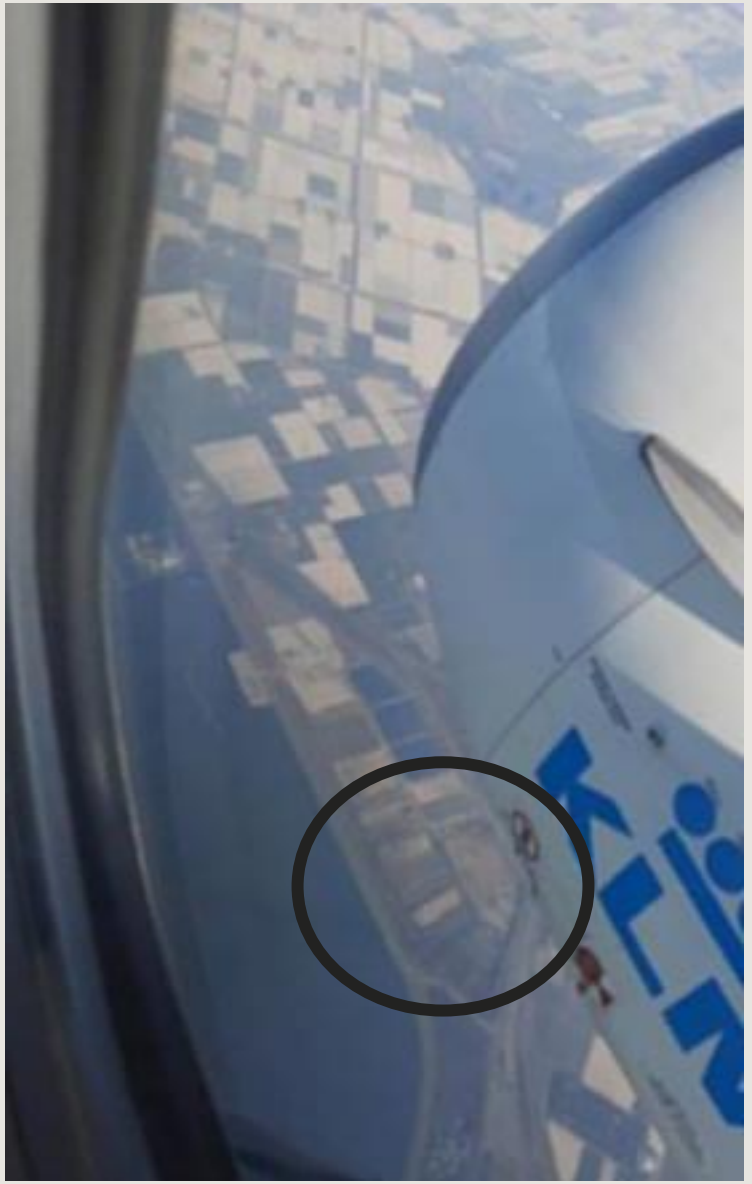


Lelystad, NL

March 15th, 2022

Topics

- Who is BESTSELLER
- Fashion Forward
- Site Vision
- Approach to Buildings
- Timeline
- Strategic Considerations




