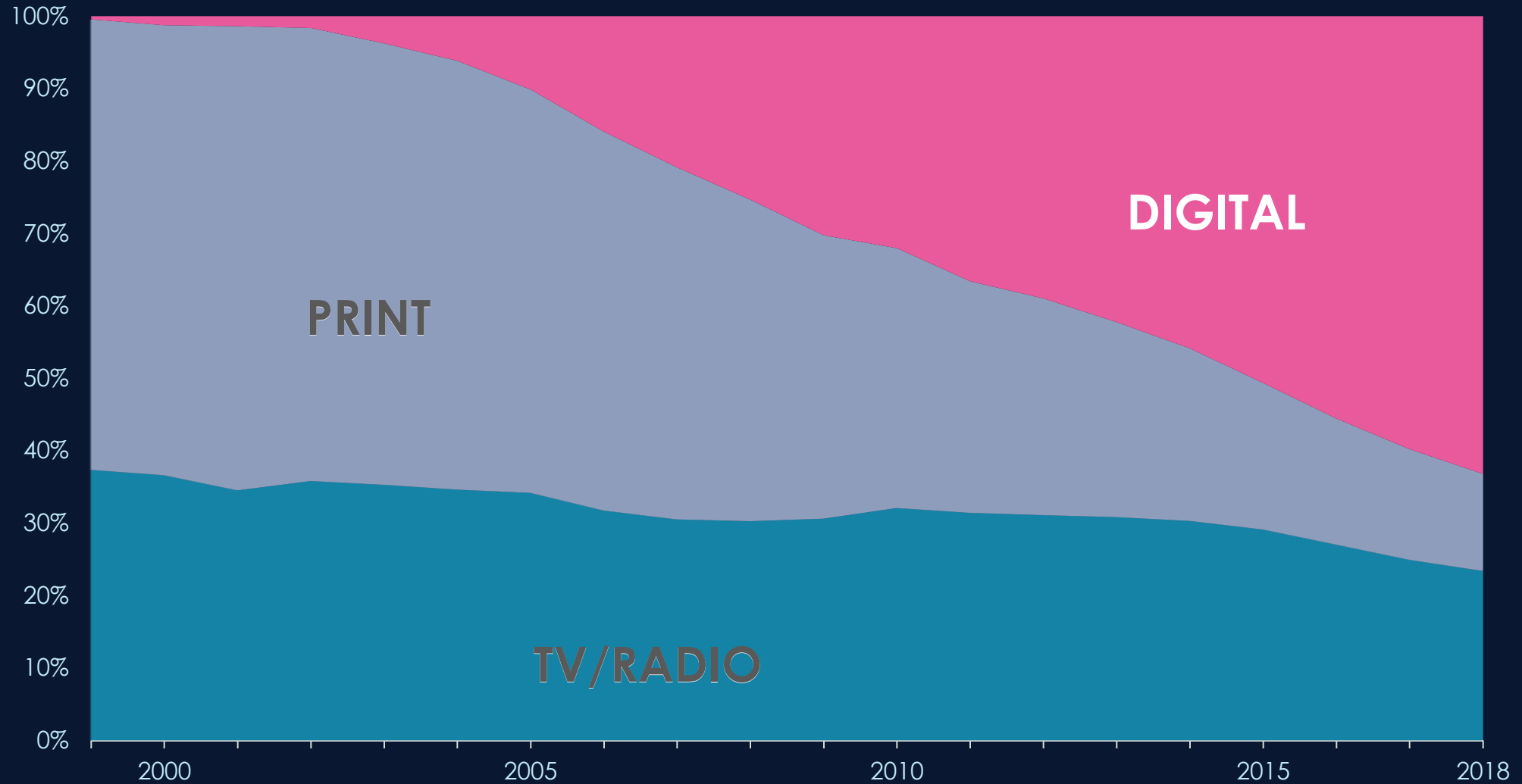
or call us on: **03457 404 404**

Lines are open from 9am to 8pm everyday. Calls may be monitored or recorded. Making an audio speech engaged customer can use Telephone: 03457 125 963

HSBC 



UK Advertising Spend By Channel (%)







