



## EVENTS & CONFERENCES



**Tarket 2014**



## Event logo

3 proposals



LET'S BUILD  
**THE TARKETT  
OF 2020**

FoCus Meeting 2014



LET'S BUILD  
**THE TARKETT  
OF 2020**



LET'S BUILD  
**THE TARKETT  
OF 2020**

FoCus Meeting 2014

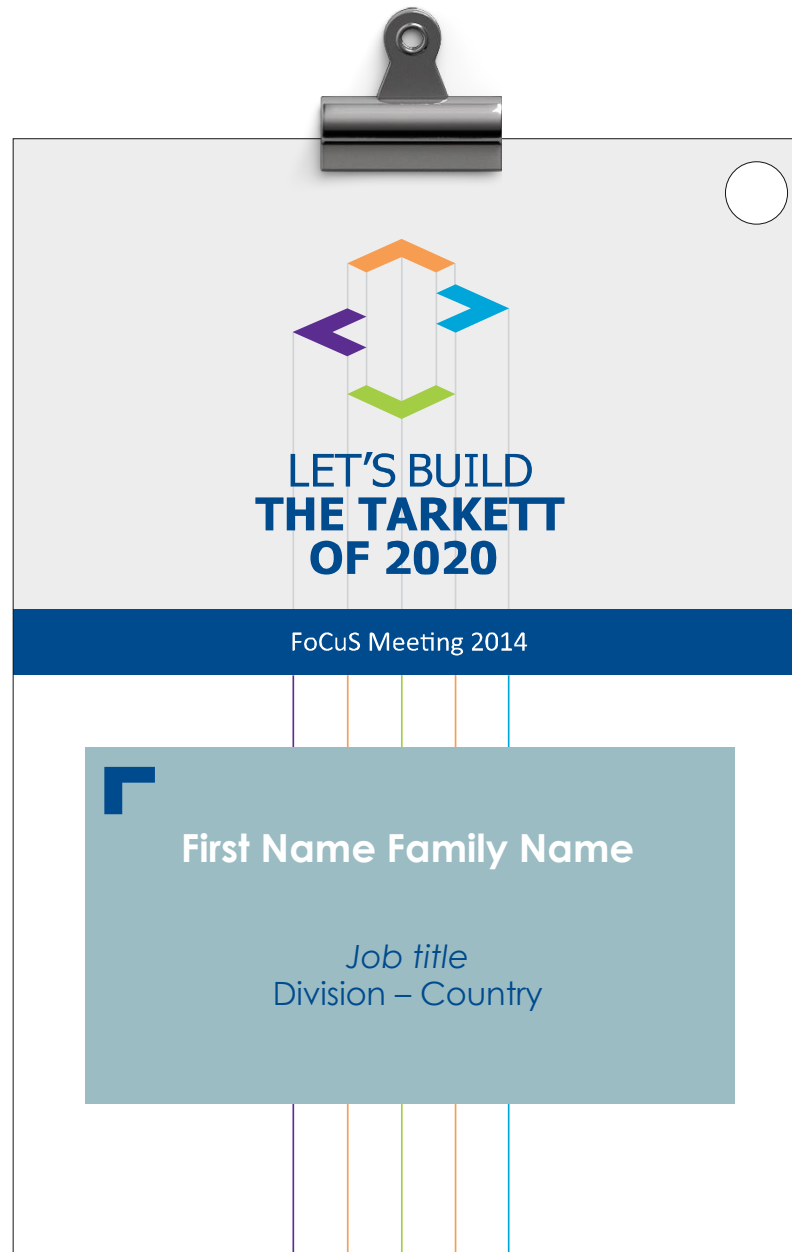


[Selected]

# Badges

170 participants

Mailing merge system



[Recto]

