

ZALANDO CAPITAL MARKETS DAY

ON 25-3-2015

- 09:30 am:** Reception
- 10:00 am:** **2014 HIGHLIGHTS & BUSINESS OUTLOOK**
(Management Board: Rubin Ritter, David Schneider, Robert Gentz)
- 11:30 am:** Lunch
- 12:30 pm:** **TECH @ ZALANDO**
(Philipp Erler, *SVP Technology*; Eric Bowman, *VP Engineering*;
Andreas Antrup, *VP Data Intelligence*)
- 13:15 pm:** **EXCITING THE CUSTOMER**
(David Schröder, *SVP Operations*; Christoph Lütke-Schelhowe,
VP Customer Experience)
- 14:00 pm:** Coffee break
- 14:30 pm:** **CASE STUDY – CURATED SHOPPING**
(Ivo Scherkamp, *Project Lead*)
- 14:50 pm:** **CASE STUDY – BRAND SOLUTIONS**
(Christoph Lange, *VP Brand Solutions*)
- 15:10 pm:** **CASE STUDY – ADVERTISING SOLUTIONS**
(Jerome Cochet, *SVP Sales*; Julia Stern, *VP Performance Marketing*)
- 15:30 pm:** **SNAPSHOT ITALY**
(Delphine Robiot, *VP Markets*; Giuseppe Tamola, *Head IT / ES*)



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