

Press release

INDIGO and gaxsys are about to start a online multichannel shop

5 A revolutionary system enables the integration of the retailers into the e-commerce business of the brand

Munich, 27th of October, 2008. The companies gaxsys GmbH and INDIGO (Schwabe & Baer Entwicklungs GmbH, licensee of BOGNER for BOGNER Ski) have formed a cooperation for the entire online presence of INDIGO (www.indigosnow.de). The re-design of the INDIGO web-page is combined with the debut of the revolutionary online multichannel system. The system enables the online purchase of each product via the INDIGO web-page and the online profit goes to an authorised (local) INDIGO dealer.

The system of gaxsys distributes the incoming orders of the INDIGO webpage to the affiliated retailers. The retailer that can satisfy the order, makes the deal. The dealer closest to the customer's whereabouts is offered to take the order first. If he/she fails to react, the perimeter of the request is gradually widened. gaxsys organises the pick-up and the packaging of the parcel and delivers it within a maximum of 48 hours to the customer's doorstep.

Simultaneously, a new internet product finder is introduced: gaxcode. Every INDIGO product has a unique cod, built like this: IN-1234. This code can be found printed onto the product or in the INDIGO lockbook. The code can be entered at www.gaxcode.com. This directs the user via deeplink to product's site at www.indigosnow.de. Here one can directly order the product, quickly and safely.

The gaxcode can be published via television, radio, print adverts or posters and it can be created for each occasion and product. All consumers can get informed about a product on the brand's webpage by using the gaxcode. INDIGO has provided each page of its lockbook and each product with the gaxcode in order to make its assortment easily accessible.

25 The gaxcode can also be used as a editorial feature to provide product information online. INDIGO uses the gaxcode not only as a deeplink for the individual product but also as link for entire product categories.

Why online multichannel?

An on-line multi-channel system distributes each customer request, which is entered at the INDIGO web shop, among the network of the affiliated dealers. The availability and range of goods is proportional with the number of participating dealers. The entire market serves as a warehouse for the INDIGO brand shop. Each affiliated INDIGO dealer has on-line access to the system, which functions like a stock exchange: the first dealer to offer delivery, at the given price, makes the deal. Dealers that are geographically closer to the customer have a procurement priority, and should they not respond this radius is gradually expanded. If no

dealer fulfils the order it will be satisfied by the manufacturer themselves. This will ensure that the goods can
35 be delivered to the customer a maximum of 48 hours after the order is made.

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