FoCuS Meeting	
Schedule	
WEDNESDAY, DECEMBER 10 <sup>TH</sup>	
12:30 – 2:00	Lunch (Salt restaurant)
2:00 – 2:10	Welcome Speech
2:10 – 2:15	2014 Highlights Video
2:15 – 2:45	Welcome Desso Team
2:45 – 3:45	Tarkett 2020 Strategy
3:45 – 4:00	Break
4:00 – 4:45	HR Strategy and Employee Feedback Key Learnings
4:45 – 5:15	Free time
5:15 – 6:00	Departure to Social Event
6:00 – 8:00	Tarkett Awards Ceremony
8:00	Social Event
THURSDAY, DECEMBER 11 <sup>TH</sup>	
7:30 – 8:30	Breakfast (Wave restaurant)
8:30 – 9:30	Finance Presentation
9:30 – 10:00	Tarkett Sustainability Strategy
10:00 – 10:15	Introduction of the Workshops (explanation of the Workshops' organization)
10:15 – 1:15	Workshops
1:15 – 2:30	Lunch (Salt restaurant)
2:30 – 3:30	Synthesis in Sub-groups
3:30 – 4:00	Debrief 1
4:00 – 4:30	Debrief 2
4:30 – 5:00	Break
5:00 – 5:30	Debrief 3
5:30 – 6:00	Debrief 4
6:00 – 6:10	Workshops Wrap-up
6:10 – 7:10	Q&A session
7:10 – 7:30	Conclusion
7:30 – 8:15	Cocktail
8:15 – 9:45	Dinner (Bravo 24 restaurant)

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# Directory

170 participants

Mailing  
with merge fields  
system

InDesign

Size A5



DIRECTORY



FoCuS Meeting 2014



# Directory

170 participants

Mailing  
with merge fields  
system

InDesign

Size A5



## Directory



**ANTONYUK Andriy**

General Manager Ukraine  
TEE – Ukraine



**AYED Anne-Christine**

Group EVP Research, Innovation & Environment  
Corporate – Luxembourg



**AZAROV Maxim**

General Manager Russia  
TEE – Russia



**AZEVEDO Pedro**

Division Controller  
TSP – Canada



**BARBIER Sébastien**

Internal Audit Director  
Corporate – France



**BARTHÉLEMY Fabrice**

Group CFO  
Corporate – France

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FoCuS Meeting  
2014



**BAUBIGEAT BOUCHERON Alexandra**

Investor Relation Manager  
Corporate – France



**BAUER Raphaël**

Group Financial Controller  
Corporate – France



**BENETREAU Jacques**

Group VP Finance  
Corporate – France



**BEYNON Drew**

Chief Operating Officer Track  
TSP – Canada



**BISCHOFF Mark**

VP Sales - Commercial  
TNA – USA



**BOSNJAK SAKIC Snezana**

New Business Strategic Director  
TEE – Serbia

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# Welcome Book

36 pages

InDesign

Size A5



FoCuS Meeting 2014

## A WORD FROM THE PRESIDENT



I am pleased to welcome you to this highlight of the year and I hope you will be inspired by our guiding theme: "*Build the Tarkett of 2020*", progressing towards our vision "the ultimate customer experience".

These two days will also be the opportunity for us to network and strengthen our collective entrepreneurial spirit.

Enjoy your stay in Barcelona!

*Michel Giannuzzi*



# Welcome Book

36 pages  
InDesign  
Size A5

Dear colleagues,  
We are pleased to welcome you in Barcelona  
for the 2014 FoCuS Meeting.  
This booklet will help you to find all the information  
you need to have a pleasant and interactive stay.  
If you have any questions, please,  
do not hesitate to contact us.  
The organization team:



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# Welcome Book

36 pages

InDesign

Size A5



FoCuS Meeting 2014

THE VENUE



# Welcome Book

36 pages

InDesign

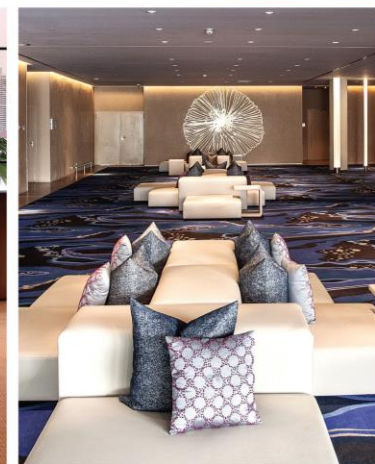
Size A5



W Hotel Barcelona

Plaça de la Rosa dels Vents, 1, 08039 Barcelona, Spain

Meetings



# Welcome Book

36 pages

InDesign

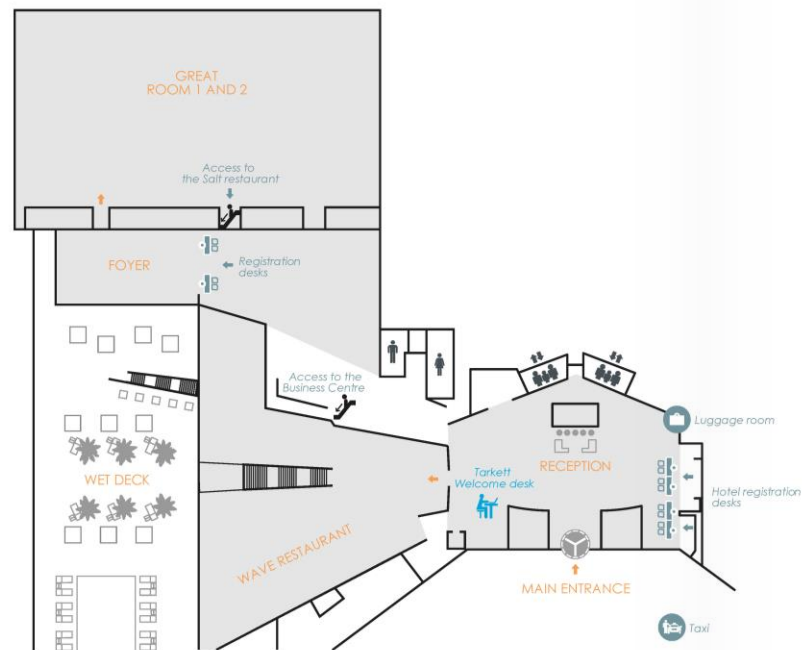
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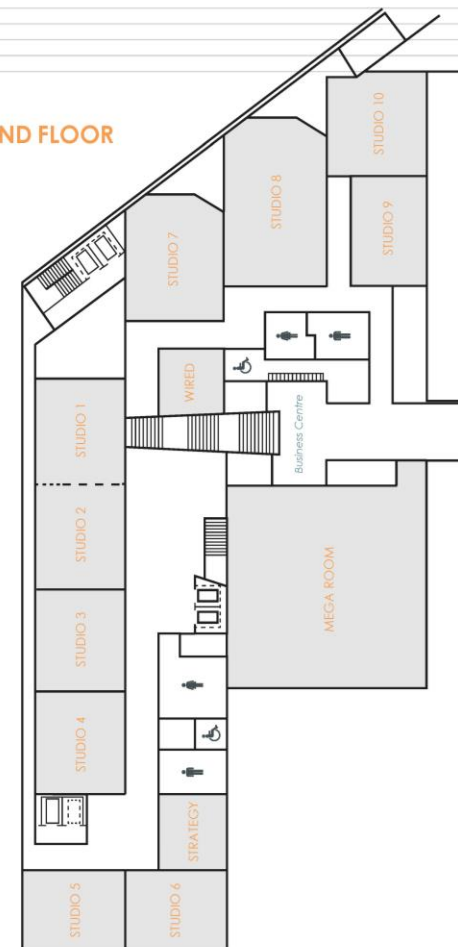
W Hotel Barcelona

Maps and Directions

## GROUND FLOOR



## LOWER GROUND FLOOR



# Welcome Book

36 pages

InDesign

Size A5



FoCuS Meeting 2014

WHAT TO DO IN BARCELONA?







What do to  
in Barcelona?

## TOURISTIC PLACES

### Sagrada Familia

> Carrer de Mallorca, 401, 08013 Barcelona, Spain



### Mercat de la Boqueria

C/ Rambla, 91  
08001 Barcelona, Spain



### Güel Park

> Carrer d'Olot, 08024 Barcelona, Spain



### Casa Batlló

> Carrer d'Olot, 08024 Barcelona, Spain

## RESTAURANTS

*Authentic Paella: Fisherman's Village Barceloneta:*

**Can Majó** | The spot for lunch on a sunny day! Enjoy your Paella on the lively beachfront with views on the Mediterranean.

