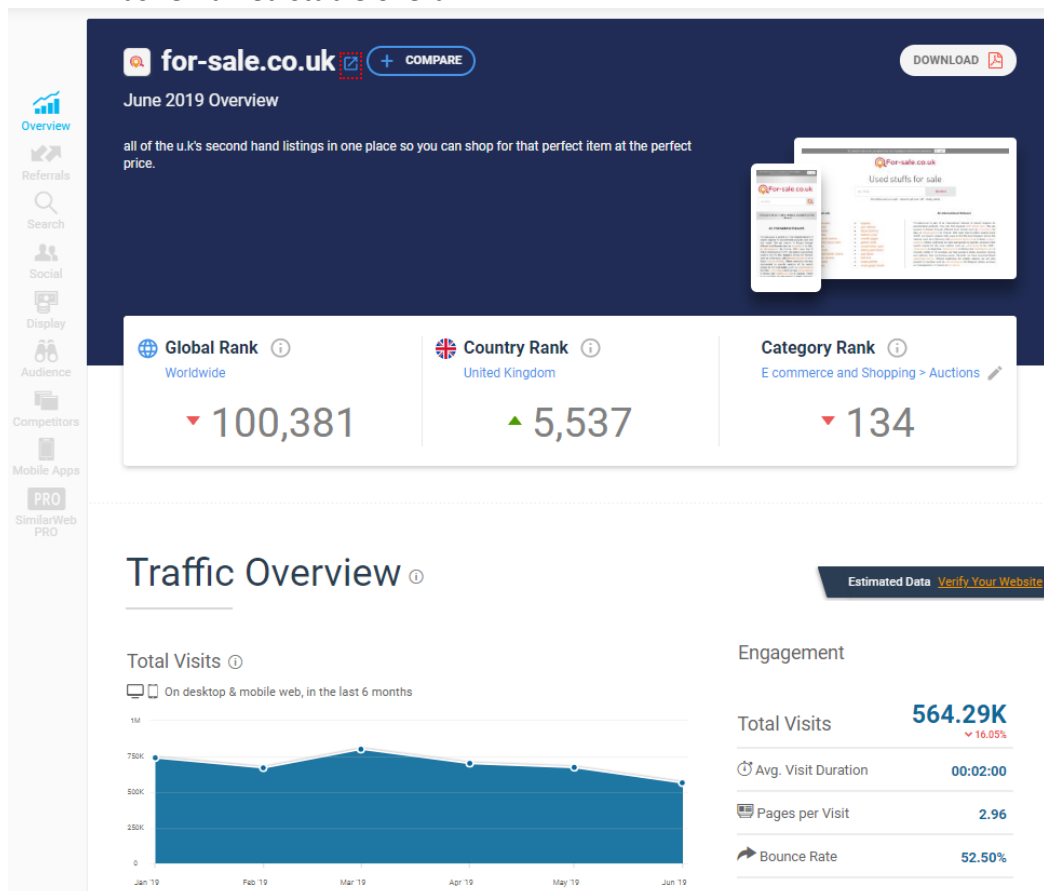


Press Release Global eRowz

1. Projects and features

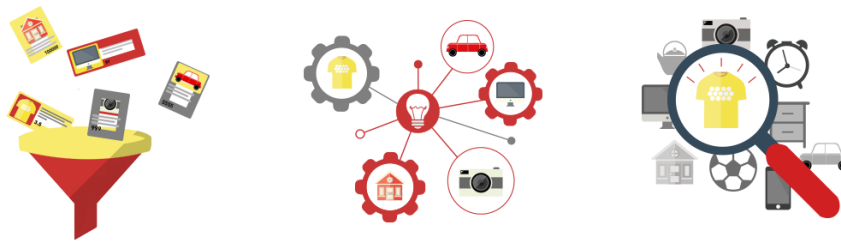
The year 2019 was a hectic one, full of twists and turns for for-sale.co.uk! Many features have been added to the site and a major redesign has been organized to optimize the user experience and, consequently, to satisfy our Internet users looking for great deals. These new features have been very well received by users: indeed, we have seen a significant increase in the usage metrics of our pages, even if traffic has remained stable overall.



