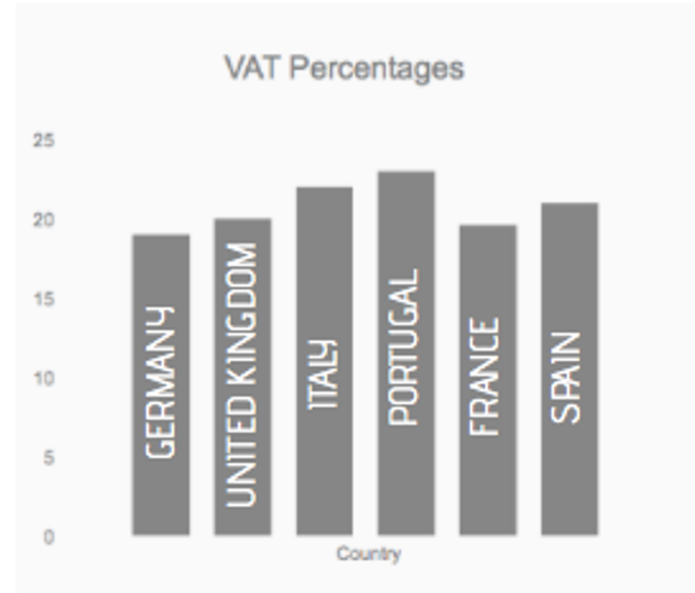


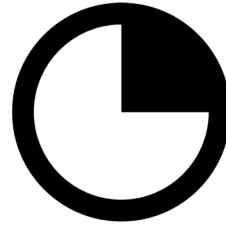
Global Blue's Business Model

- Shopping tax refund center working in 43 countries
- Revenue: company takes a portion of VAT refund



The Problem with Tax-Free Shopping

- Time consuming



- Lack of Information



- Inconvenient



Product

A Global Blue app, streamlining the process of getting your tax returns



SWOT Analysis - Strengths

- Quick, efficient, time saving
- Universal Marketing - works for all travellers
- Reduces Cost
- Large existing market share




SWOT Analysis - Weaknesses

- Little growth in market segments that are less familiar with technology
- Fraud with faulty receipts



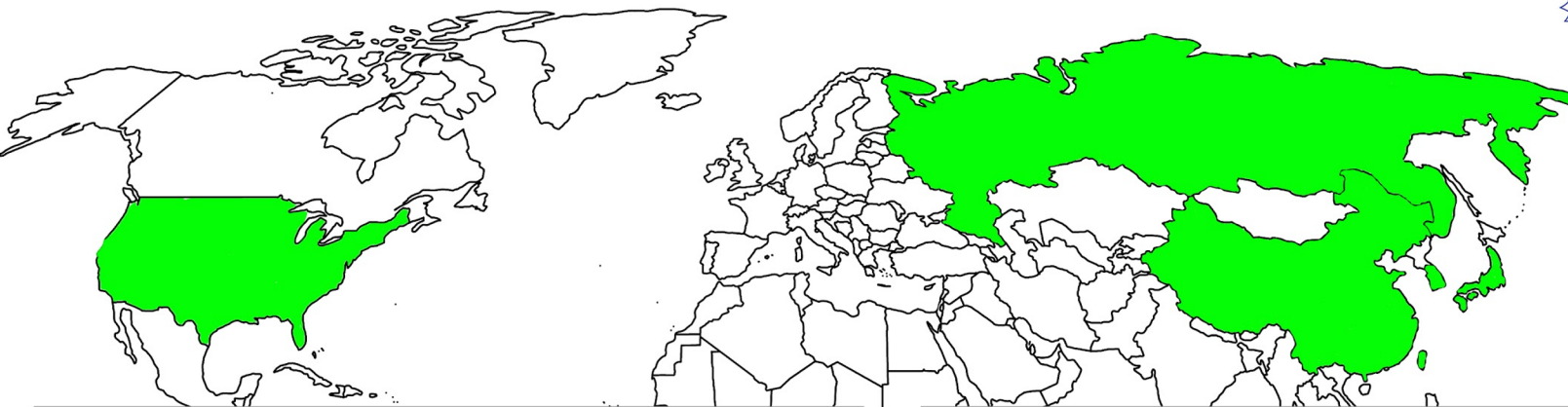
SWOT Analysis - Opportunities

- Tapping into digital tax-refund market
 - Early-starters advantage and association with digital innovation
 - Reducing operational costs through digital marketing
- 

