



Your shop in your Customer's pockets
Gordon Newman
O2 Ireland

Hello





O₂

A Telefonica company

Telefonica

 movistar

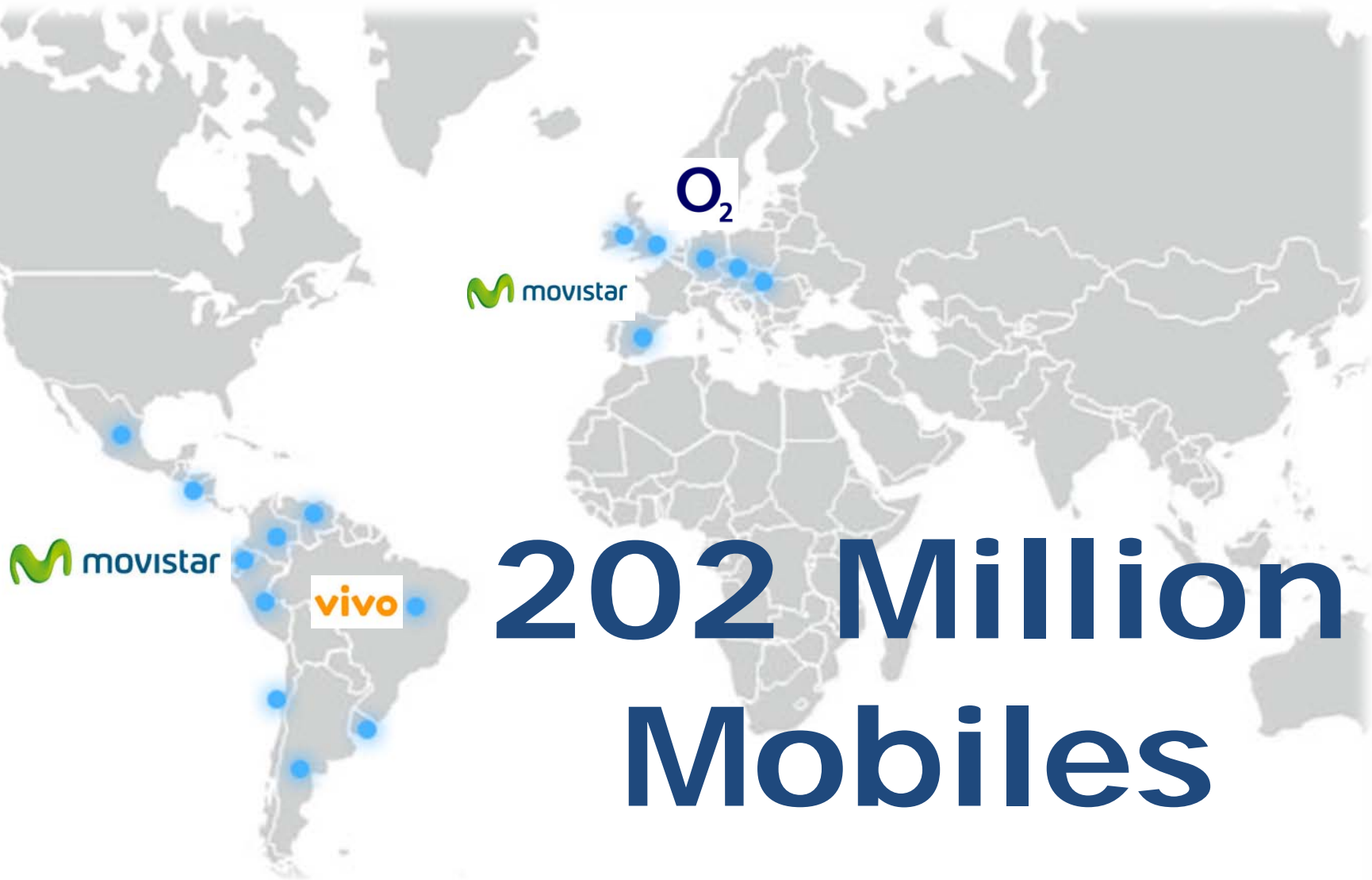
