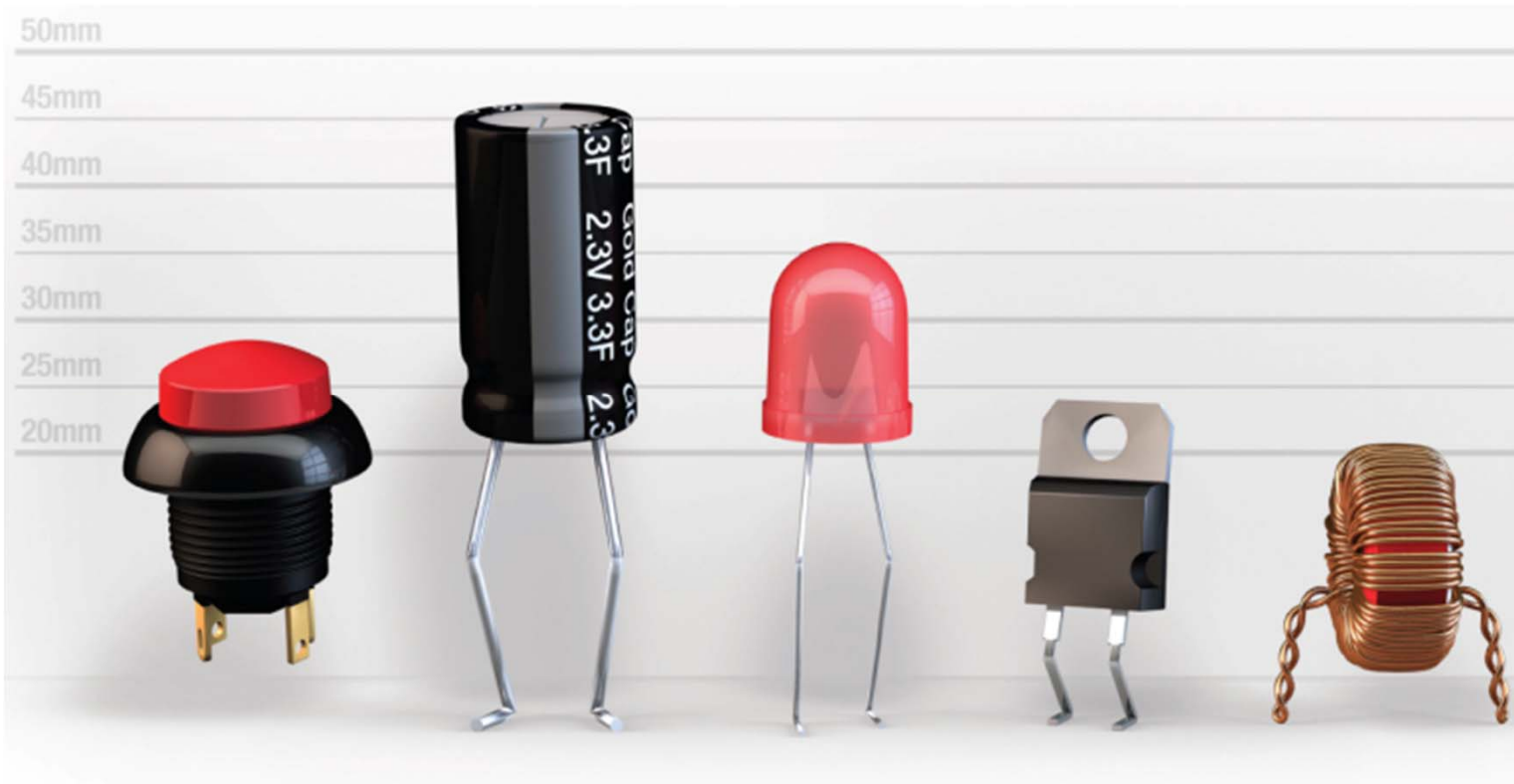


Electrocomponents plc

THE LEADING HIGH SERVICE DISTRIBUTOR TO ENGINEERS WORLDWIDE

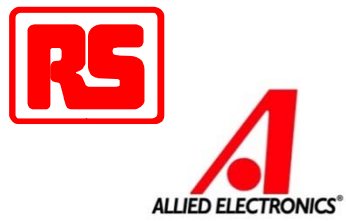
eCommerce update

16 September 2011



Electrocomponents: what we do

Strong Brands



800K Catalogues



53% e Commerce



2,500 Major Suppliers



550,000 Products



1.6m Customers



17 Distribution Centres