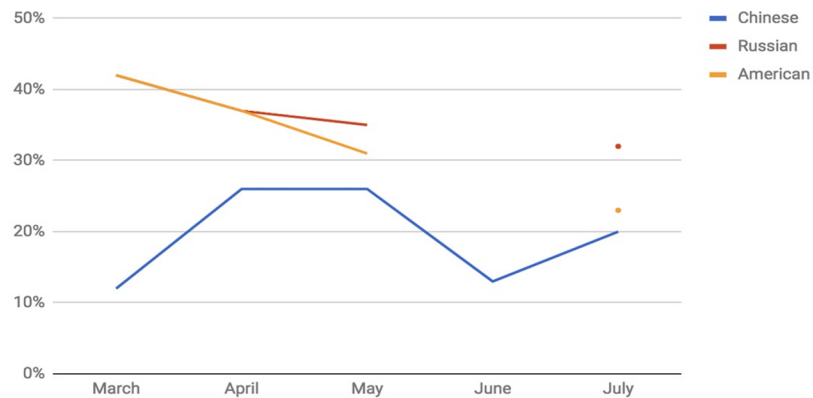
SWOT Analysis - Threats

- Main competitors located in European countries such as Premier Tax Free and Fexcon Tax Refund
- Digitalization of competitors
- Possible change in tax free legislation