O₂


terra

vivo

25 Countries

265 Million Customers



202 Million Mobiles



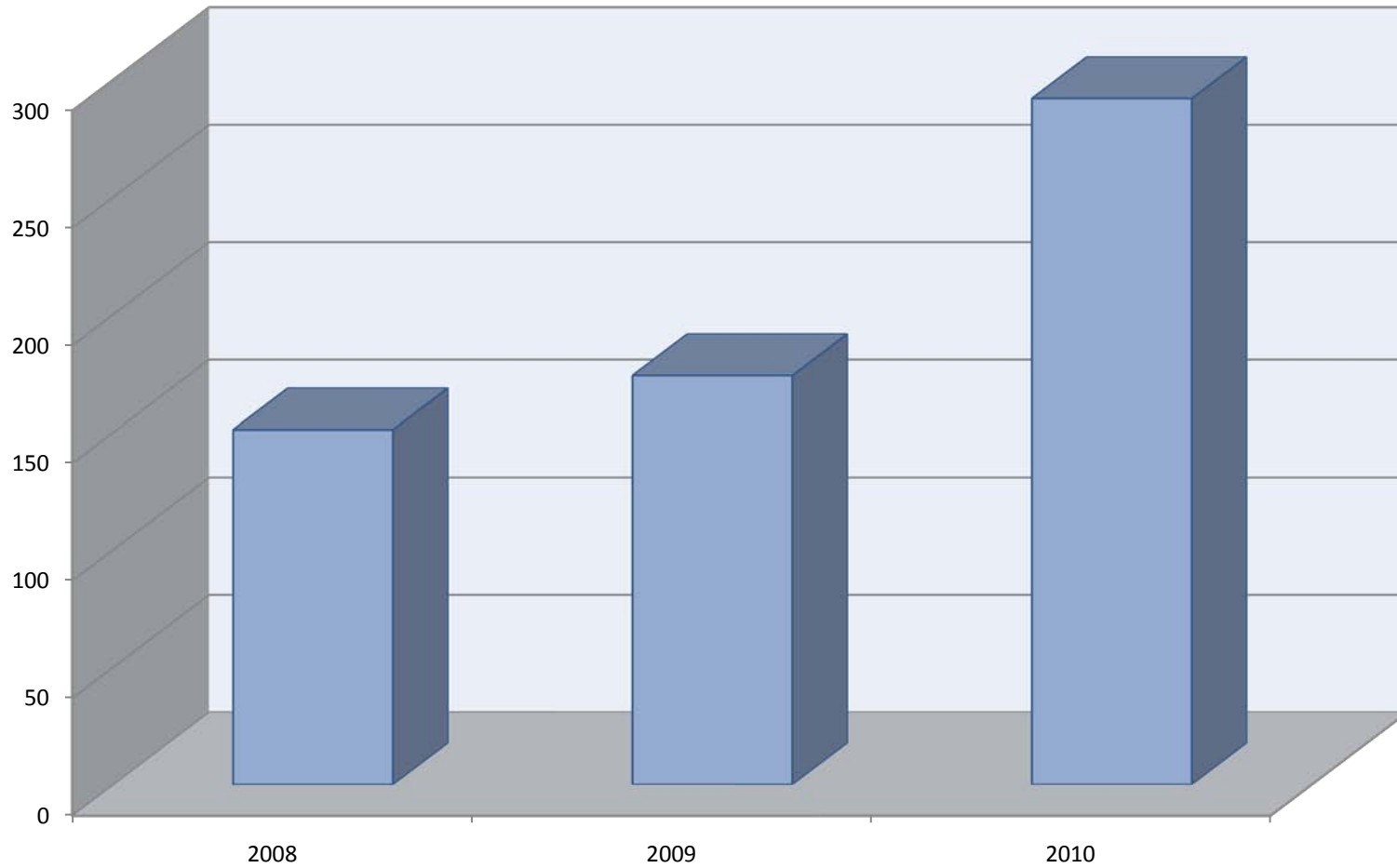
500 Million users

