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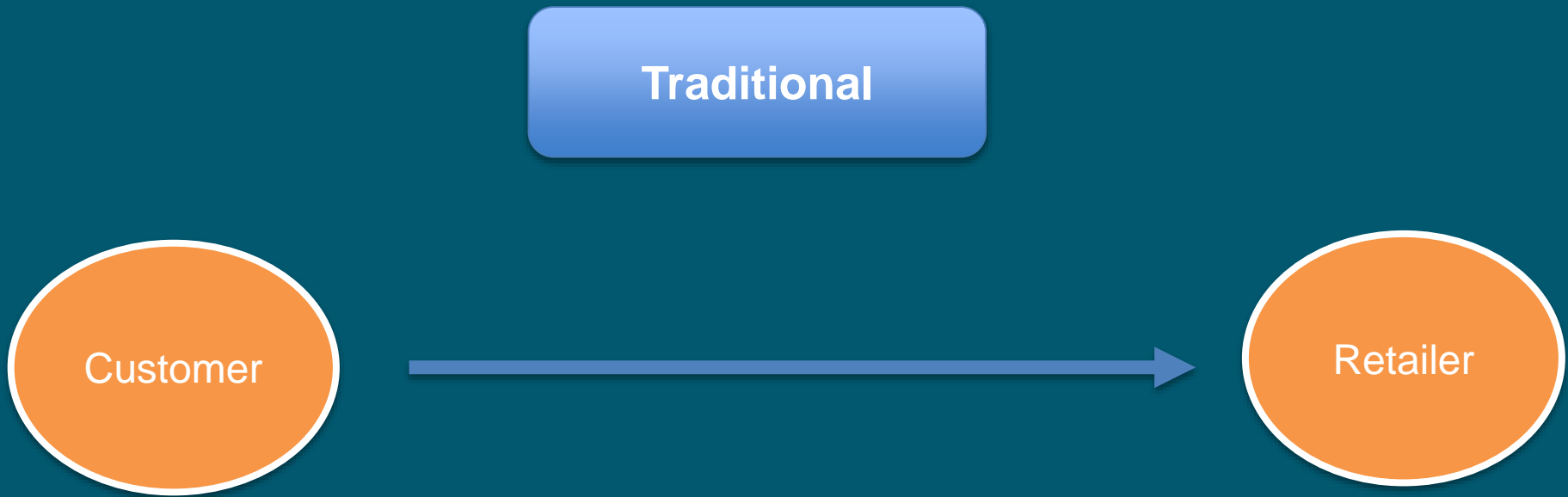
What do Poptarts and baby nappies have in common with location?



