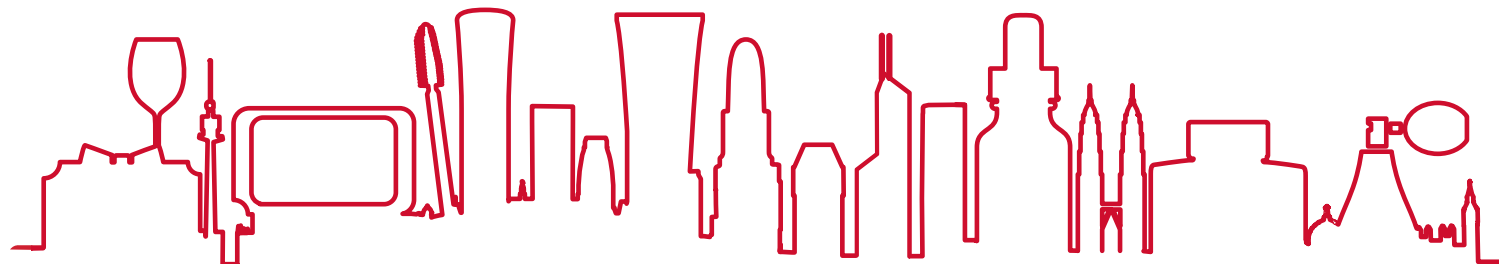


# Superdrug – Nomination for Retailer of the Year

2020



TO PUT A SMILE ON OUR  
*Customers' faces* 😊

# 2020 Overview

*2020 was an unexpectedly challenging year for every high street retailer, with the impact of the pandemic. Perfume at Superdrug remained resilient by offering the best service, range & promotions to our customers. We continued to train our fragrance advisors, launch new products and showcase our brands safely instore, as well step changing our online fragrance offering to meet our customer's needs.*

## **Key Highlights**

- Continued training of Fragrance Advisors
- Online
- Instore look & feel

# Training of our Fragrance Advisors

In 2020 we continued to train our fragrance advisors through an increased level of virtual training along with the industry leading Fragrance Foundation Qualification. We now have over 100 FA's in our stores. As this is such an important factor in customer experience, we aim to double this figure by the end of 2021

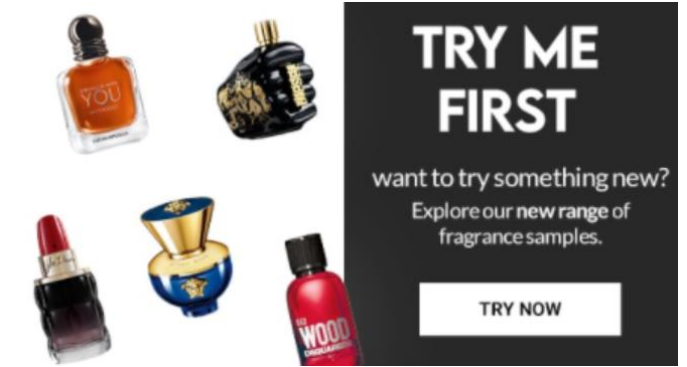
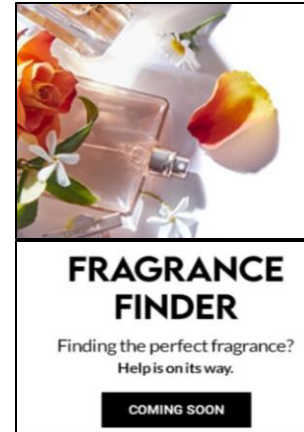


THE FRAGRANCE FOUNDATION UK

# Online

Superdrug saw a huge shift of customers switching to purchase online and we were able to fulfil orders quickly and efficiently through the launch of our pick and pack direct from stores and our 30 minute click and collect services

Improved navigation, implementation of the fragrance finder and added try me first sampling pages were able to assist customers with their online purchasing decisions



~ SHOP OUR TOP OFFERS ~

 £10 worth of points when you spend £50 across skincare, makeup, perfume & bronzing.



Save up to 1/2 price

Shop Now



New in

Shop Now



Save up to £30

Shop Now



Exclusive

Shop Now



free order & collect

and pick up in any Superdrug store in 30 minutes\*

\* Subject to availability. Selected lines only. Excludes Jersey.



# Instore look & feel

Despite the pandemic, Superdrug launched 6 new stores with premium fragrance fixturation, including sites in large cities such as Newcastle Kingston



Superdrug continued to launch new fragrances and showcase these in store with best-in class execution