200 Million mobile

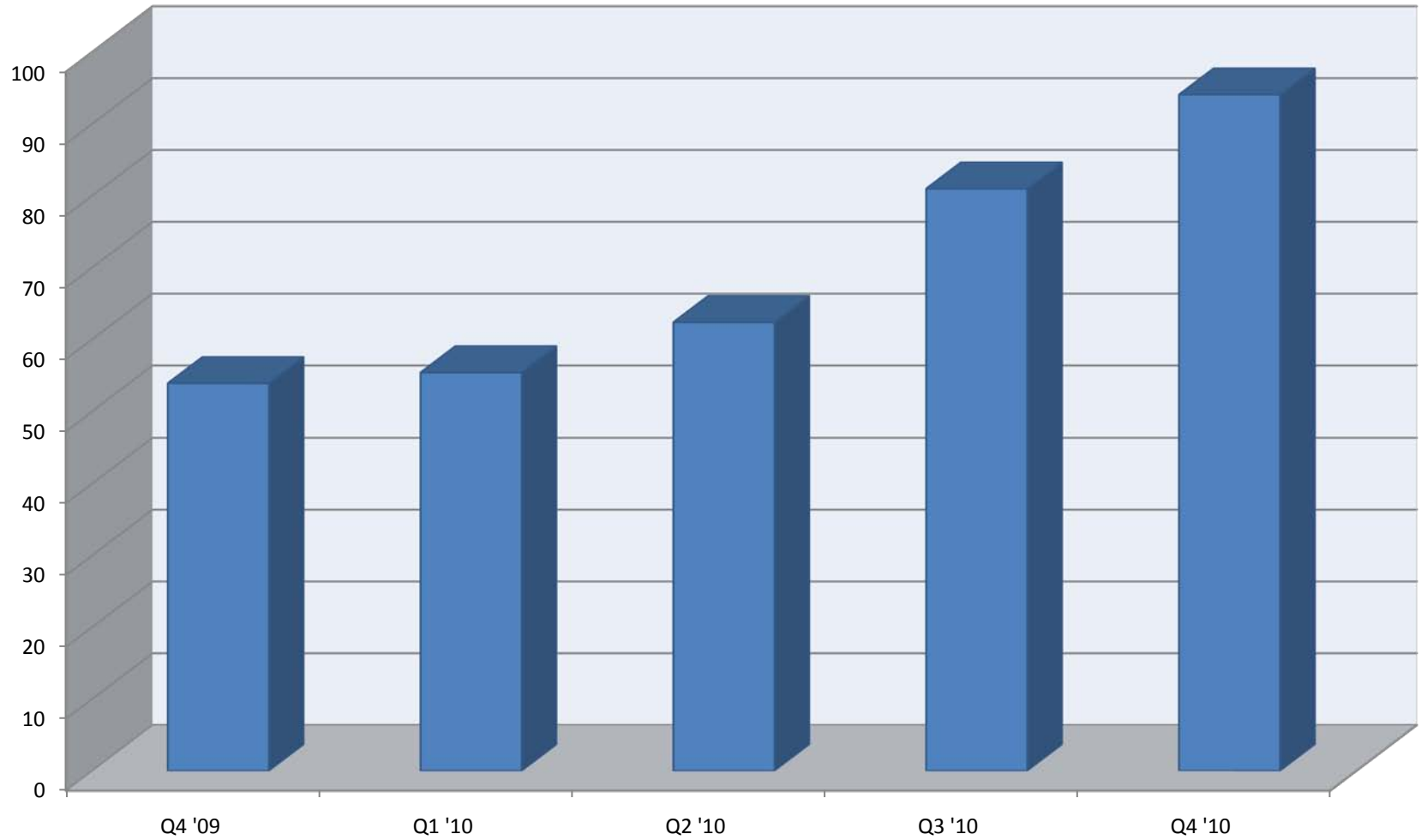


5,000,000,000

Global Smartphone Sales



Global Smartphone Sales by quarter







so what?