40,000 Parcels Daily

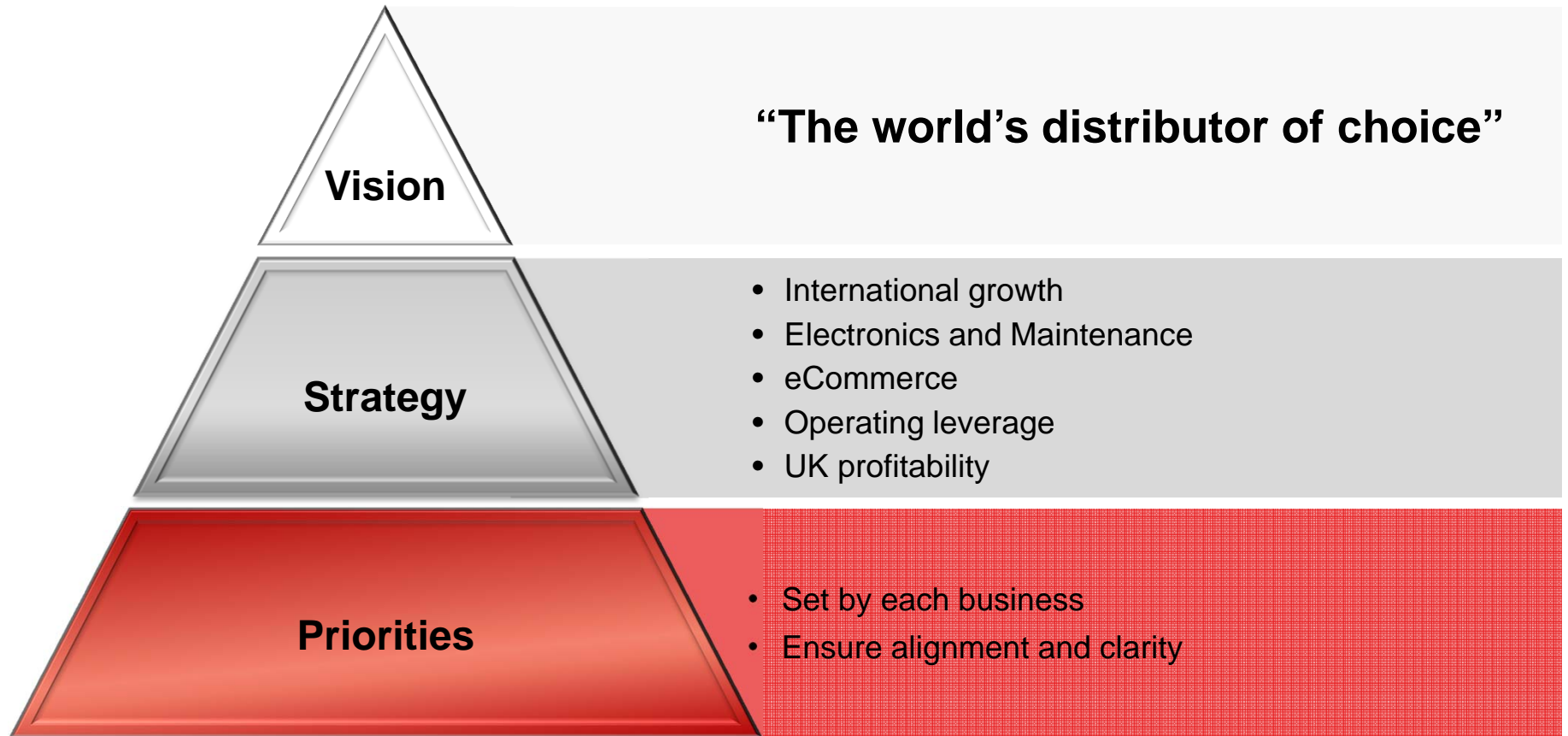


90+% of World GDP



The World's distributor of choice

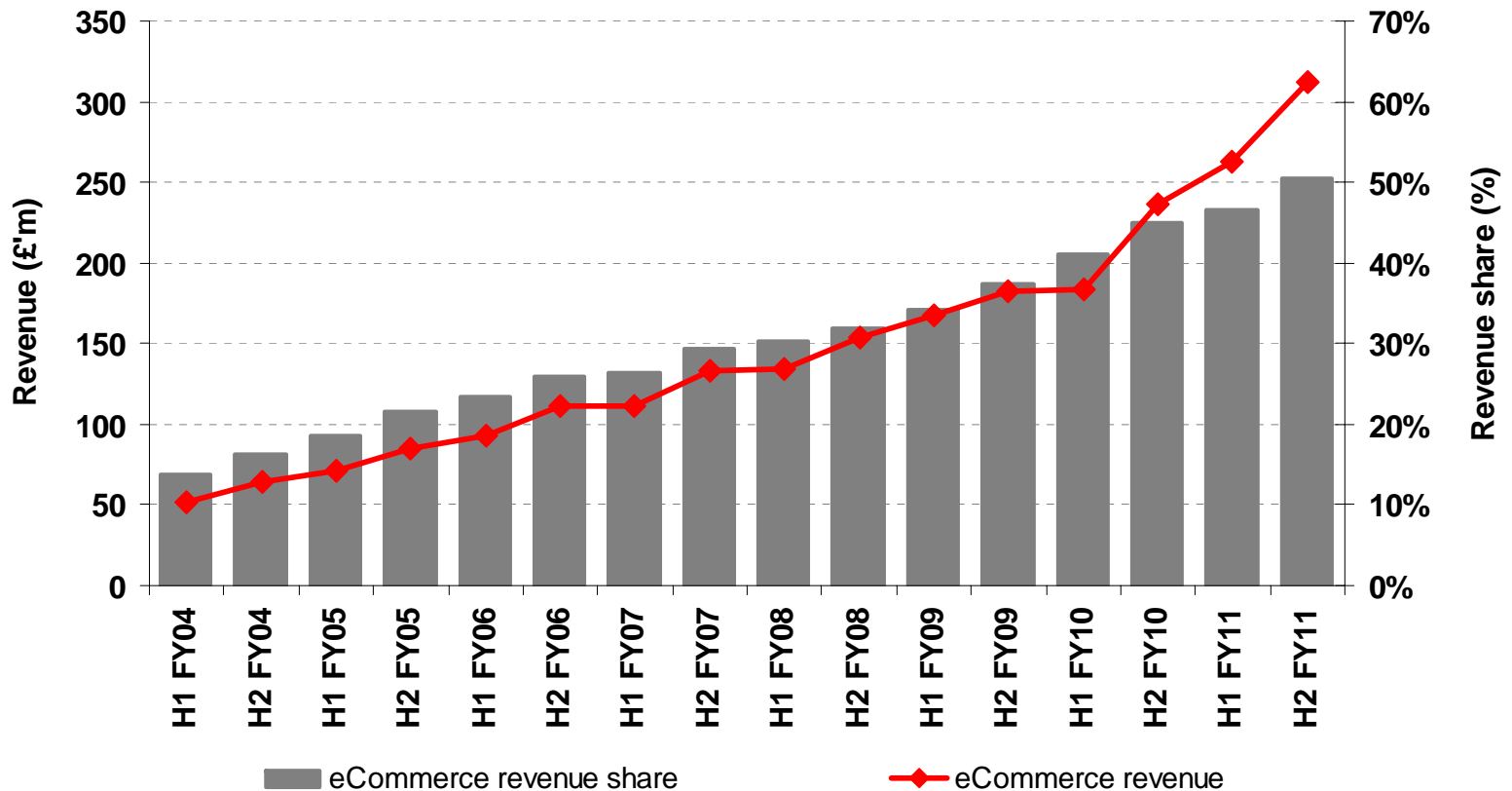
Group strategy



Implementing a clear and consistent strategy

We have delivered strong eCommerce growth

Group eCommerce revenue and revenue share



Acceleration through FY10 and FY11

We know how to drive eCommerce growth harder

