

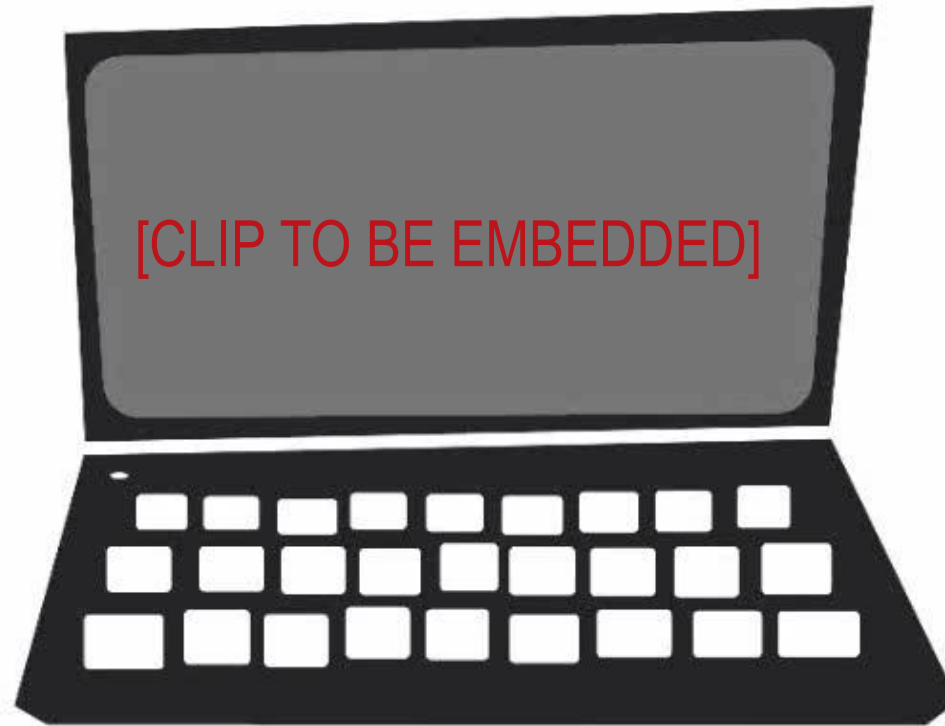


Real value in a changing world

Retail **2020** The New Retail Rulebook: 5 Key Lessons from the Future

James Brown
Head of EMEA Retail Research and Consulting
Jones Lang LaSalle

Retail 2020: Introduction



Retail 2020: Introduction

Identifying key trends shaping our retail landscape...



Going Slow

Pace of Economic Growth



Going East

Shifting Balance of Economic/
Financial Growth



Going Old

Demographic Change



Going Digital

Evolution of Technology



Going Beyond Retail

More than Shopping



Going Green

Environmental Sustainability



Retail 2020: The New Retail Rulebook

So why do we need a new Retail Rulebook?