A. Our new features and functions

Efficient classification of ads

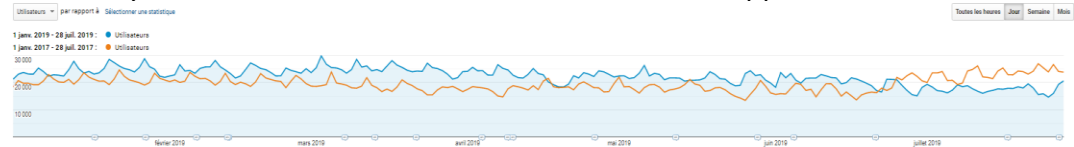
From now on, we classify the site's ads ourselves, i.e. each ad is linked to a specific internal category. Why? Each of our partners (eBay, Preloved, Amazon, Catawiki...) has its own classification system. Mapping these is generally complex and regularly leads to irrelevant results. Our new artificial intelligence system avoids these inconsistencies that affect the comfort of our users. Indeed, in concrete terms, our system offers Internet users the possibility of navigating through the categories and choosing the product best suited to their needs, via the classification system



The typical example we like at eRowz: "Van VW car" can mean a collector's miniature or a vintage car - which does not quite meet the same objective and does not imply exactly the same budget, we agree. The classification then helps the user to direct his query to what he is really looking for.

A very practical email alert system

We continue to improve email alerts, which are designed to alert the user when a new ad, for the item they are looking for, is posted online. 100% free and extremely convenient, this is the feature that has most appealed to our users.



That's why we have developed a point:

We are committed to optimizing it, both in terms of user experience and costs, to ensure that it is completely free of charge and perfectly effective over the long term. For example, we went from Mailchimp, which had decided to increase its rates, to Amazon SES. As a result, we have cut our costs in half and deliverability is still excellent.

A Look & Feel optimised



After 5 years of an unchangeable graphical interface, we decided to update our design. Nevertheless, our main concern was not to disturb our Internet users and to offer them a result that would not upset their landmarks and habits.

Our teams have therefore redoubled their ingenuity during this major graphic redesign of the platform, in order to combine practicality and aesthetics. This change has already been implemented on the home page.

The filters are, as for them, in the process of A/B testing and, once they are online, it will be on the detail page of the ads to be optimized.

B. Objectives 2019

Our objective for 2019 is mainly to improve the platform's usage metrics. Despite these optimizations, the overall audience remained stable.

However, on the other hand, we have observed a strong increase in page views and a significant decrease in the bounce rate. These two elements are very positive, and we sincerely hope that the overall audience will increase rapidly accordingly!



C. New projects 2020

2020 will be a successful and challenging year for eRowz, we already feel it 😊 We hope to complete our optimizations and realize the results of the technical changes made in 2019, but more importantly, we have launched a major partnership campaign with various platforms to improve the visibility of our brand on the Web.



Some examples:

- The design of a price comparator in collaboration with an English company
- A partnership with many sites to promote our used product search engine
- A collaboration with a moving company for our real estate platform
- An association with some universities to allow students to buy their school books at low cost

In addition, we will work to reduce the code on our pages, to make the engine accessible to the "low-device" of emerging countries and to limit loading time for users in general.

2. Figures

As any improvement starts with good reporting, we have gathered a lot of information throughout the year. Therefore, we can tell you that For-sale.co.uk is, among other things:

- 3.4 million users
- 27 million ads
- 7 partners
- 18.3 % of very recurrent visitors
- An average loading speed of 7 seconds

(Figures for the UK, for the first two quarters of 2019)

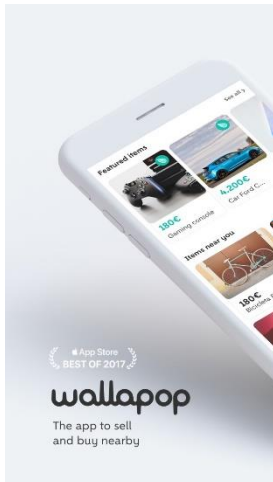


We can also inform you that, among the Internet users browsing our site, 65% are men and 11% are between 25 and 35 years old.