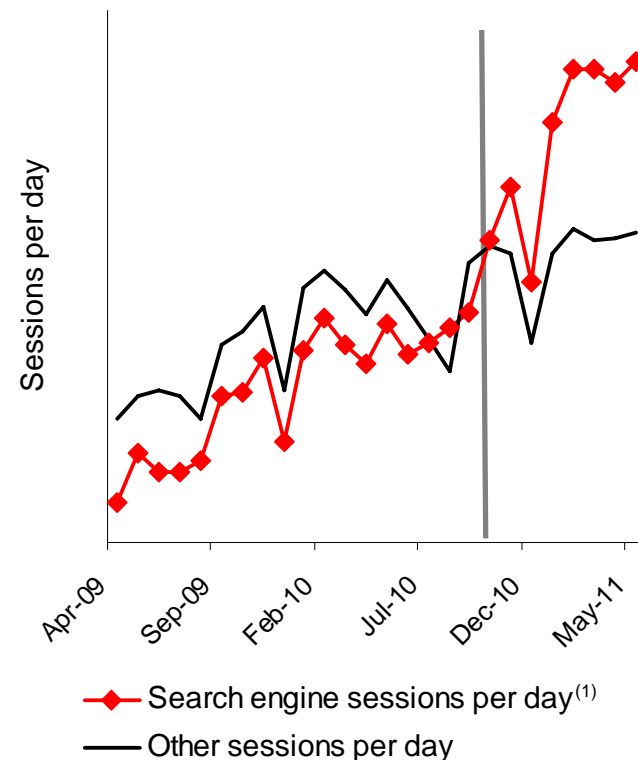


Four key levers will accelerate our growth

Increasing traffic will drive eCommerce growth

- Traffic increase of 25%
- The internet lets us “see” demand
- SEM allows us to capture that demand
- The opportunity is large
- Global & highly cost effective
- Re-investing catalogue savings
- Global acceleration H2 FY12