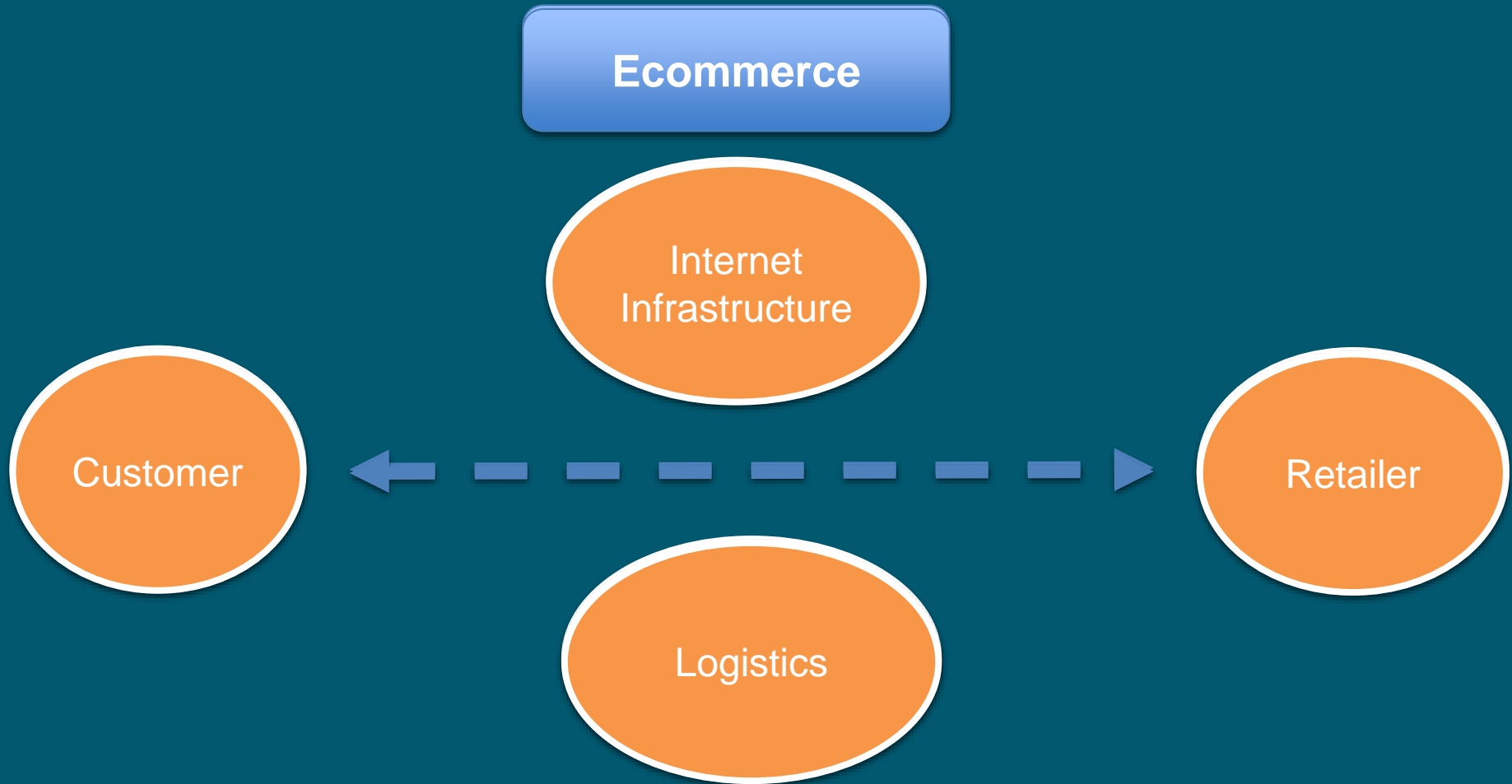
Place To Place



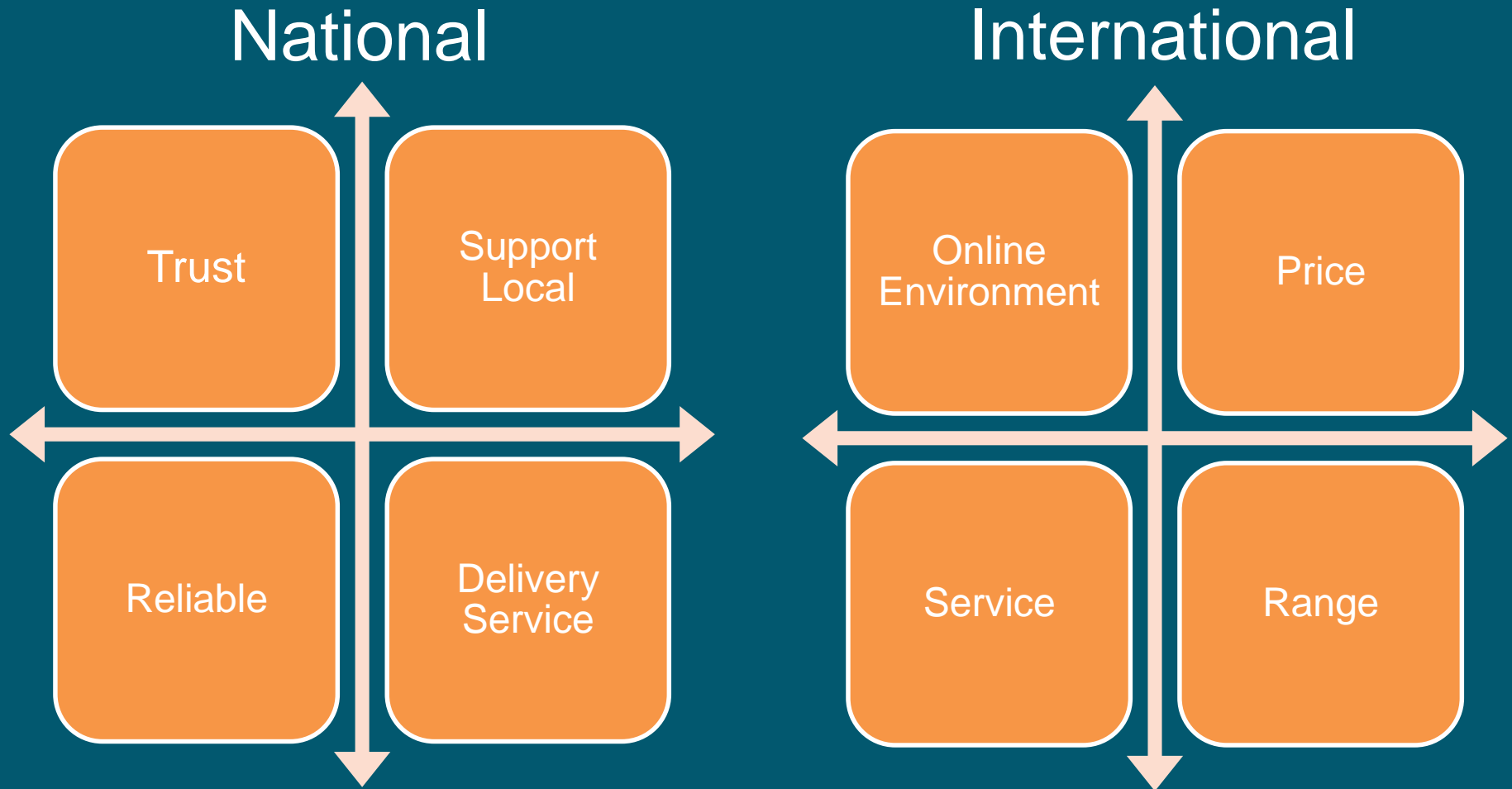
Retailer / Customer Relationships



