A Publisher’s Guide to European Expansion

Antoine Hendrikx
Antoine.hendrikx@sanoma.com

@AntoineHendrikx

FASHIONCHICK

Overview

An international education

1. Background
2. Fashionchicks International Strategy
3. International in 3 Steps
    - Tech
    - Set-up Phase
    - Don’t forget

4 .Learnings

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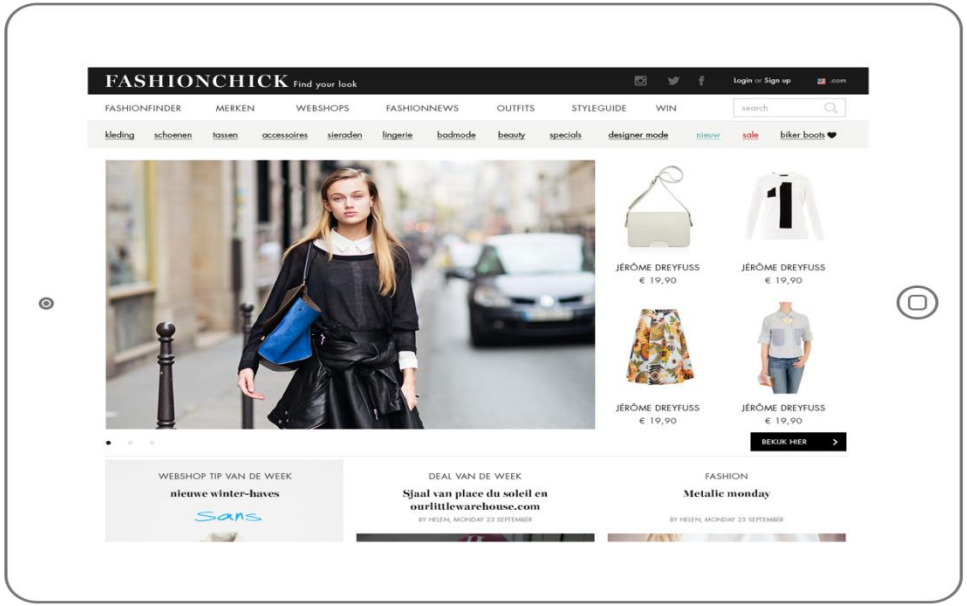
Find your look

What we do



Fashionchick ensures that every woman can easily navigate the online shopping world.
Whoever she is. Whatever her style. Wherever she is.

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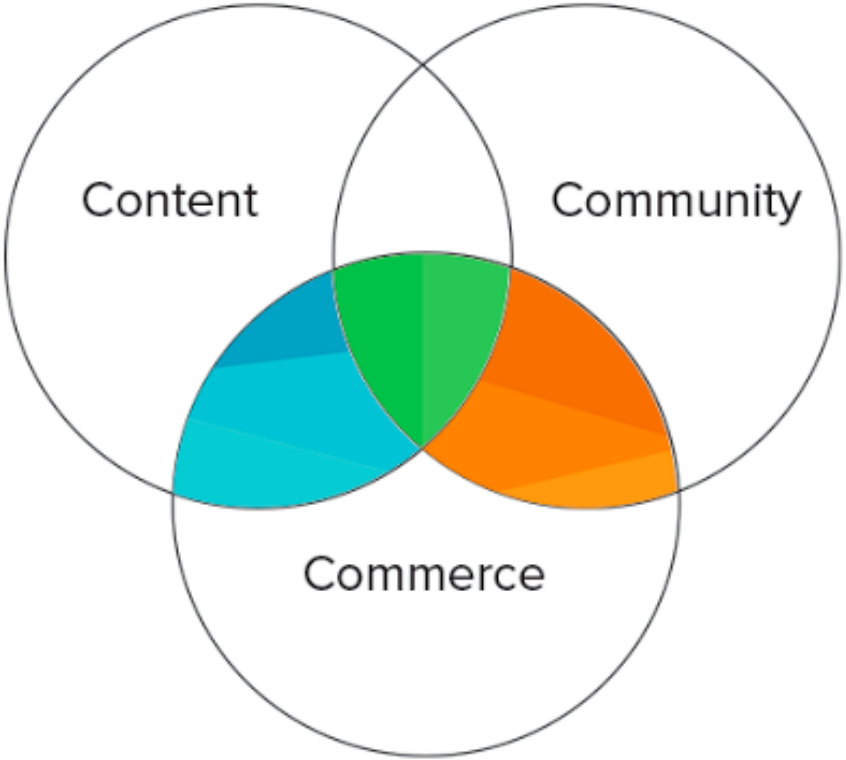
Find the Sweet spot – It’s all about balance



Staged investment proved a win/win

From No Search to Sanoma

2009 — No Search

Fashionchick.nl turns profit and proves the platform is a success

2011 — Sanoma Interest

Cooperation begins with analysis of companies to ensure there is a strategic match

2012 — Sanoma 25%

Sanoma buy 25% share in No Search showing positivity about the concept.