SEM and natural search are the strongest traffic drivers

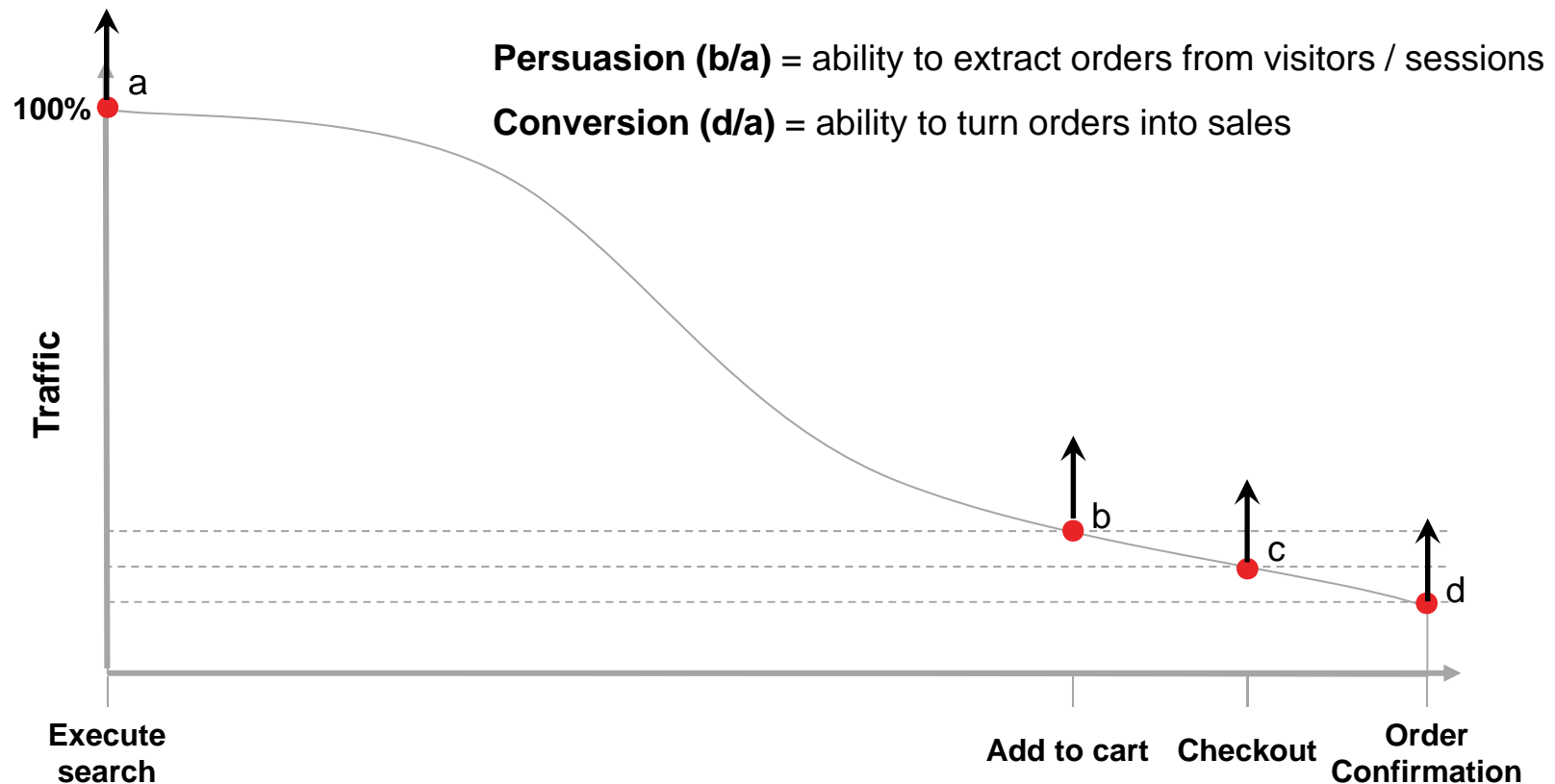


Greatest opportunity is Search Engine Marketing

(1) Includes both search engine marketing and natural search traffic

Transforming the customer experience will drive eCommerce growth

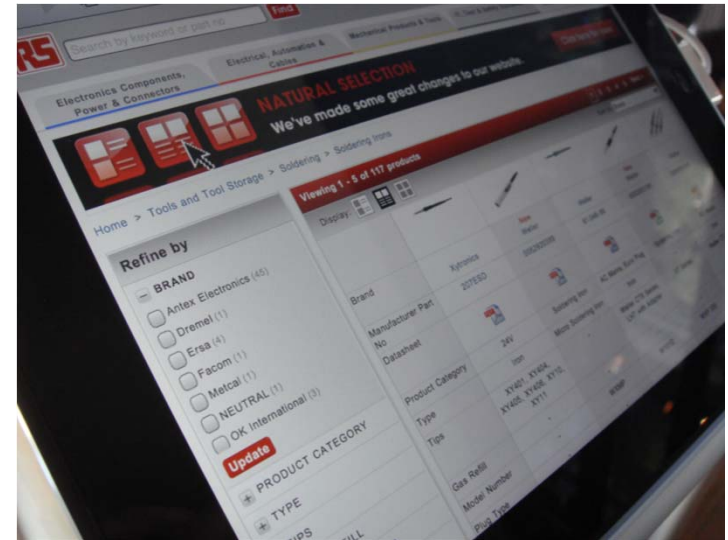
Search Conversion Curve



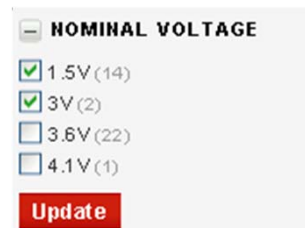
Opportunity to add value exists along the full length of the curve

Summer 2011 – Delivered better search and an experience step change through New Search & Browse

- Removed 50% - 80% irrelevant sections from results
- Returning results that used to be hard to find
- Empowered customers to search & browse their way
- Merchandise, cross-sell, up-sell
- Exploiting the full potential of our content



