




6 month interim results

24th November 2015

ao Website Revenue
up 23.7%
23% ↑
Overall UK orders

 **up 21.7%**
total revenue
€21.7m
ao.de total revenue

UK operational highlights



My account
Launch



Track Your
Order Launch



360°
3D Animation

customer service & proposition



NPS
80%+



Becoming a
destination for
information



The UK's joint
number 1
Online Shop
*Which? annual
Survey July 2015

International expansion

Germany



Work has begun to
build our 35,000
sq metre European
head office



Netherlands



**HOT OFF
THE
PRESS**

Expected to
launch Spring 2016

MDA** market of €1.4 bn pa
SDA** market of €0.8bn pa
AV** market of €1bn pa

** Source 2014 Euromonitor data