

TEMPLE & WEBSTER GROUP LTD

ABN 69 608 595 660

ASX Announcement

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TPW launches first store

Milan Direct (www.milandirect.com.au), Australia's number one online furniture retailer, has opened their first bricks and mortar store with a 800sqm pop-up showroom located in Richmond, Victoria.

The pop-up is the first foray into physical retail for the Temple & Webster Group, which acquired Milan Direct in late 2015. The move is part of Temple & Webster Group's strategy to introduce an offline offering and is the next phase of growth for Milan Direct as it seeks to capitalise on its wealth of customer and online data to extend its offering to consumers wherever they like to shop - online and offline.

The move into a physical space follows from the success that other online retailers have experienced. In recent months, international retailers including Amazon, Warby Parker and Birchbox have made the move from pure-play online to the physical as they look to build volume and scale through multiple channels of distribution.

As a leader in e-commerce, Milan Direct co-founder Dean Ramler said it's a completely natural evolution for the 10 year old Milan Direct brand to make the move into physical retailing.

"We're a retailer and we need to be wherever our customers want us to be. I expect the pop-up showroom to be successful in its own right and if the international experience is anything to go by, I predict an incremental lift in online conversions as well as even more customers discover just how good our offering is in terms of quality and value," said Dean .

"This store is a true omni channel experience, giving the best of both sides of the Milan Direct shopping experience. Customers can see, touch and test the quality of our furniture and thanks to some clever in-store tech solutions, we're also able to showcase our huge range of online products too.

"Our pop-up showroom will give us a chance to share our passion for quality, stylish and affordable furniture, and have a much deeper and more personal engagement with our customers."

The pop-up will showcase the premium collection of furniture and homewares available from Milan Direct, with collections updating each month and selected from the extensive range of over 15,000 products available from the online store. Premium ranges from around the world are currently on display, including ranges from Creative Co-op and Ashley Furniture.

Popular brands such as Royal Doulton, Gordon Ramsay, Noritake and Laguiole are also available to purchase in-store, with larger furniture items available to view and purchase on the spot or online for next day dispatch from our Melbourne warehouse.

“This is a great opportunity to take our brand to an even broader market. We know a lot about our customers and website visitors, what they like and don’t like, what products are trending right now. We know our customers love to shop with us online, we also know there’s a segment of our customers who will really appreciate being able to see, touch and test our products for themselves to give them even more comfort about buying online with us,” said Dean.

The Milan Direct showroom is located at 77 Burnley Street, Richmond, Victoria, is open Monday to Friday 10AM - 6:30PM and weekends from 10AM - 5PM.

ENDS

Contacts

Shareholders and Analysts

Brian Shanahan
CEO
02 9698 4548

Media

Sarah McCarthy | The PR Group
sarah@prgroup.com.au
0400 359 473

About the Temple & Webster Group:

The Temple & Webster Group is one of Australia's leading online retailers of furniture and homewares. The Group's vision is to be the first place Australians turn to when shopping for the home, and currently operates the Temple & Webster, ZIZO and Milan Direct platforms.

The Temple & Webster brand provides a curated offering of over 10,000 different products per month from over 400 suppliers. ZIZO is one of Australia's largest marketplaces for furniture and homewares with over 100,000 products on sale from over 700 suppliers. ZIZO runs an innovative drop-shipping model, whereby products are sent directly to customers by suppliers thereby enabling faster delivery times, reducing the need to hold inventory and allowing a larger product range. Milan Direct is one of Australia's largest online retailers of furniture with operations in Australia and the UK, and nearly 10 years of experience in sourcing private label products under the Milan Direct brand.

The Temple & Webster Group is headquartered in Sydney, Australia and is listed on the Australian Securities Exchange under the code TPW.