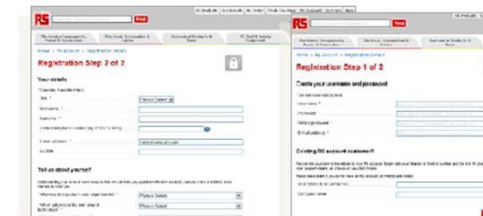
Design Spark



Content



Homepage

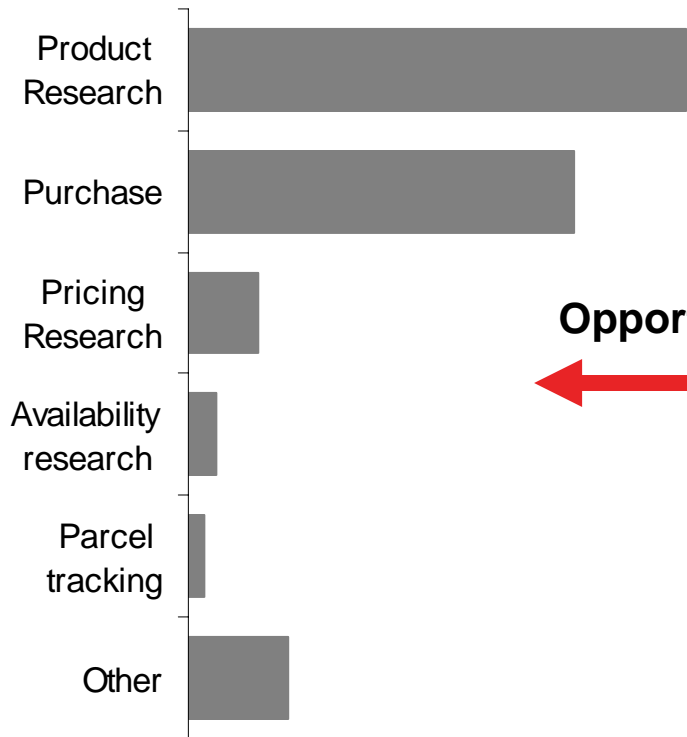


Registration

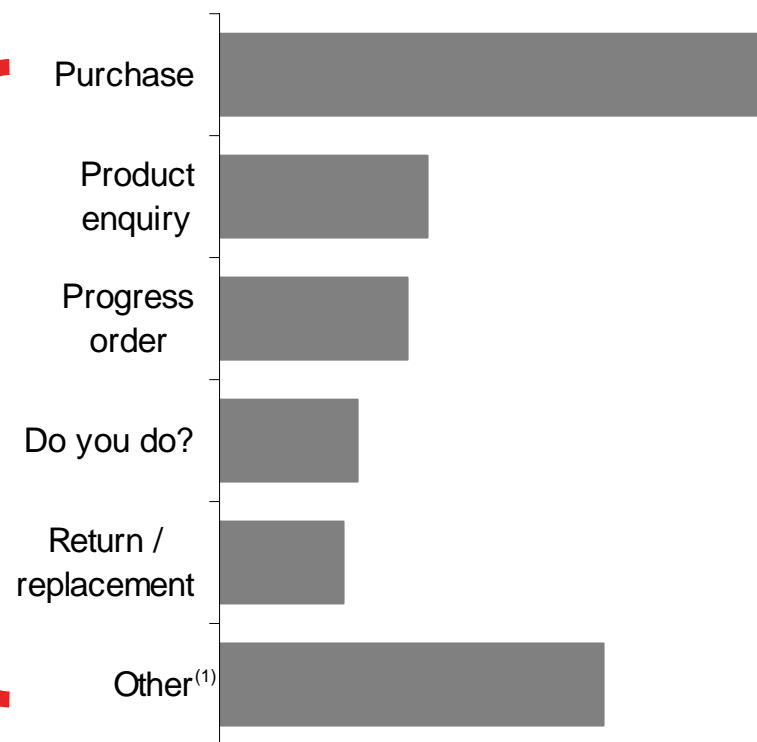
Today our customer experience is good
We are aiming to make it brilliant

We see our customers behaving in a multichannel way

Main reasons for visiting the Website



Main reasons for calling the Call Centre



Opportunity



Opportunities to drive growth and reduce costs

(1) Other includes account enquiries, requests for calibration, quote requests and other general switchboard requests

Taking a multi-channel approach works best for our new and existing customers

- **Customers like to transact in their own way**
- **We are multichannel (online, phone, catalogue, sales, fax etc)**
- **We know multichannel customers;**
 - Spend more
 - Stay longer
 - Are more profitable
- **We know different channels play different roles**
 - Acquisition
 - Development
 - Efficiency
- **eCommerce is the entry point to a long term, multi-channel relationship**



We want to take customers online, not force them

Example: How New Search and Browse has improved the customer experience

Jason completed a degree in electronics engineering and has a career spanning 20 years.