85% of users are located in the United Kingdom. 31% surf with their mobile phone instead of a laptop or tablet and 29% use Chrome. Funny fact, one would have expected it to be either "iPhone" or "Bose headset", but no: the most sought-after keyword of the year was "argocat".

3. Market developments

A. Mobile app



In 2019, mobile applications specialising in the sale of second-hand products experienced a real explosion - reflecting the ever-increasing interest of Internet users in the second-hand market. In Europe, certain platforms for buying and selling second-hand clothing have stood out: Vinted, Collective Changing Room, UnitedWardrobe, Depop, Videdressing, etc. In addition, more generalist sites have developed: Wallapop, Letgo, Offerup...

B. New types of sites (backmarket, etc.)



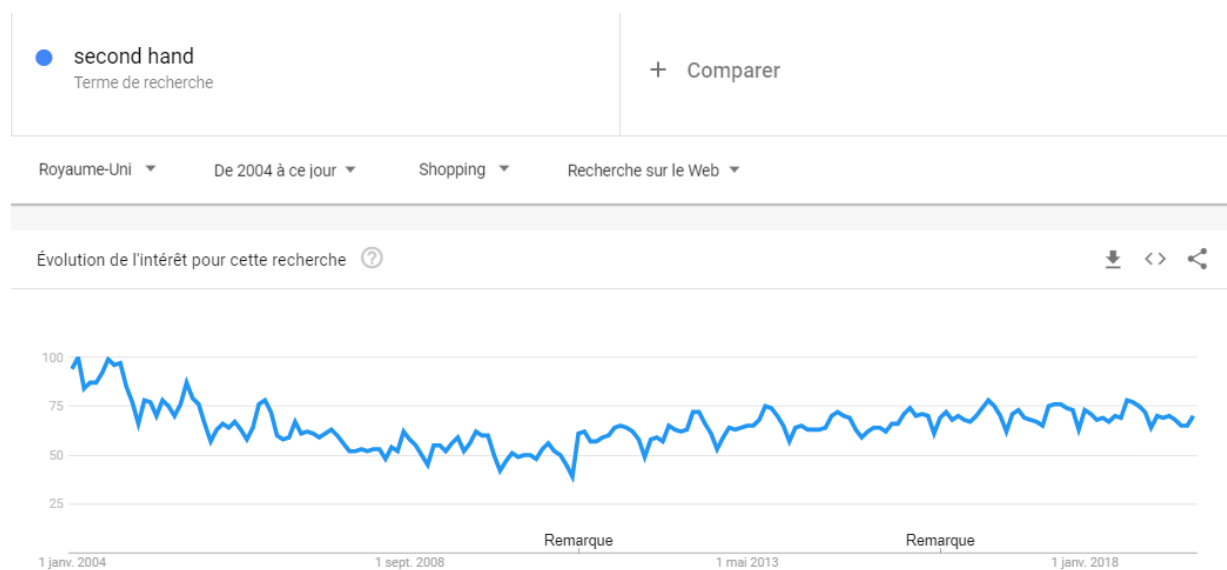
The trend in 2019 and the years to come, is towards verticalization, i.e. the creation of specialized sites with a specific theme (clothing, mobile phones, cars, etc.), to the detriment of generalist sites such as "Gumtree".

Why? Having an experience adapted to each demand and each user in a context where the offer of second-hand products is exploding becomes essential. The clutter of generalist sites is a real problem and Internet users are moving away from it for an optimized experience through applications or sites that pose themselves as experts in the field.

The impact for eRowz? We like the fragmentation of the market, the diversity of partners and offers. Our main role is to advise and support these new niche players throughout this transition in the second-hand market.

