

New Website – Key Initiatives

Goals:

- Develop a state-of-the-art, industry best practice eCommerce website that positioned The Exchange to be the best online retailer serving:
 - Active Military
 - o Reserve
 - Guard
 - Retirees
 - Associates
 - Family & Spouses
- Ensure website emphasizes our company "Voice" including the following benefits:
 - No Tax
 - Discounted Savings over Other Retailers
 - Worldwide Shipping
 - MilStar Credit Benefits
 - Earnings for FMWRC
- Emphasize Exchange "By The Numbers"



Customer Experience – Before

Physical Stores



eCommerce



Mobile



Omni-Channel Customer Experience

Physical Stores

eCommerce

Mobile



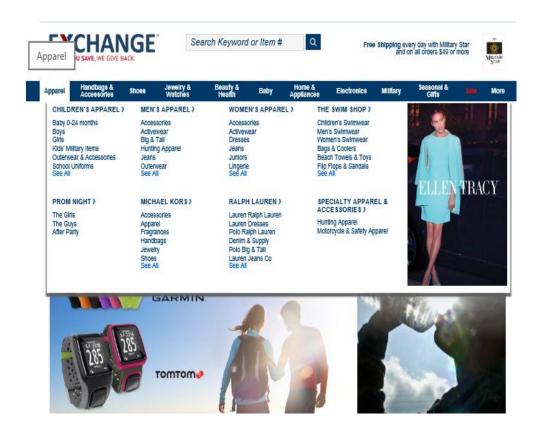
New Website – Homepage

Design Tenants:

- Maintain best practice competitive, creative, layout and design:
 - Main website and store message, links to categories, strong 'Call to Action'
 - o Key benefits, Who Can Shop
 - Super Daily Special "Flash Sale"
 - Trending events / themes
 - Brand focus
 - Online promotion of store print vehicles