> Almirante Aixada, 23, 08003 La Barceloneta, Barcelona, Spain  
+34 932 21 54 55

**Barceloneta** | The freshest seafood on the Harbor of Barcelona with an unbelievable panorama!

> C/ de l'Escar, 22 Moll dels Pescadors, 08039 Barcelona, Spain  
+34 932 212 111

**7 Portes** | Founded in 1836 this is a landmark restaurant with a great selection of rice dishes and other Catalan plates!

> Passeig Isabel II, 14, 08003 Barcelona, Spain  
+34 933 19 30 33

**Botafumeiro** | The classical and most famous seafood restaurant, among locals and tourists!

> Carrer Gran de Gràcia, 81, 08012 Barcelona, Spain  
+34 932 18 42 30

Welcome  
Book

36 pages

InDesign

Size A5



# Slide and template design

PowerPoint 2013

3 templates proposal

200 slides designed





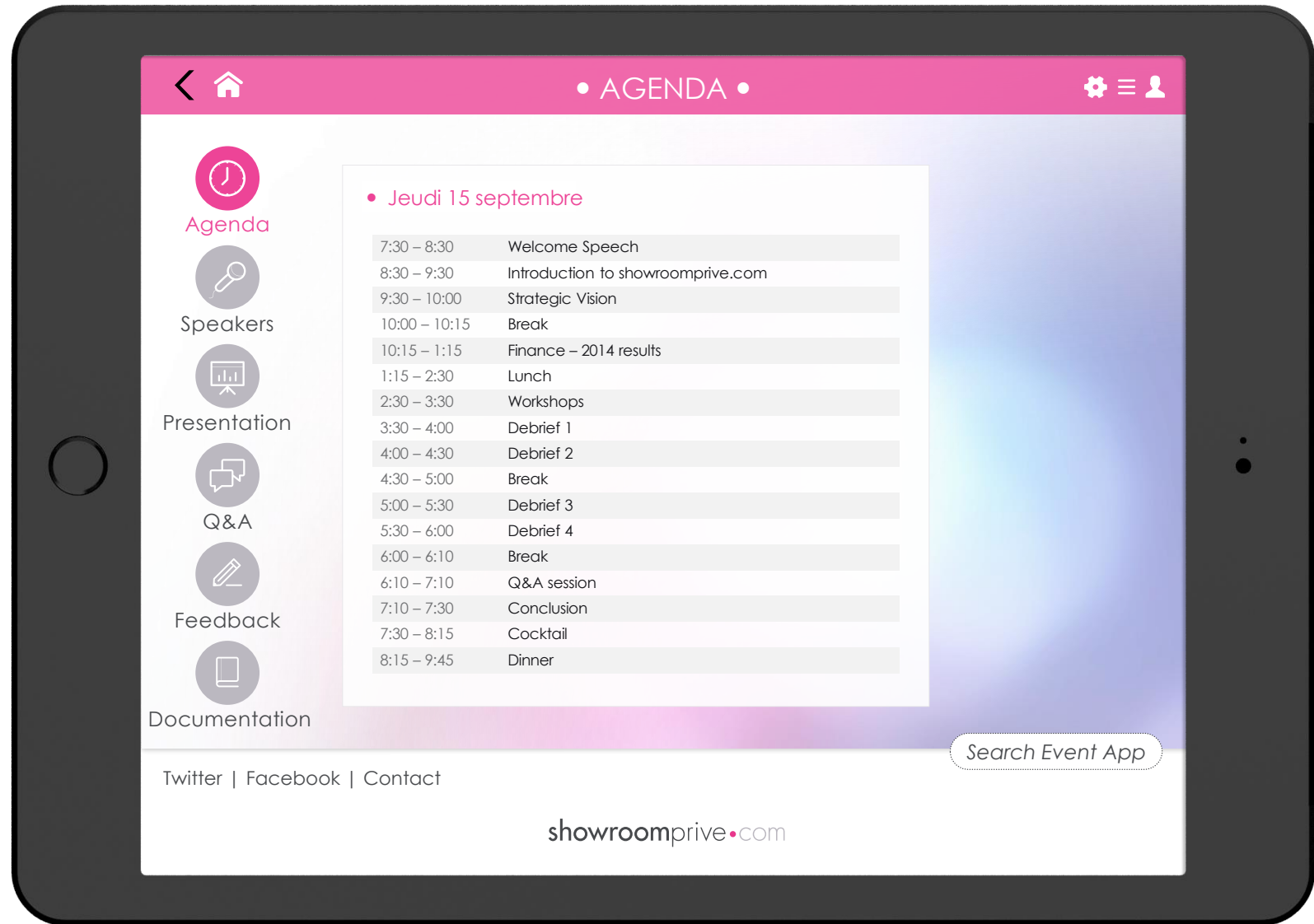
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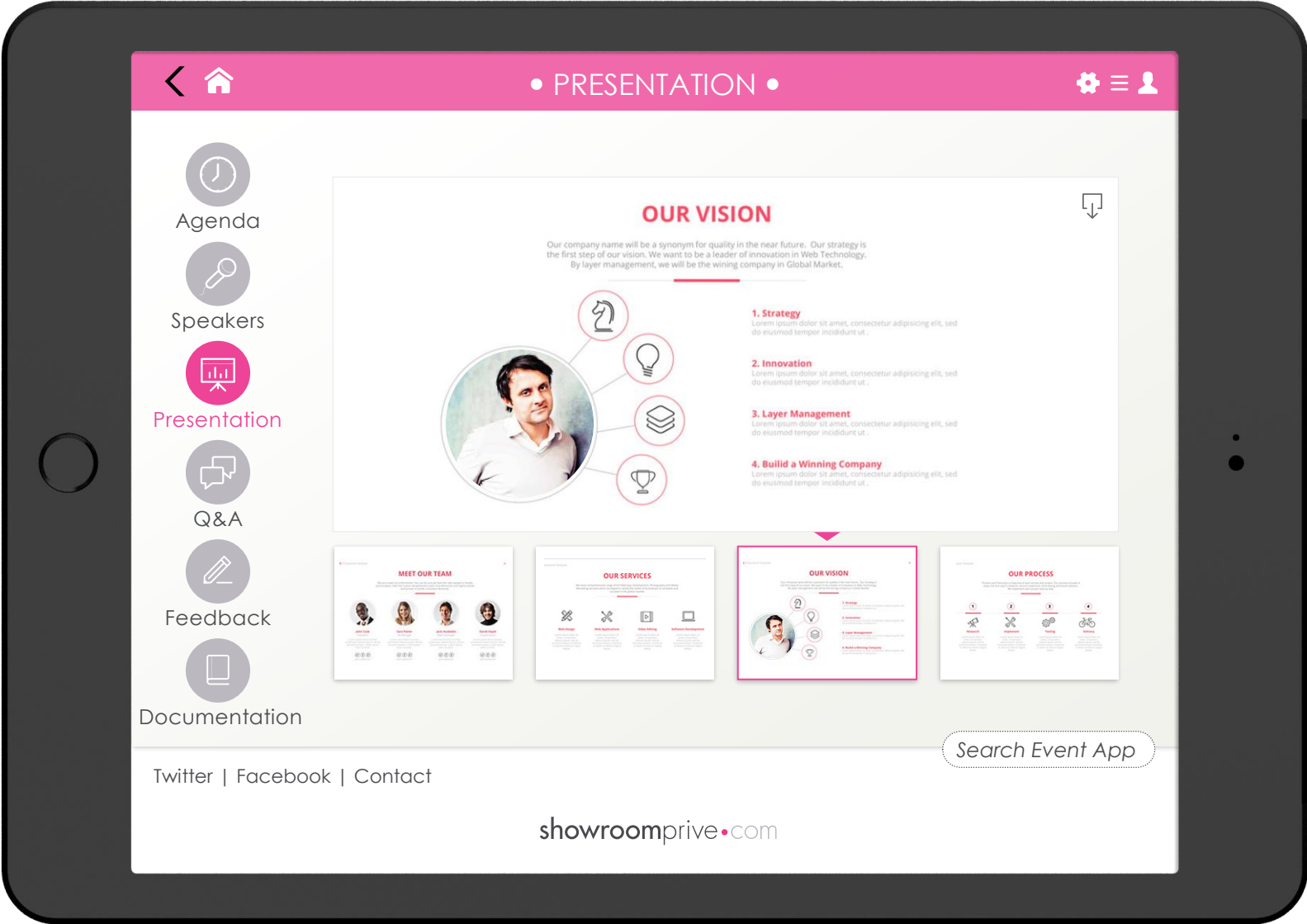
# Ipad UI Design