Head office in Brande – Where it all started


Distribution Flagship, DK
Link to design video


BESTSELLER Retail Concept Store


Office Building, Aarhus DK

Fashion Forward





FASHION FWD

BRINGING SUSTAINABLE FASHION FORWARD





Site Vision

The Building

Operational: 24/7 - ~350 days/year

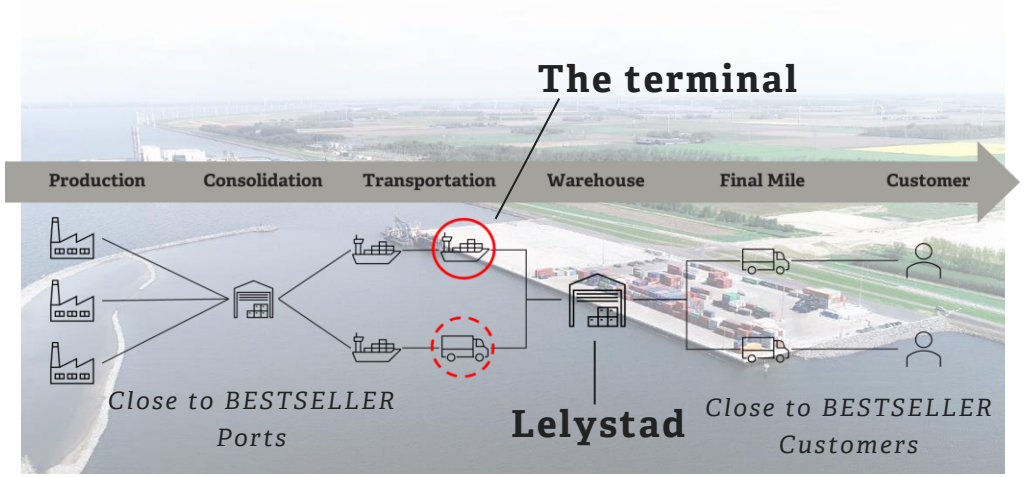
Built for Speed in execution

Architectural and esthetic look & feel

People in focus

Sustainable

The Location



The Size

Daily Levels

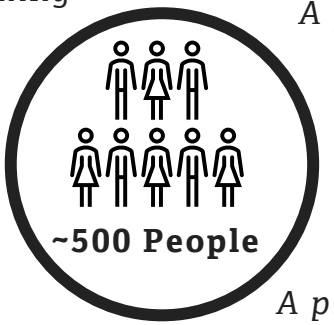


Ingoing	*Warehouse*	*Outgoing*
150 Containers	*2 mill. Cartons*	*240 Trucks*
125.000 Cartons	*~136.000 orders*	*100.000 Cartons*

The People

A place where people are proud of working

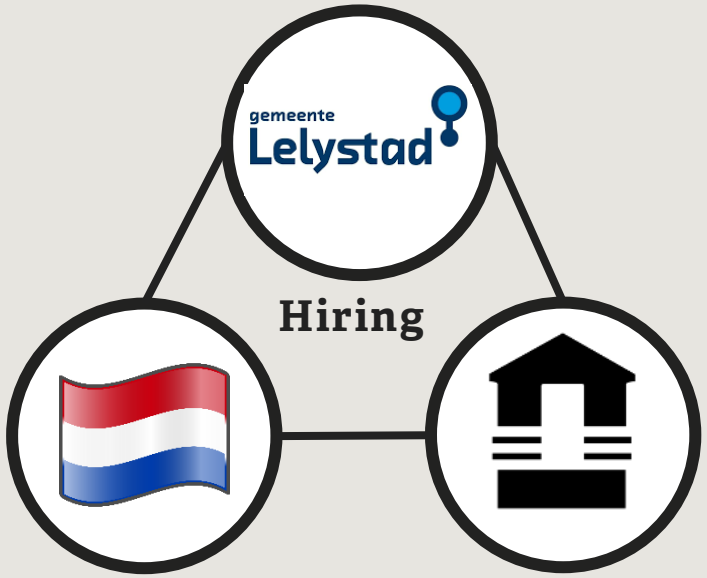
A place where people are motivated & engaged



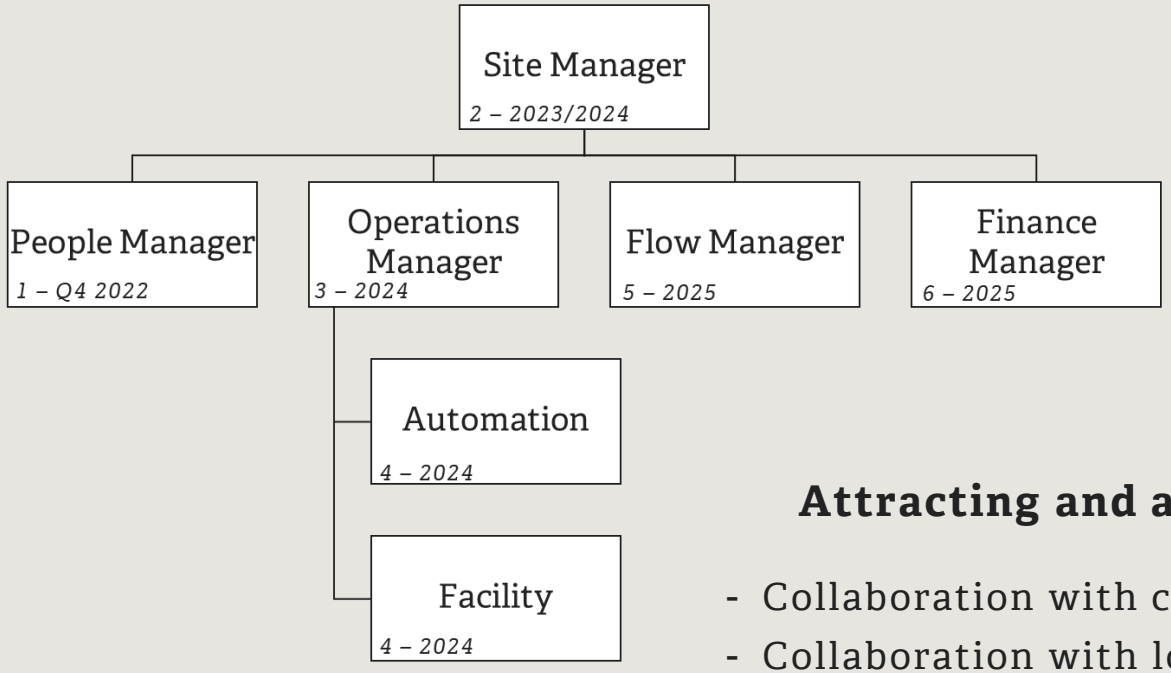
A place that takes care of its people - Just like family