New Website - Navigation

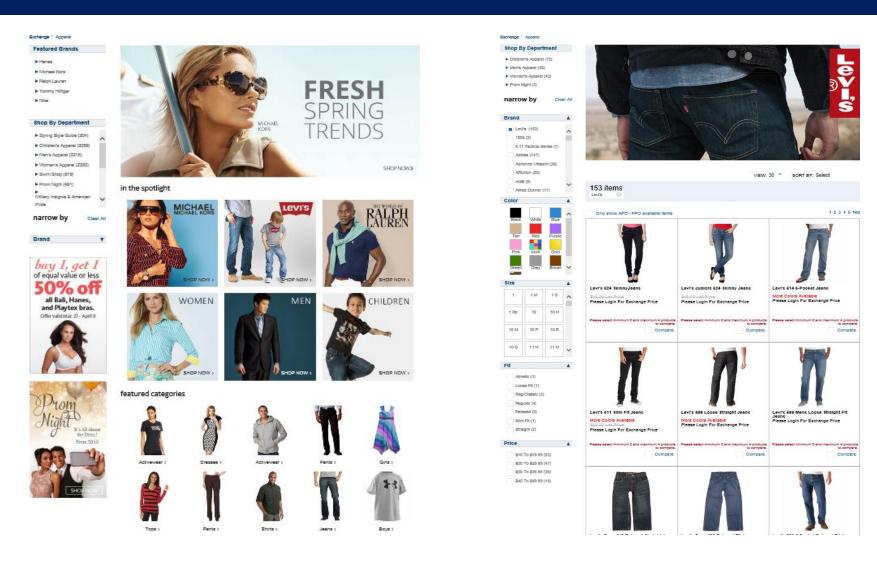




Navigation - Mega-Menu

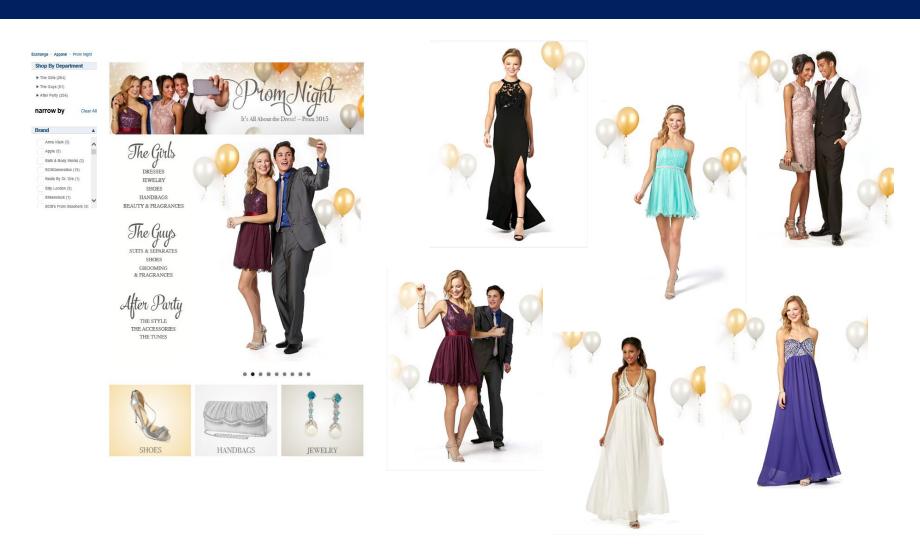
Mobile

New Website - Guided Navigation



Channels – Brand and Category Merchandising

Left Nav Filtering



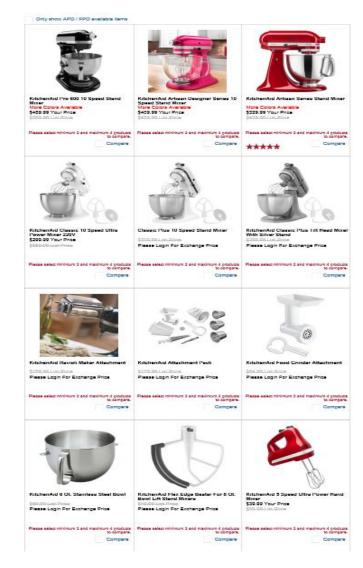
Themed Environments

Specific Expanded Assortment For Online



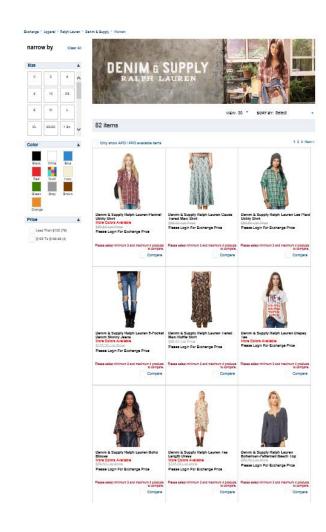
Content + Product Opportunties





Category Dominance





High Profile Fashion Brand Experience

What's Been Built For Online in 2015

Softlines

- January
 - **)** 247 Cases
 - **)** 6554 Skus
- February
 - **)** 122 Cases
 - **)** 3073 Skus
- March
 - **)** 110 Cases
 - > 3696 Skus
- > Total 13,323 SKUS



Hardlines

- January
 - **)** 110 Cases
 - > 506 Skus
- February
 - > 61 Cases
 - **)** 499 Skus
- March
 - > 82 Cases
 - > 519 Skus
- Total 1,524 SKUS