Needs

- Accurate and up to date product information, especially images, technical specs, physical dimensions and application notes
- Access to CAD drawings (2D and 3D)
- Current & future availability of the product
- Ability to compare similar products

Scenario

- Needs a 4 way connector for his latest prototyping job and his customer has specified that it has to be from Molex
- He starts his journey at RS because he's used them before



Customers think New Search and Browse is a big step forward



We have empowered customers to search and browse their way

Early days, we are seeing the sales impact

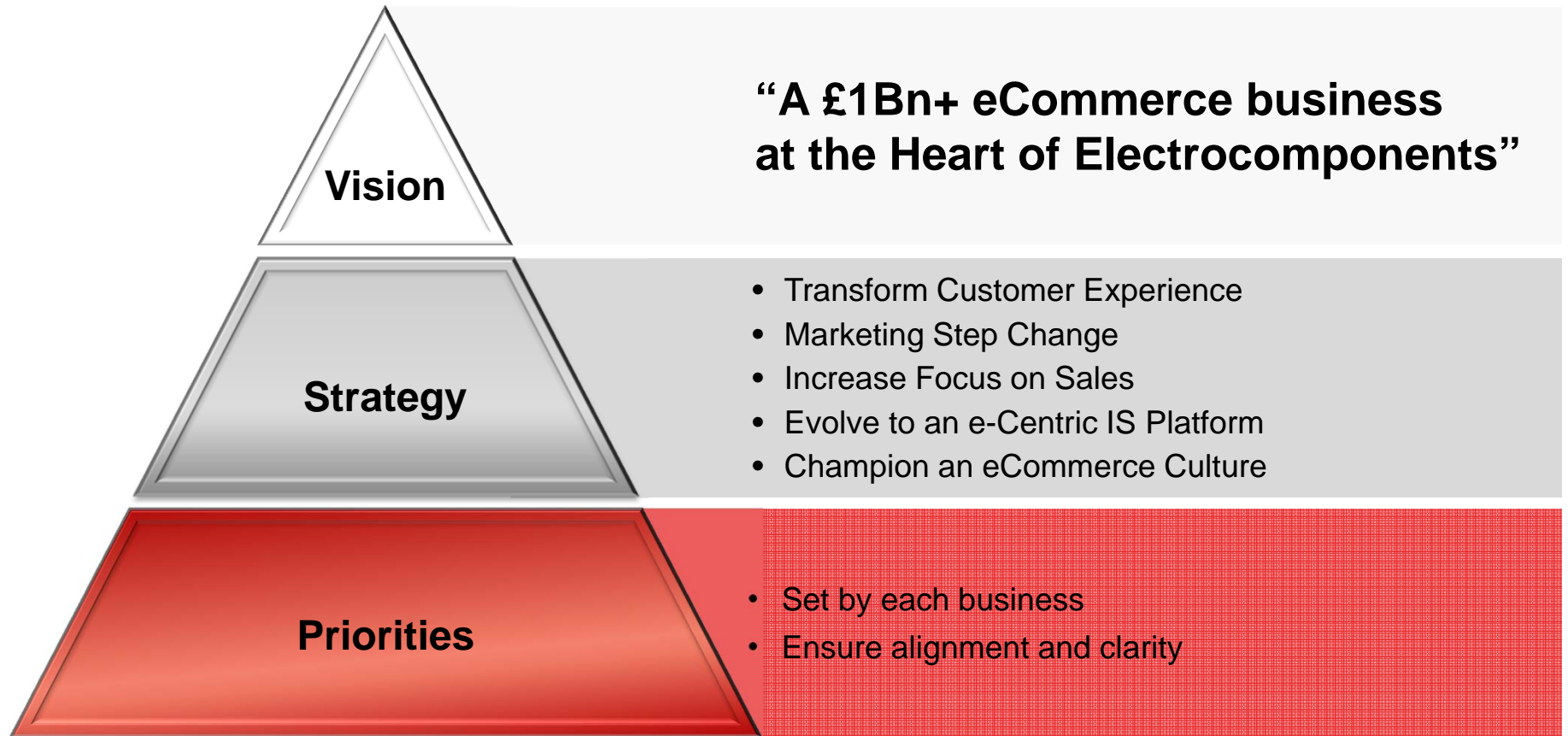
- **All markets using New Search & Browse as of 8th September**
- **UK, Germany, China conversion all increasing gradually (Australia performance)**
- **Significant increase in Customer experience index**
- **External benchmark analysis;**



“The new site is a significant improvement. In particular the differing product views (list, compare, grid) and the ‘add to basket’ functionality have improved and made it clearer visually for customers”

Initial commercial results are positive

What's next for eCommerce?



Consistent execution of strategy, at pace