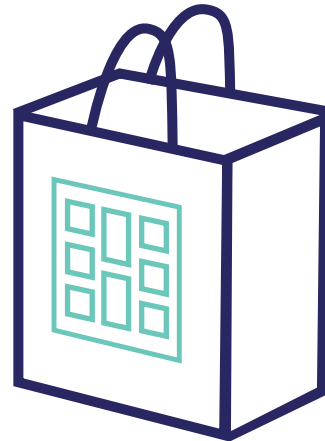


SHOOQ



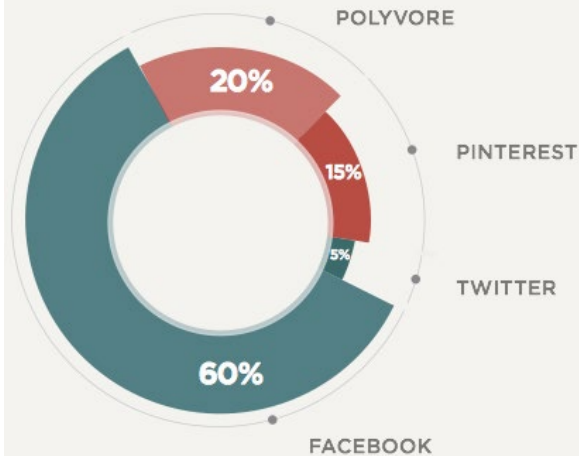
WHAT IS SOCIAL SHOPPING?

The use of a social network in the context of e-commerce transactions.

- **Social network-driven sales:** sales that initiate from links on social networks like Facebook & Twitter
- **User-curated shopping:** sites like Svpply & Wanelo that allow users to create and share collections of products
- **Social Shopping Marketplaces:** user-curated sites with collections where items can actually be purchased within the site like Polyvore & Storenvy

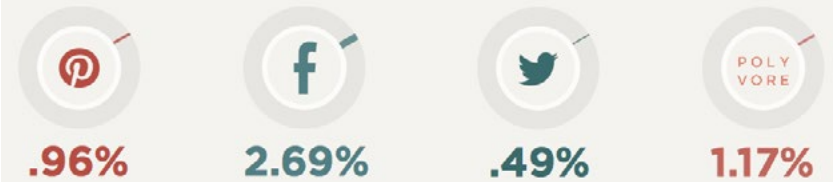
WHO ARE THE PLAYERS?

AVERAGE SHARE OF TRAFFIC



AVERAGE CONVERSION RATE

Facebook's conversion rate is comparable to that of non-social shopping session, which is 2.98%.



AVERAGE ORDER VALUE PER SESSION

Polyvore drives a higher AOV than Facebook, Pinterest, and Twitter combined! Their AOV (\$383) is 2.6x higher than non-social shopping sessions (\$143).



WHY IS POLYVORE RAKING IT IN?

A seamless experience (according to Forbes)

- **2 clicks:** when viewing a collection, a user clicks once to view a particular item, then one click to get to the item's sale page on its native retailer
- **Ease of sharing:** of the one billion monthly impressions, 43% are on social networks; especially effective are those shared on Pinterest
- **Products users want:** a leader in the luxury market, Polyvore boasts seven of its top 10 retailers who are major players in the space such as Neiman Marcus and Net-a-Porter

WHAT WOULD MAKE POLYVORE BETTER?

More customers!

- **Men:** Polyvore currently caters exclusively to women
- **More Variety of Assortment:** Polyvore only stocks products in the categories of fashion, beauty, & home decor, but could open this up greatly
- **In App/On Site Purchasing:** Bring the cart directly to the site, rather than sending the customer outside, which can lead to cart abandonment (speaks to Polyvore's low conversion rate)

SHOOQ IS THE SOLUTION!