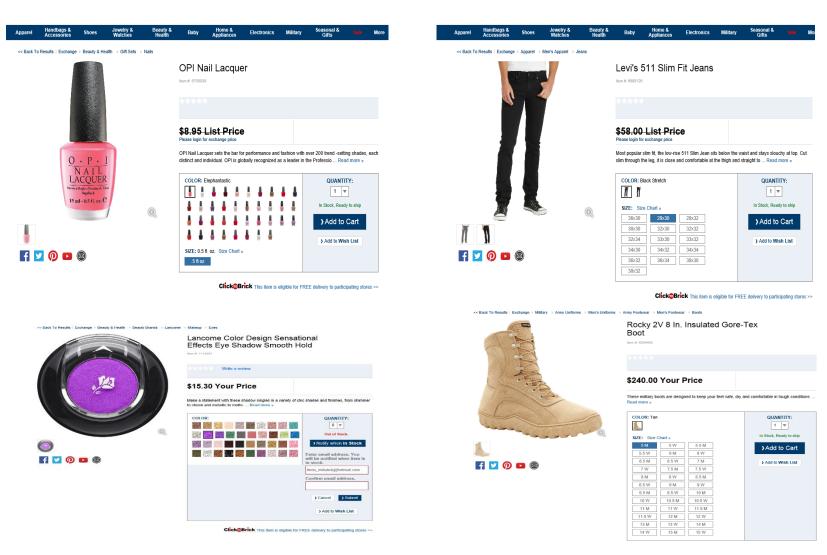


Consumables

- January
 - > 24 Cases
 - **>** 206 Skus
- February
 - > 15 Cases
 - **)** 308 Skus
- March
 - > 29 Cases
 - **)** 265 Skus
- Total 779 SKUS



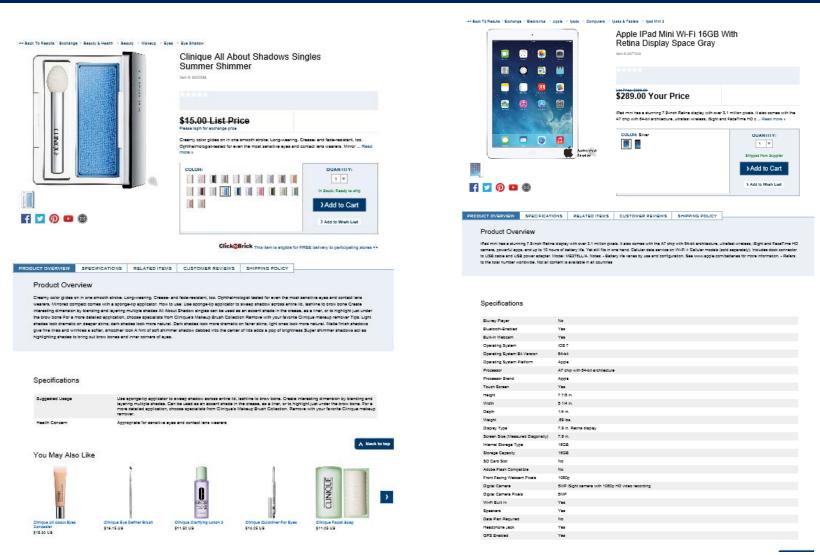
New Website – Selling Tools



Extended Colors

Extended Sizes

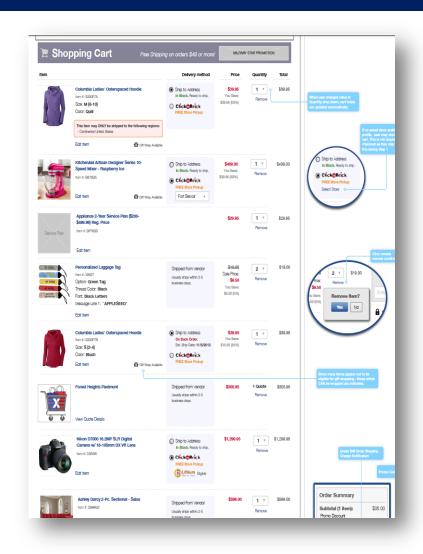
New Website – Selling Tools

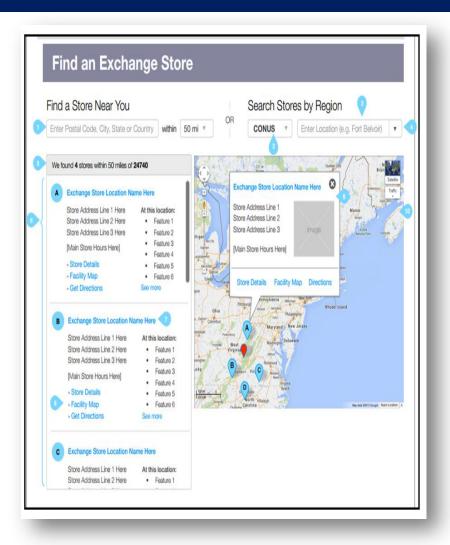


Suggestive Add-On Selling

Robust Product Specs

New Website - Checkout / Stores





Checkout

Store Locator