8 screens



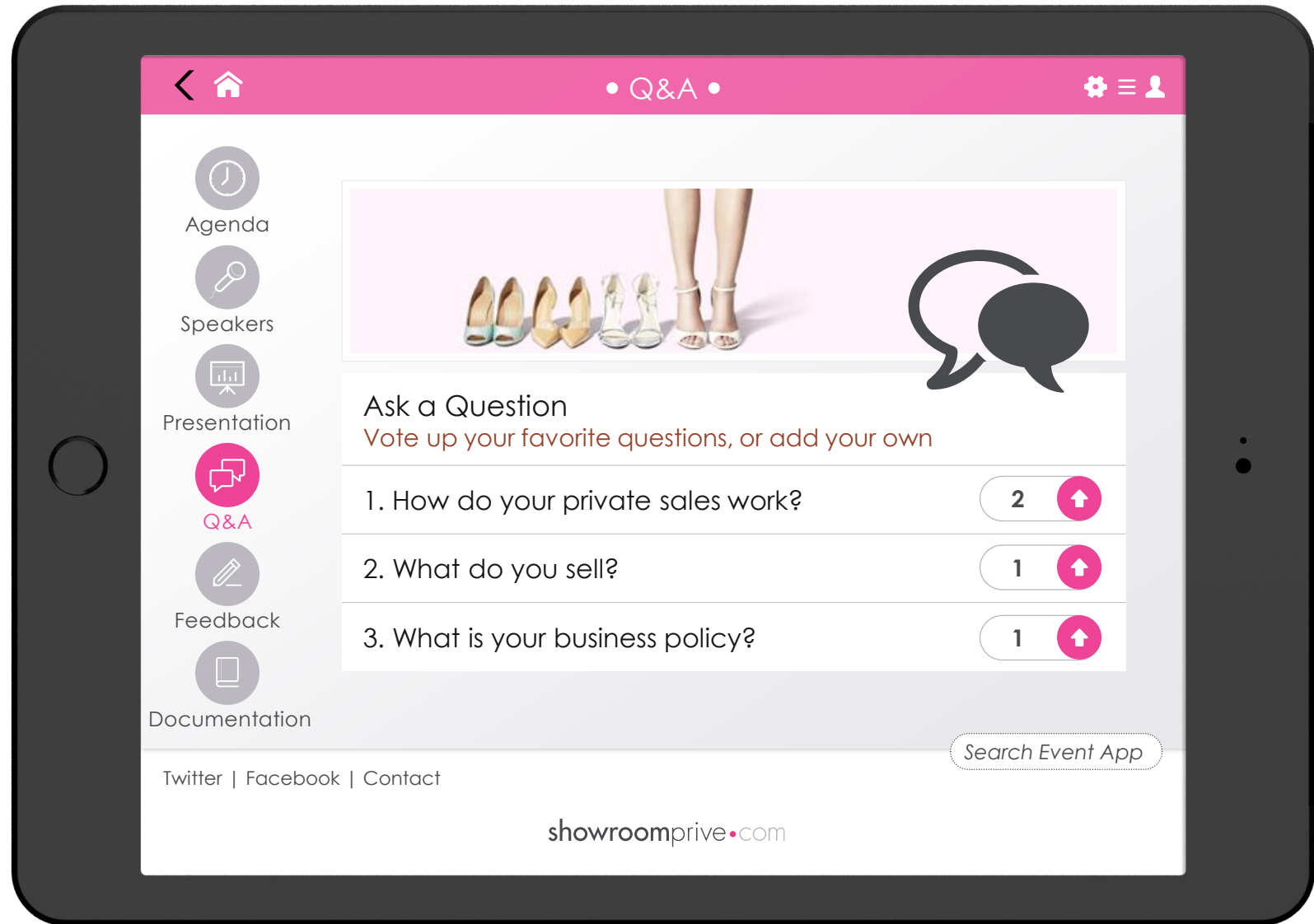
# Ipad UI Design

8 screens



# Ipad UI Design

8 screens