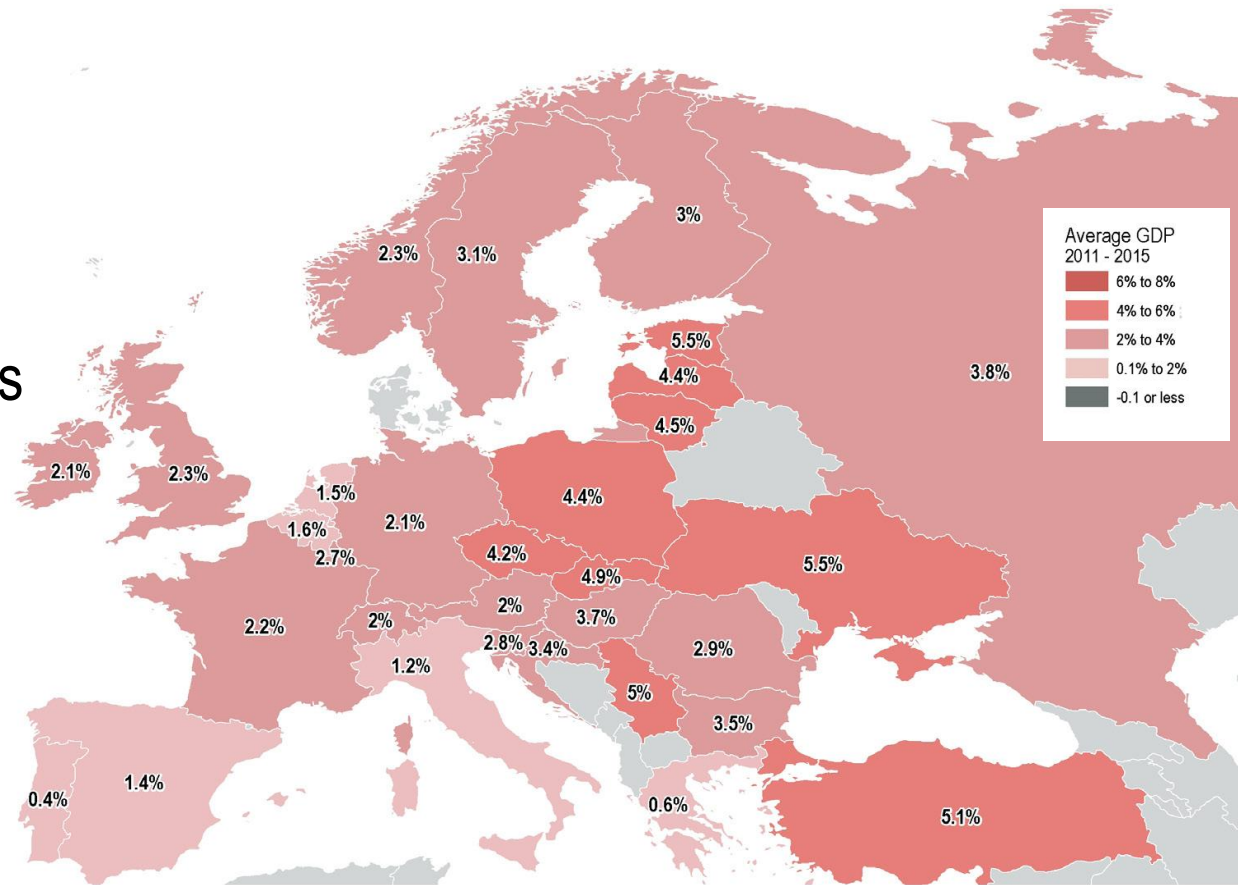
***Change is here,
the water is bubbling,
are you ready to jump?***



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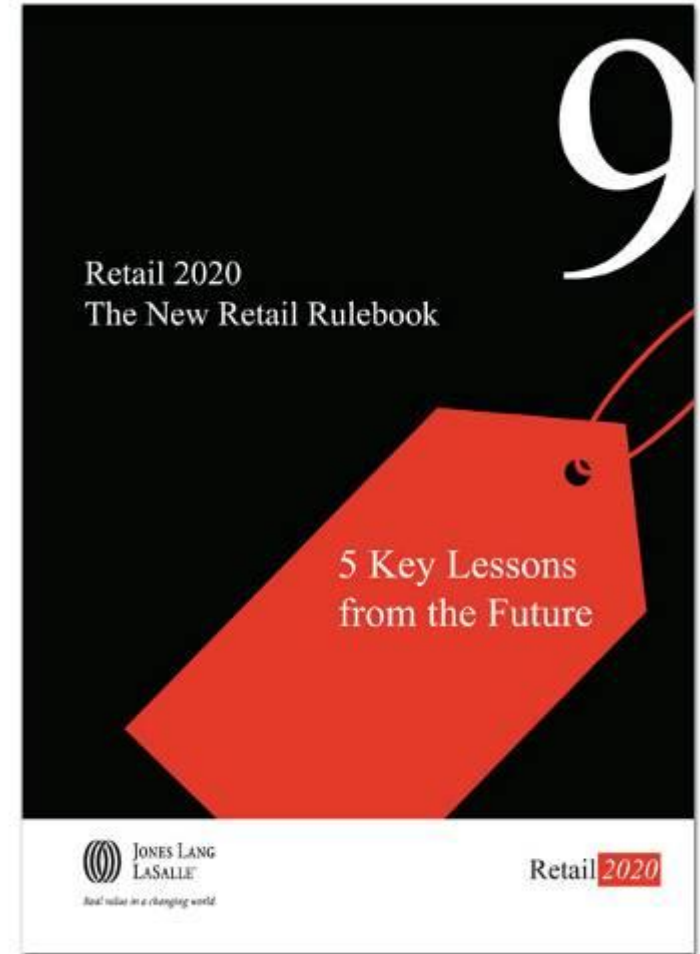
Setting the scene; don't waste a good recession!

