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AGENDA

WHY OMNI VISION IT'S SO RELEVANT ON RETAIL BIZ AND BY DIRECT CONSEQUENCE FOR LEGAL IN-HOUSE & ADVICE?

MULTICHANNEL VS OMNI-CHANNEL IS THE SAME?

WHY SHOULD WE DISCUSS THIS AS A LEGAL TOPIC?

IMPORTANCE OF OMNICHANNEL

LEGAL OMNI LANGUAGE/MAIN FEATURES

SOME RELEVANT CONSIDERATIONS







Providencia, Santiago de Chile – Chile



Did you know that the Mall Costanera Center used 85 thousand tons of steel in it's structure, which is equivalent to 10 Eiffel towers?

H&M Costanera Center

Opening Date: March 23, 2013

Floors: 2

Total Area: 3133.08 sqm

Sales Area: 2466.73 sqm



MULTI-channel View

- A multichannel retail is the practice of selling or listing products on more than one channel. A business can sell products on its website, a brick-and-mortar location and through different platforms or marketplaces but the interaction between channels is none and target groups are very specific.
- More product focus.
- Multichannel does not integrate channels with each other.
- Multichannel approach limits the customer's experience to the capabilities of individual channels.



OMNI-channel View

- Omnichannel retail is a fully integrated approach to commerce, providing shoppers a unified experience across all channels and touchpoints, including web, physical stores, marketplaces, catalogs and mobile apps. Being probably the physical store the center of all strategies.
- More customer focus.
- Omnichannel retail links channels directly so that they work together.
- An omnichannel approach creates new customer experiences

Why should we the discuss and take
so seriously from a legal perspective
e-commerce and omnichannel strategies,
the analysis of the challenges and
preparation of avant-garde topics within
In-House activity as well as legal and
consulting firms.



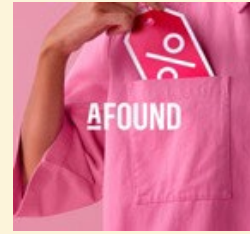
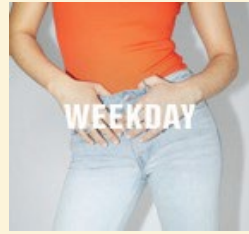
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WHY?

- Multichannel strategies are no longer enough in the daily life of all customers.
- Pandemic expanded financial inclusion in Latin America.
- Constant consumption growth at LATAM level online and through various channels.
- We need efficiency, resilient and synergetic model businesses, driven by customer proximity and data competence.



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PRINCIPLES OMNI FEATURES

BOOPIS
(Buy online pick up in store)

BOPSS
(Buy online ship in store)

CLICK & COLLECT

ORDER IN STORE

ORIS

SCAN& BUY



STORE



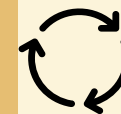
WEB SITE



APP



B2B TO B2C:
ELECTRONIC
WALLET

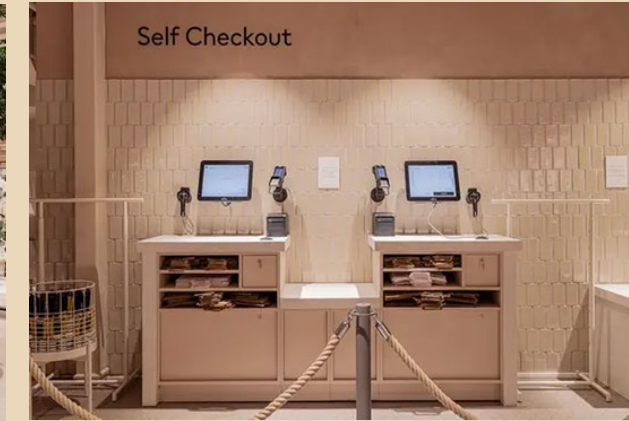


METAVESE

The question is whether or not to foresee OMNI language in a contract or not?



- It's more important to focus on **USE and OBJECT CLAUSE** rather than omni language. You need flexibility, the today reality of retailers in general is **test, test and test**.
- If possible avoid explicit restrictions.
- Attend local restrictions of internal rules or manuals of Shopping Centers.









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