2013 — Sanoma 55%

1st January: Future prospective growth increased. Majority ownership enables int. expansion

Q3 2013 — Sanoma 100%

Earlier then expected, Sanoma buys No Search for ease of investment and result reporting.

Q3 2014 — Final Integration

Fashionchick moves headquarters to Sanoma BV in Hoofddorp

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International Timeline

Fashionchick goes abroad

No Search B.V.
Fashion related comparison company created

Expansion #1
Fashionchick expands to France and Germany

Expansion #3
Cross platform expansion. Mentoday NL & DE

Step back #5
After repositioning US showed no improvement decided to stop US

2006 | 2009 | 2011 | 2012 | 2013 | 2014 | 2015

Focus
Fashionchick.nl live and becomes the companies focus and main offering

Expansion #2
Fashionchick expands to the UK and USA

Expansion #4
Cross platform expansion. Kidstoday.nl

Expansion #4
Launch Belgium and Austria

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Our International Progress

Our Markets -2,5 mio UV

Our current international presence

.nl	.de	.fr	.co.uk	.at
since 2008	since 2011	since 2011	since 2012	since 2014
1.400.000 VISITORS P/M	500.000 VISITORS P/M	300.000 VISITORS P/M	200.000 VISITORS P/M	20.000 VISITORS P/M
Feb. 2015	Feb. 2015	Feb. 2015	Feb. 2015	Feb. 2015

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Growth Strategy

Vertical & Horizontal Expansion

	Netherlands	Germany	France	UK	Austria / Belgium
Fashion: Women	FASHIONCHICK	FASHIONCHICK	FASHIONCHICK	FASHIONCHICK	FASHIONCHICK
Fashion: Men	MEN TODAY	MEN TODAY			
Fashion: Kids	KIDS TODAY				
Home Decoration	myhome SHOPPING.NL	myhome SHOPPING.NL			

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International in 3 Steps

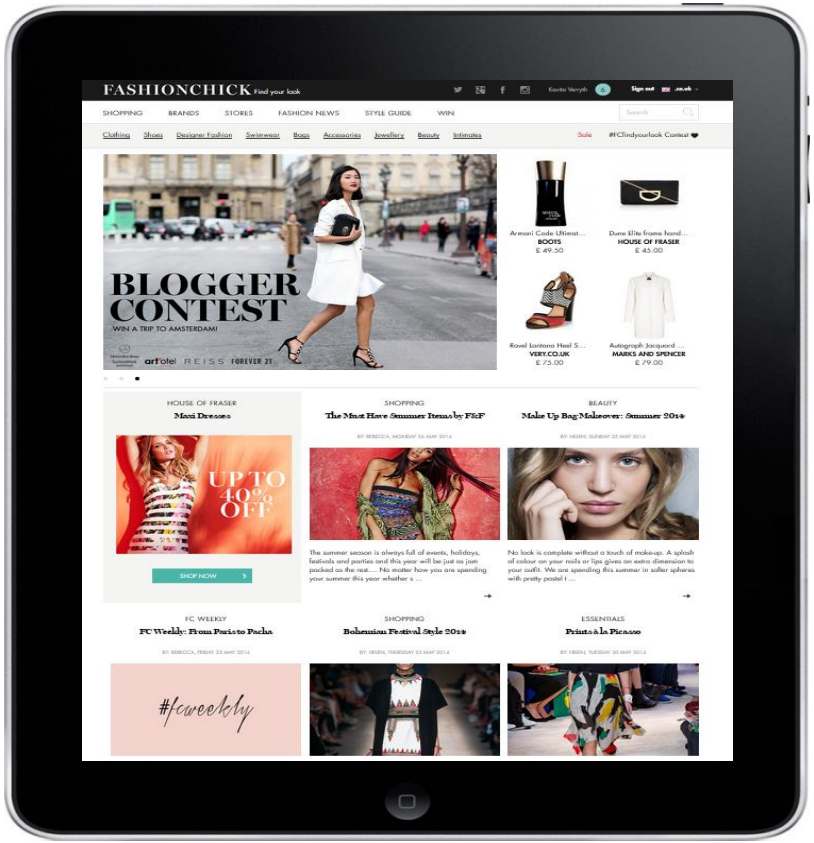
1. Technical Concept
2. Set-up Phase
3. Don’t Forget

Technical Concept

Innovative Platform

“Don’t duplicate a second-rate product!”

Keeps things standard



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Set-Up Phase

2 months to launch!

- Minimize launch costs
- Focus on relationships
- Roll out was based on research with hind sight: Do it opportunistic

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Don’t Forget

International Nuances…

- Network partnerships are key!
- Don’t duplicate content (SEO)
- Continually test and evaluate over 6-12 months
- PARTNER AND BECOME A BRAND

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QUESTIONS?

Antoine.hendrikx@Sanoma.com
#AntoineHendrikx

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#AntoineHendrikx