A place that develops and grows its people

Labour Vision



Key Positions



Workforce Projections

	WHS Employee	*Short term WHS Employee*	*Mgmt. & Enabling*	*Techinal Specialist*	*Total Expected Workforce*
2026	160	70	70	20	320
2028	271	90	118	34	513

Attracting and aquiring talent

- Collaboration with college
- Collaboration with local recruitment office
- Local firms
- BESTSELLER education program options
  - IBT
  - Apprentice program
  - Student worker

Approach to Buildings

DESIGN



FEELINGS



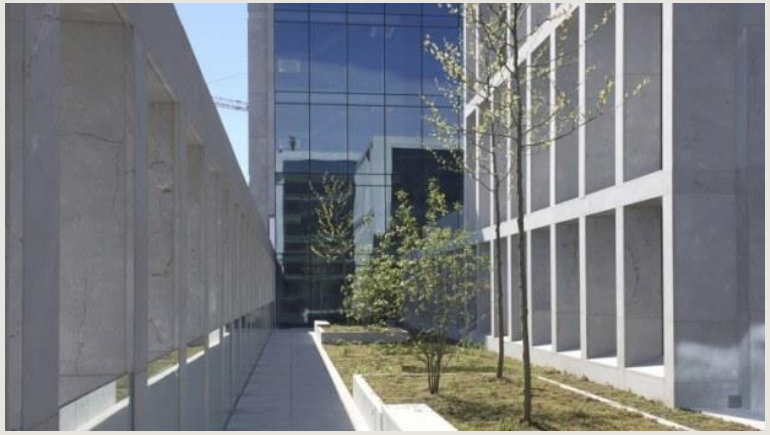
SUSTAINABILITY



PART OF SURROUNDINGS



NATURE

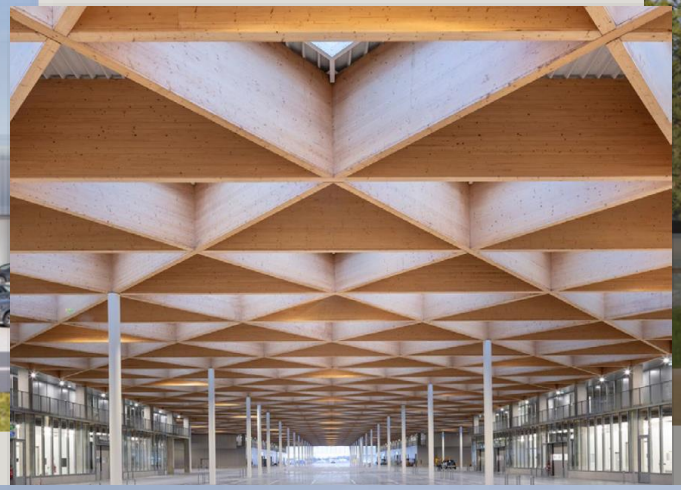


PEOPLE FOCUSED



Preliminary Building Design Ideas













Timeline

	2022	2023	2024	2025	2026
BESTSELLER High Level Plan	- Acquisition of land - Municipality Planning - MHE supplier selection - Building concept & design - Architect selection - People	- Finalized design of building and MHE - Contractor selection - Groundbreaking	- Construction - Organization & structure - Start people onboarding	- MHE installation - Operational setup - Flow setup - Test & commissioning - Training	- Go live - Ramp up - Burn In
Lelystad Municipality Collaboration	- Geological surveys - Land preparation - Application for Zoning Plan - Application for Building Permit	- Terminal setup - People onboarding - Infrastructure readiness			



Strategic Considerations

The Terminal

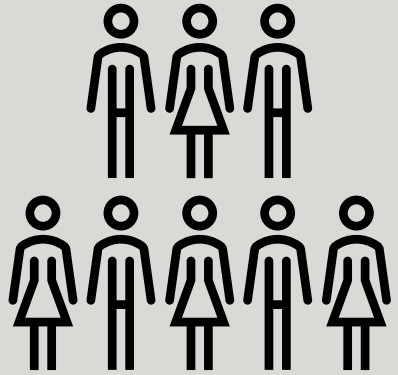


Scaling

Flow

Readiness

The Organization



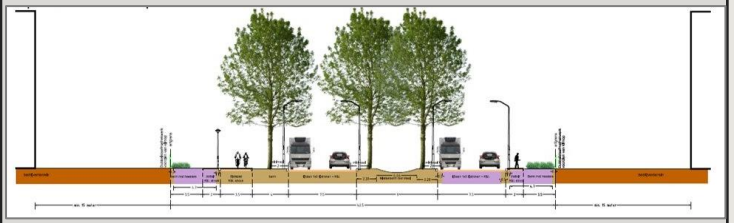
Availability

Capabilities

Ramp Up

The Infrastructure





Roads & Access

Consumption e.g. Electricity, sewage, Nitrogin



Thank You