ES →

HOME COMPUTERS →

ATARI
VIDEO GAMES

ATARI

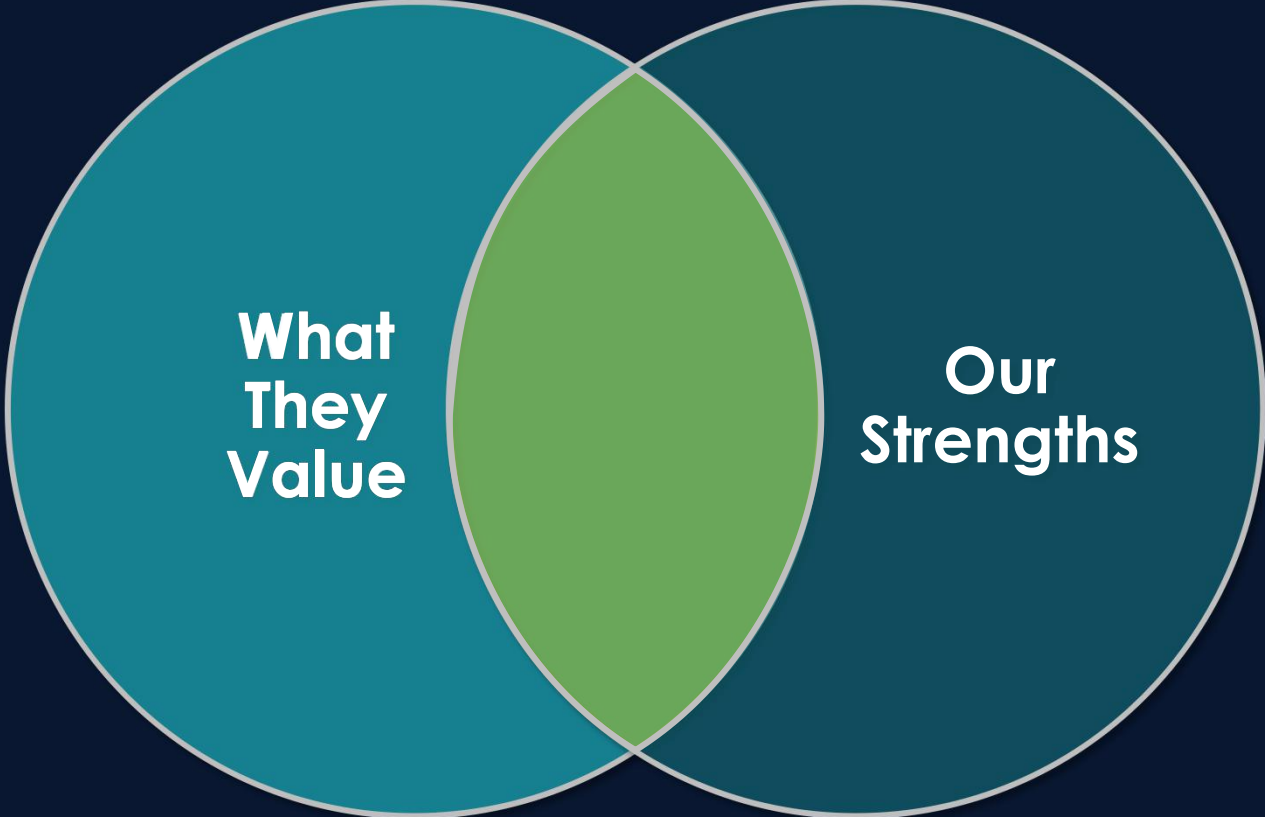






Customers

Retailers



**Customer
Insight**

Technology is Exciting... but Confusing and Expensive

**Customers
Value**

**Help
Discover & Choose
Tech**

Get the most out of Tech

**Discover
&
Choose**

Afford

**Deliver &
Install**

**Setup
&
Connect**

Protect

Maintain

Repair

**Trade-in
&
Upgrade**

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$$\begin{array}{c} \text{T} \\ \text{TRUSTWORTHINESS} \end{array} = \frac{\text{C} + \text{R} + \text{I}}{\text{S}}$$