# Scenography

Booth

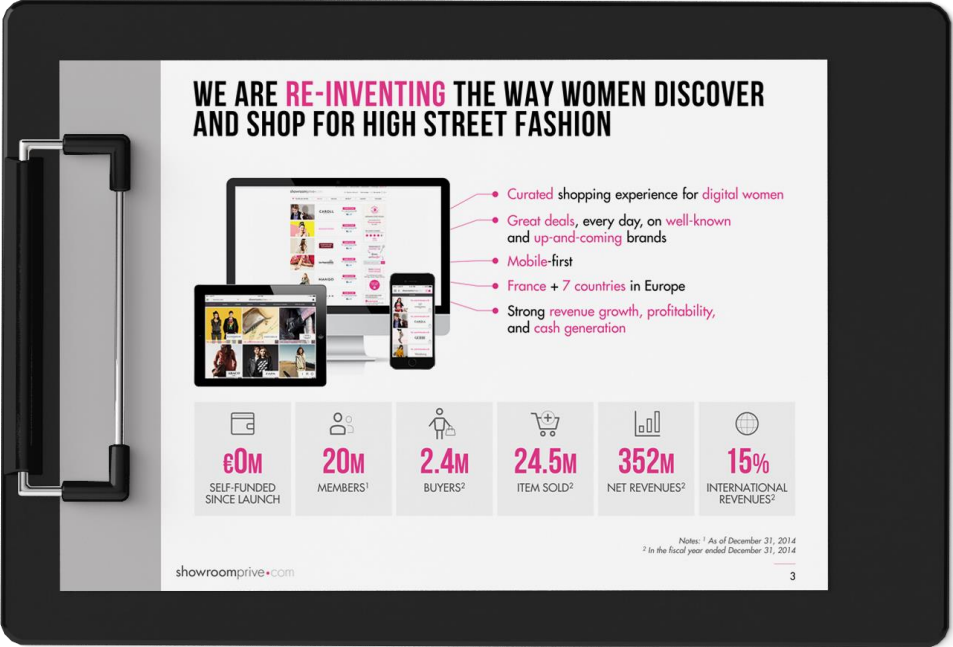
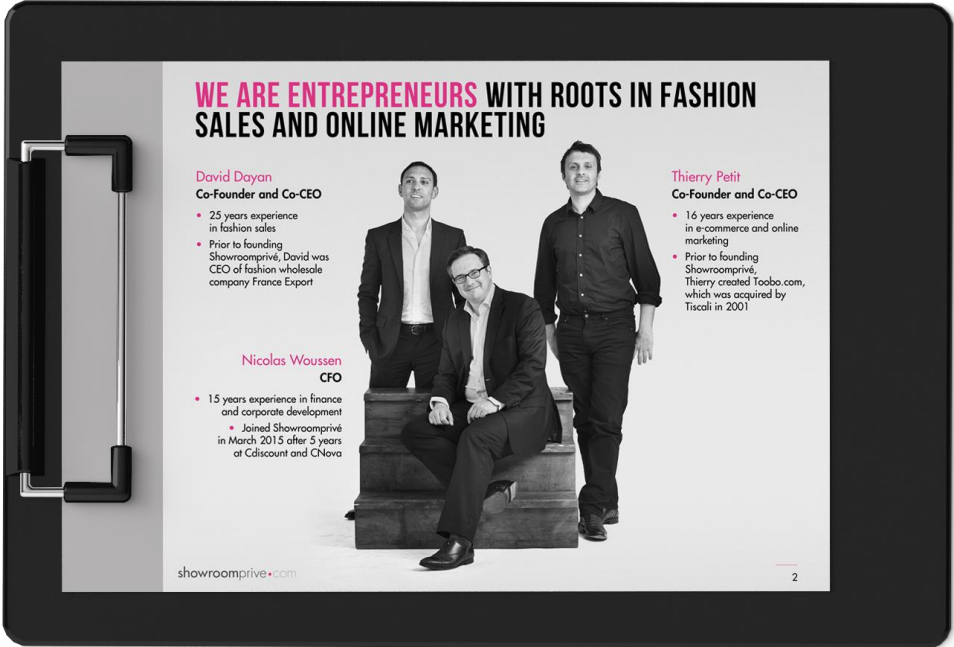
Screens