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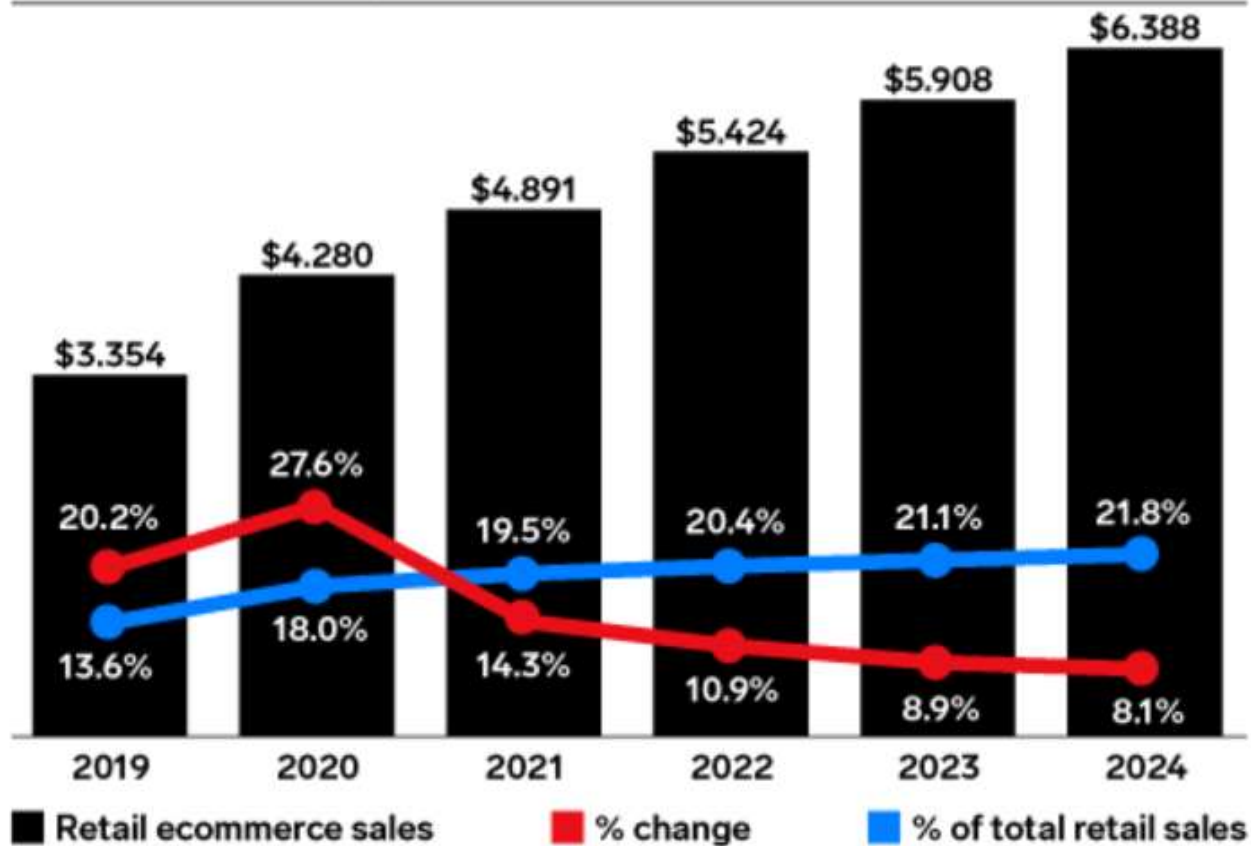
Source: Consumer Trust Survey, Domain.ie, 1,000 respondents aged 18+, September 2020