“M looks a lot like E did a decade ago”

Katie Deatsch

Associate Editor of Internet Retailer Magazine



Mobile is not a PC



And it's not a Mac



Mobile is different



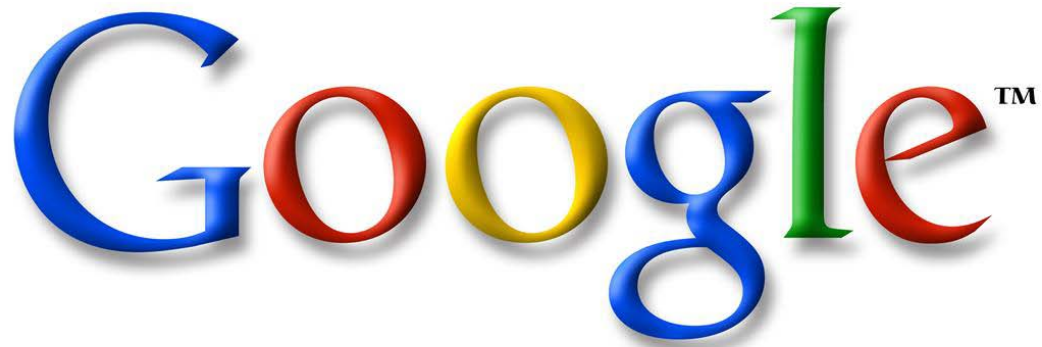
Mobile is always on



Mobile is increasingly location aware



Mobile is social



“mobile emerged as a holiday shopping assistant and purchase channel.”

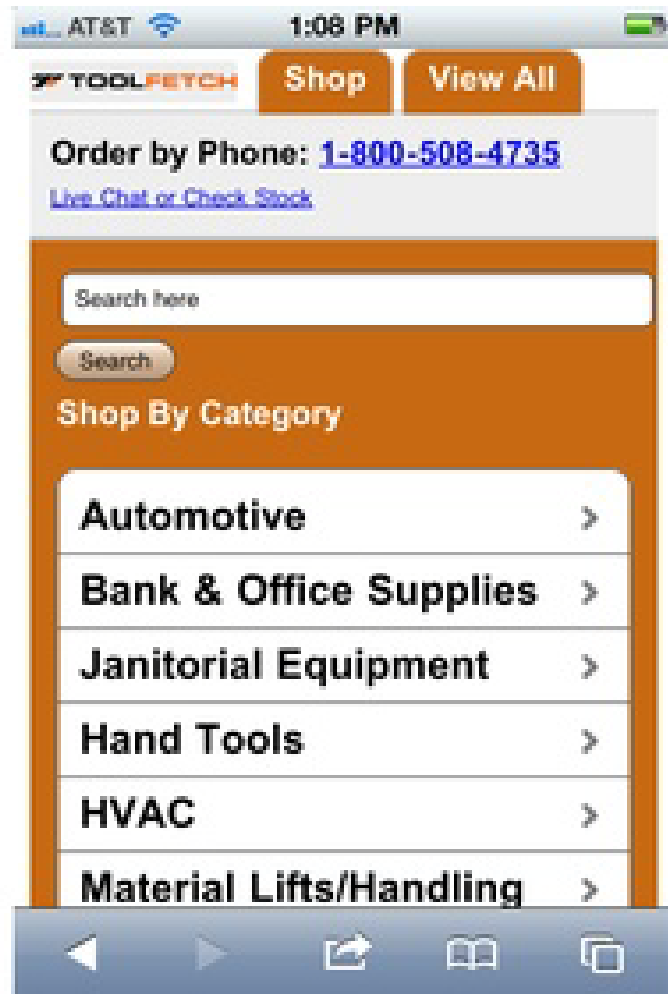
24% purchased through an m-commerce store or mobile app