Kakemonos



Slide and  
template  
design

PowerPoint 2013  
3 templates proposal  
150 slides designed



Slide and  
template  
design

PowerPoint 2013  
3 templates proposal  
150 slides designed

**WE ARE**

- 1 addressing the large and under-penetrated European online fashion market
- 2 focused on the needs of digital women
- 3 obsessed with mobile, data, and innovation
- 4 all about driving member engagement and loyalty
- 5 offering brands a compelling alternative distribution channel
- 6 running a high-performance, scalable e-commerce platform
- 7 pursuing a large international opportunity
- 8 growing rapidly and profitably
- 9 a founders-led team, with complementary skillsets

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**2 WE ARE FOCUSED ON THE NEEDS OF DIGITAL WOMEN**

- A STRONG COMMUNITY...**  
20m members
- 69% of which are women
- 76% of 2014 buyers were women
- 70% of these female buyers were ages 25-55 years old
- ...WHICH IS ENGAGED AND LOYAL**  
49M visits in Dec-2014
- 91% of free traffic
- 95% repurchase intent after first purchase
- 67% net revenue from repeat buyers in 2014

**4<sup>th</sup> most visited website in France for 25-49 y.o. women and digital women!**

Note: \* IRI Media (Oct-2014)

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**OUR STRATEGY AND VISION**

Continue to grow our business

- 1 Drive brand awareness and member acquisition through ROI-based marketing
- 2 Drive member engagement and repeat purchases by enhancing user experience
- 3 Extend partnerships with brands and continue to broaden sourcing portfolio
- 4 Increase both scale and profitability in international markets

**AMBITIOUS PRAGMATIC DISCIPLINED**

- Mobile innovation
- New products and services
- NEW OPPORTUNITIES
- Media
- New geographies

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**THANK YOU.**

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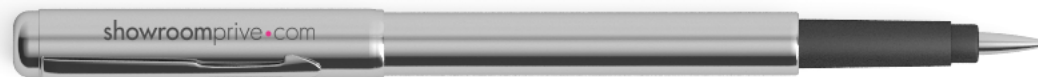
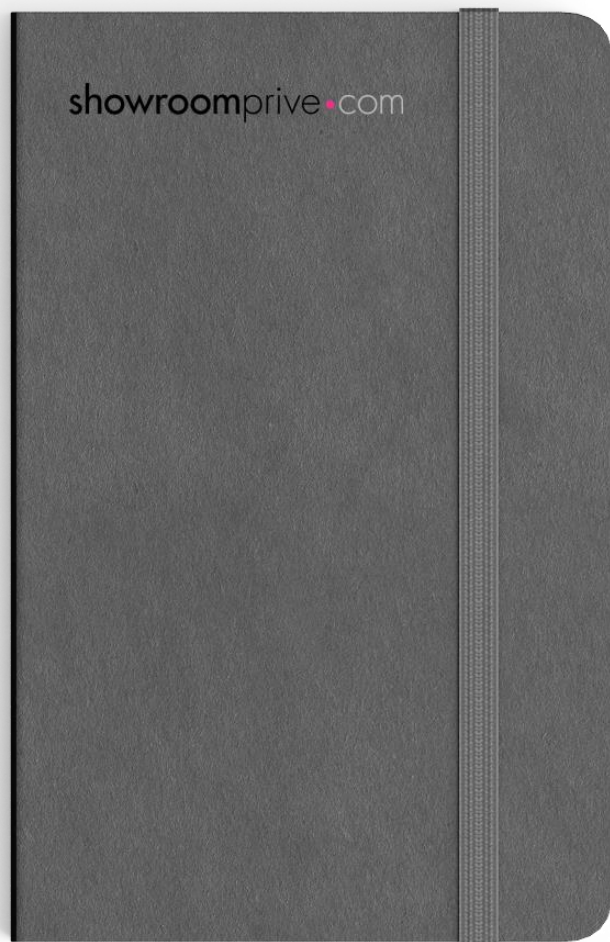
# Goodies

Moleskin

USB key

Pen

Notebook





# novaty

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**Benjamin Cazanova**  
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