1. Rejuvenate
2. Drive efficiency
3. Upskill
4. Seek opportunities
5. Ensure flexibility



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5 lessons from the future:



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5 lessons from the future:

1. Approach technology as a mindset, not merely a tool
2. Sustainability is a big risk, but also opportunity, for retail investors
3. Upskill, partner and diversify to survive
4. Get them and keep them
5. Quality (or true convenience) will out



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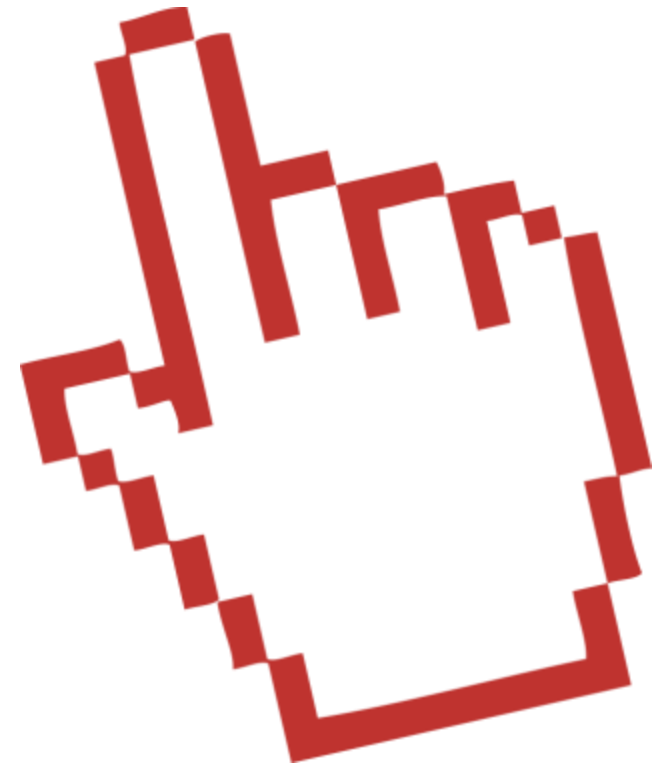
1. Approach technology as a mindset, not merely a tool



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1. Approach technology as a mindset, not merely a tool

1. All-commerce
2. Communication
3. Fad or value-add?
4. Mindset more than skillset



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2. Sustainability is a big risk, but also opportunity

***Up to 15% of
Shopping Centres could be
unsellable by 2018!***



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2. Sustainability is a big risk, but also opportunity (cont'd...)