- 27% used their smartphones to compare prices
- 23% to read customer reviews
- 21% to read general product information
- 21% to locate a store
- 20% to find promotions or coupons
- 16% to check in-store availability of an item
- 14% to scan a bar code
- 10% to watch a product video

Moved to mobile



Launched a mobile site after seeing traffic.



Toolfetch.com
reduced their
categories

Mobile has to be easy

3-2 Mobile can be an extension of existing services

steepandcheap®
One killer gear deal, one item at a time until it's gone.

SNAG THE IPHONE APP NEVER MISS ANOTHER DEAL Sign in

current steal my account where's my gear? cart alerts help

LAST CALL! Daily Deals: Up to 90% Off Men's, Women's, and Gear at Department50Goods.com

SOG Knives Double Headed Axe w/Nylon Sheath:
GURGGGGHI

\$37.99 52% off reg. \$79.95

select color / size 3 item limit

get another?

Add to Cart

quantity remaining: 63
time remaining: 11:56
people on page: 7,911

The Adobe Flash plugin has crashed. Send crash report.

Identical photos and content are found on Steepandcheap's online website and on its mobile app.

steepandcheap

SOG Knives Double Headed Axe w/Nylon Sheath:

\$37.99 52% Off

SOG Knives Double Headed Axe w/Nylon Sheath: 12:18

3 item limit

Black, One Size
61 of 99 remaining

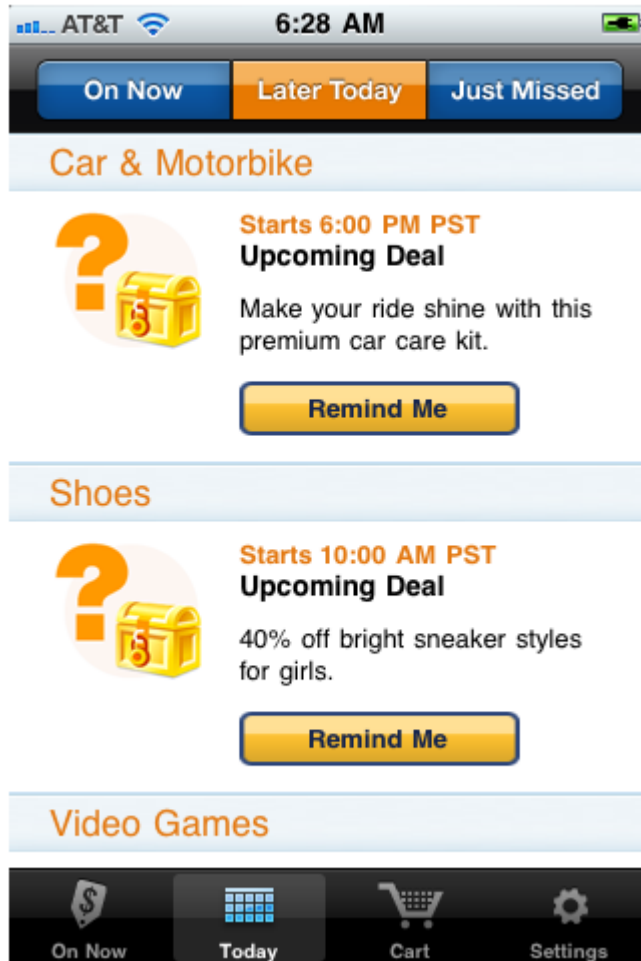
Buy Now

Current Steal Checkout Settings

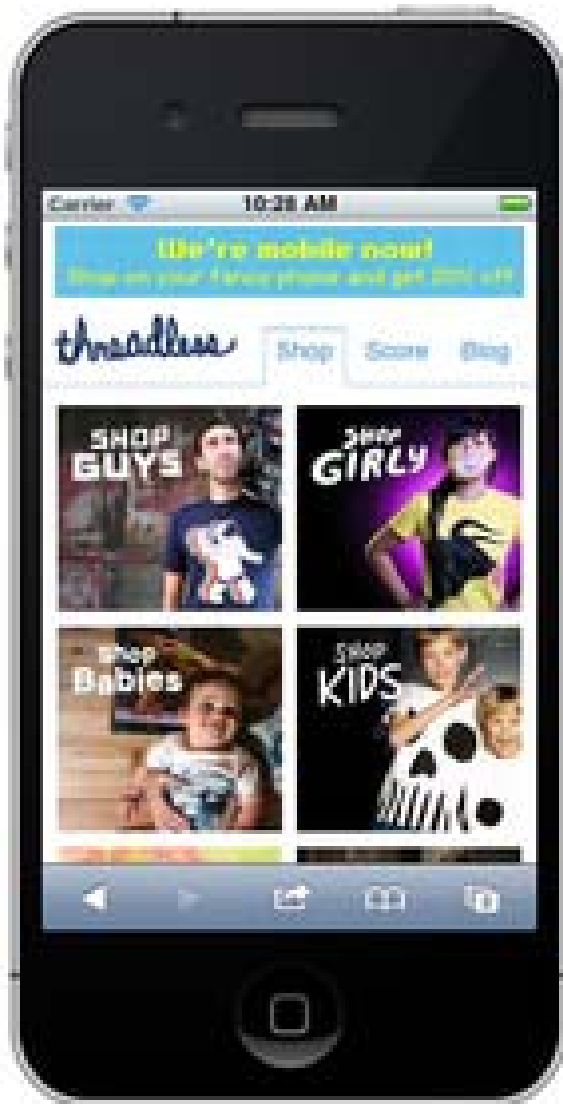
Source: Steepandcheap website and Steepandcheap iPhone application

Source: Forrester Research, Inc.

58676



Amazon.com
post exclusive
deals to a
mobile app



Threadless.com
allows mobile
browsers to rate
and share t-shirt
designs

Made for mobile

Paypal makes checkout simple and quick



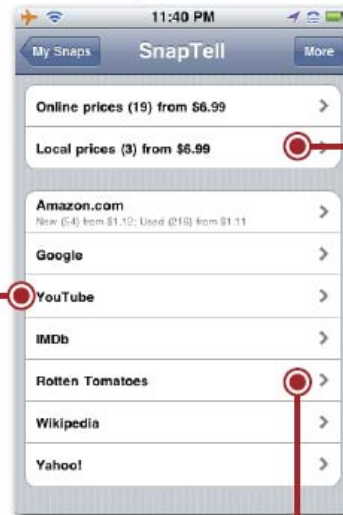


5-1 Amazon.com's SnapTell drives higher engagement with media previews and consumer reviews

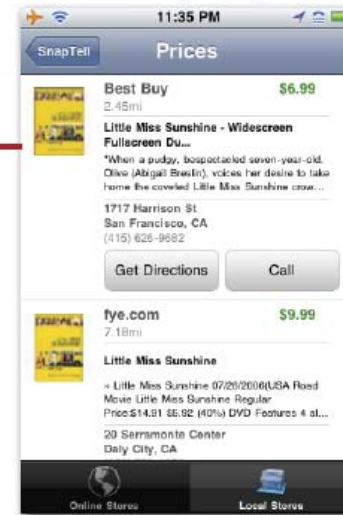
Snap photo of DVD on display shelf or scan bar code



SnapTell options



Local pricing



Previews on YouTube



Consumer reviews





Thanks.