CREDIBILITY RELIABILITY INTIMACY

SELF-ORIENTATION

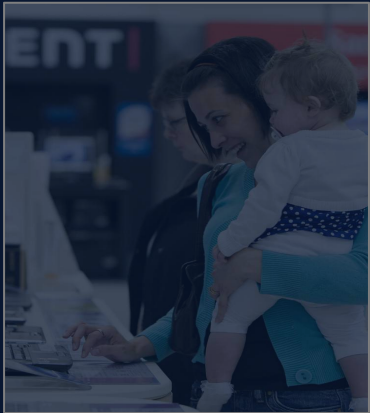
Discover & Choose



People



Discover & Choose



People

Data

Making Use Of Data

Data Integration – Customer 360



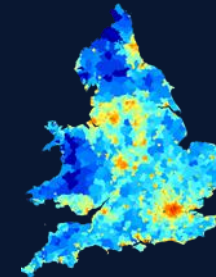
E2E Journey Mapping, Analytics & Machine Learning

Customer Understanding

Informed Decision Making



Intelligent Targeting

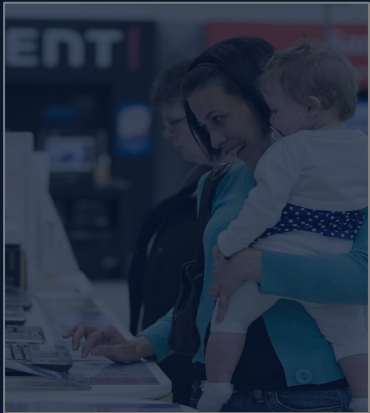


Customer Journey Optimisation

Customer behaviour & nearest neighbour modelling

Supercharged Attach

Discover & Choose



People

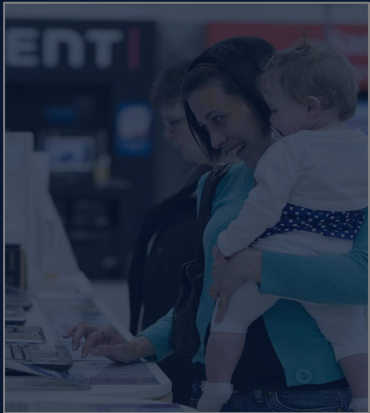


Data



Range

Discover & Choose



People

Data

Range

Afford



ELGIGANTEN



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EVERYDAY WITH THE MY BEST BUY CREDIT CARD

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IN REWARDS
6% BACK FOR ELITE PLUS

OR

FLEXIBLE FINANCING OPTIONS*

STARTING ON
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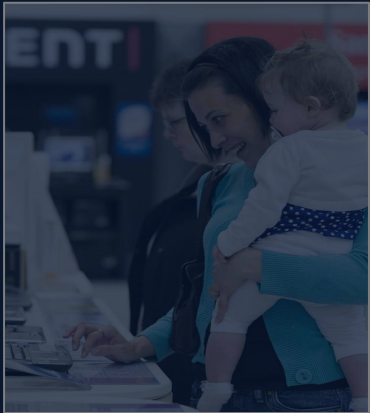
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[View pricing & terms](#)

Discover & Choose



People

Data

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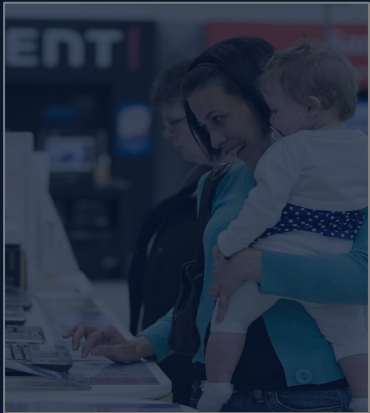
Multichannel







Get the most out of Tech



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Afford



Multichannel



Enjoy



Team Knowhow
Help with all life's kit®



Expert appliance repairs



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Get the most out of Tech

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&
Upgrade



Capable and committed **colleagues**

We offer amazing advice to our customers through **assisted selling**

We are big – we have something for everyone; **range**

We have an **easy end to end customer experience**

Our sites and stores are amazing

We work together as **One Business**

We understand technology and our customers; **data**

We are affordable: trusted on price and through **credit**

We are with our customers throughout the life of the product – via our **Services**

Our partnerships with suppliers make a big difference

Stronger infrastructure

We serve our customers however they want to shop: **online** or in store

Mobile is central to our vision



No blanket prescriptions
Common challenges; Particular solutions
Solution grounded in you
Answer starts with Trust
Scale Multichannel