C. Research trend

The second-hand market has long been criticized. Associated with "cheap" and poor quality, this market was somehow "snubbed" by the upper middle class. However, since the wave of awareness of climate change and awareness of working conditions outside Europe, buying second-hand has become both an ecological and economic act of citizenship. In addition, the "old" has gradually become the "vintage"... and it is very trendy!



Like any evolution, this one is also observed in Internet research. Here, the illustration shows the evolution of the number of Google searches containing the term "second hand".

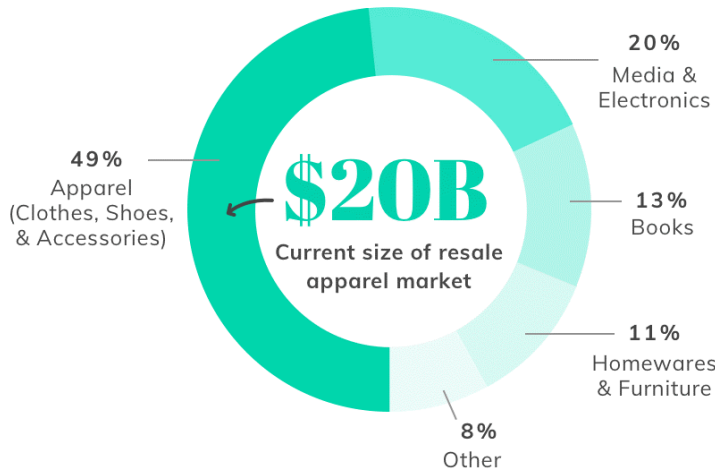
D. Top categories



Declining purchasing power, consideration of environmental and social issues, a trend towards vintage... All these reasons have enabled various categories of second-hand products to experience rapid growth in recent years. Clothing is the main concern and accounts for 49% of the second-hand market. On the second step of the podium are electronic devices - smartphone, laptops, iPod, etc. And finally, in third place with 13% of the market, books, which remain popular despite the advent of reading lamps.

4. Carbon footprint and environmental issues

A. The second-hand sector, a CO2 reduction player



Although a lot of data still needs to be calculated and the real impact still needs to be assessed, it is no longer necessary to demonstrate that the second-hand market reduces the CO2 footprint.

Indeed, several studies claim that the textile industry, for example, pollutes more than transport. In addition, the terrible working conditions

of textile workers are no longer unknown to the general public, due to tragedies such as the collapse of the Rana Plaza in 2013 and thanks to perfectly documented documentaries such as *The True Cost*, among others.

Another illustration: the electronics market, and more particularly the smartphone market, is also facing a growing awareness, both environmentally (production, overconsumption, waste management, programmed obsolescence, etc.) and socially (child labour, exploitation of workers, gang wars, etc.).

The reuse of products, whether they are clothing, electrical products, cars or home decorations, is therefore an incredible benefit for the planet as a whole and eRowz hopes to make its contribution within its means by helping users find second-hand products adapted to their needs.

B. Deconsumption



Over the past three years, household consumption in industrialized countries has been falling. Indeed, falling purchasing power, rising inflation and changing lifestyles are leading us to deconsumption. Moreover, in general, the trend is clearly towards a decline and a return to basics.

In this deconsumption, whether suffered or voluntary, there is a paradigm shift that pushes citizens to use second-hand products rather than new ones: habits change, and the sale or donation of second-hand products has become a matter of course. This is great news for the planet... and for the wallet!

C. eRowz + Smogey

As part of its efforts to reduce environmental impacts, eRowz is associated with Smogey, a Belgian start-up specialising in waste management, soft mobility and the circular economy.

we have drawn up a taken, to limit our include the (milk, coffee, tea, products (towels, CO2 footprint development aid eliminating daily utensils, and teleworking, being are, for us, at the heart of our we try to give



Within our own team, list of actions to be footprint. These purchase of Fairtrade etc.) and reusable etc.), offsetting our through a project, completely plastic cups and encouraging cycling etc. Ecology and well-closely linked and are projects. That is why maximum priority to

all initiatives in this direction and work to improve continuously at this level.