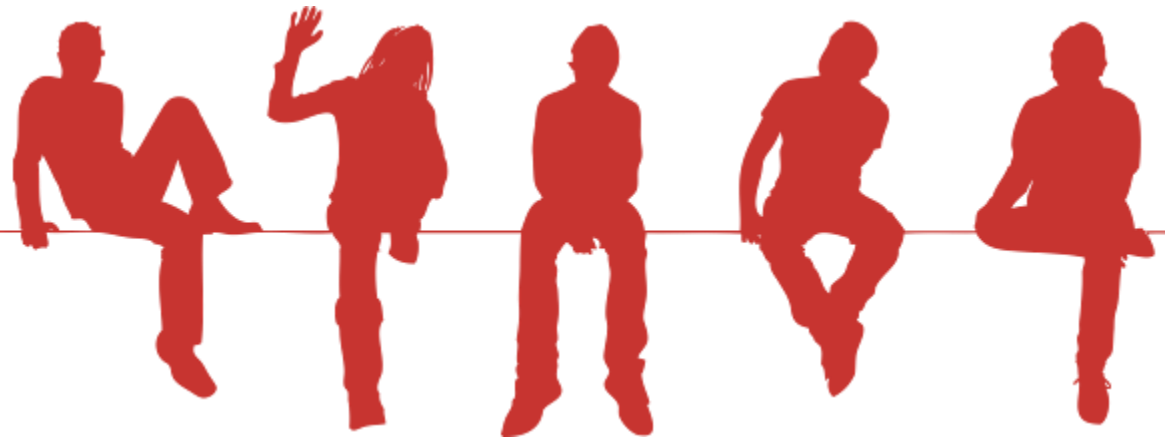
1. Intelligence
2. Getting ahead of legislation
3. Metrics
4. Best of breed
5. Regeneration and refurbishment
6. Prioritising capital expenditure
7. Promoting the benefits!



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3. Partner, upskill and diversify to survive

The key to survival is not assets, not funds, not systems, not processes but people and their attitudes.



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3. Partner, upskill and diversify to survive (cont'd...)

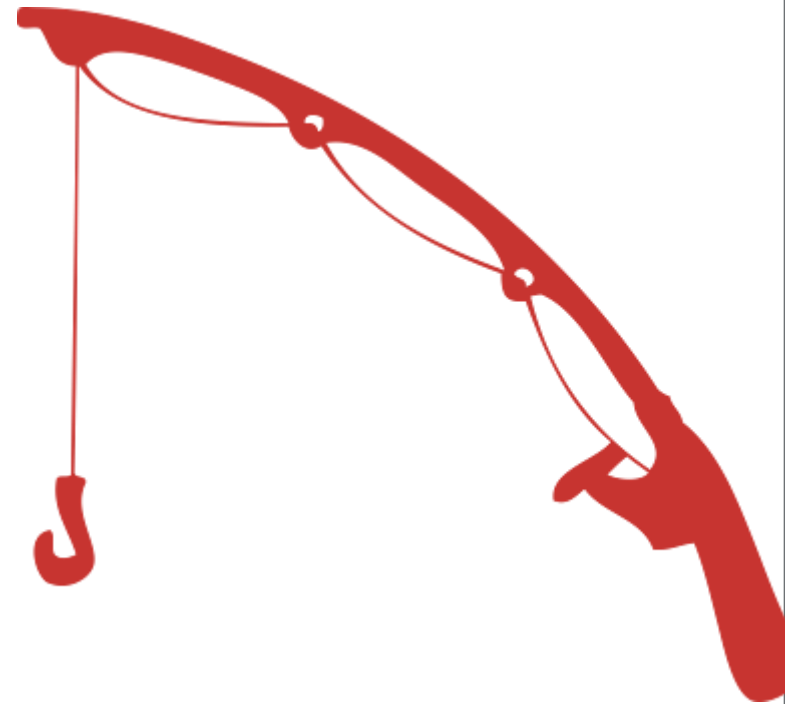
1. Neck on the block
2. Flexible structures
3. Partnerships
4. Non-sector recruitment



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4. Get them and keep them

Achieving customer magnetism in these straightened times means marketing has to come of age.



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4. Get them and keep them (cont'd...)

1. Audit
2. Customer base
3. Technology
4. Social retailing
5. Product
6. Joined up thinking
7. Brand positioning
8. Outside the box
9. Upskill
10. Be awake to trends



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5. Quality (or true convenience) will out

We estimate that up to 30% of retail space in developed markets is potentially obsolete in its current form – a frightening statistic!



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5. Quality (or true convenience) will out (cont'd...)

1. Expansion
2. Qualifying diversity
3. Institutional free zones
4. Bite the bullet
5. Converting use
6. Local alliance
7. Doughnut model
8. Remove the barriers
9. Re-pricing
10. Let it go!



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Conclusion

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Conclusion

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