Certainty of Place Enables Logistics to



The Growth of Ecommerce

Retail Ecommerce Sales Worldwide, 2019-2024
trillions, % change, and % of total retail sales



Online World Moves Into Real World



Role of Place



Key Online Issues

The checkout is the
key point of online
friction

3 in 5 customers
abandon checkout
when shopping
online

Key reason:
Difficulty inputting
address in the
required format

**Source: Online Shopping Experience, IPSOS MRBI, Omnipoll Research, August 2020*

Barriers to the Growth of Ecommerce



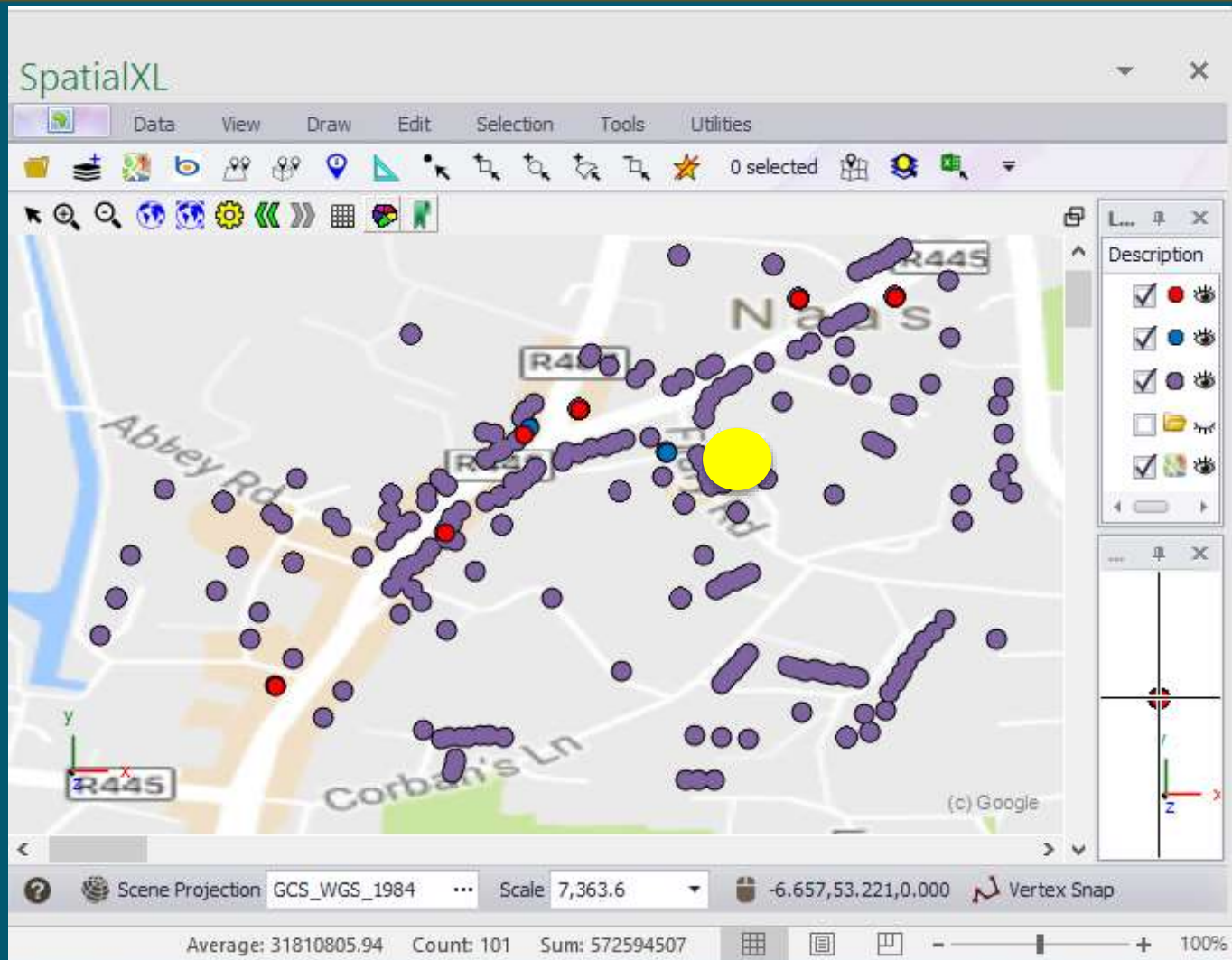
New Technologies – 3D Printer



Location Creates New Opportunities



Social Demographic Information



Thank you
for listening!

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