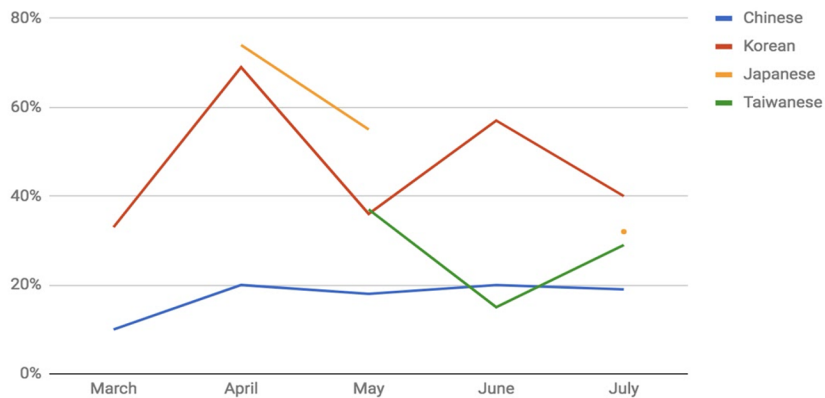




Buyer's performance by nationality Europe



Buyer's performance by nationality Asia



Segmentation

Psychography

Strivers and Achievers
Experiencers and makers

Geography

Non-EU residents

Demography

People who can
afford

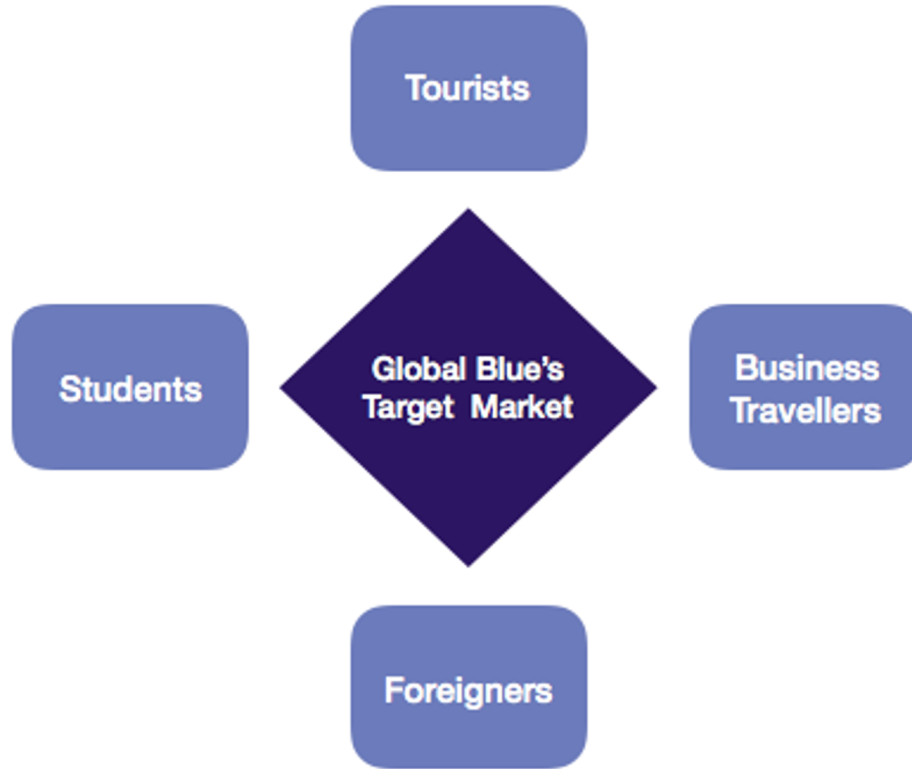
Benefits

Convenience
Economy

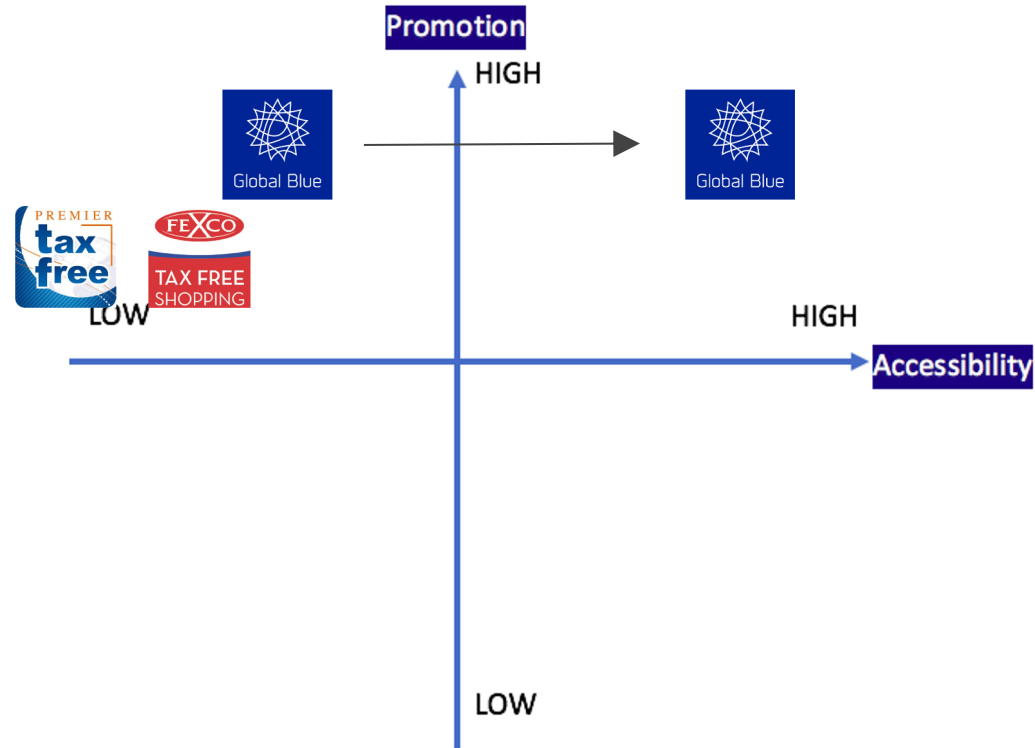
Behavioral

Benefits needed

Targeting



Positioning



Price and Place



For Free



Promotion

Before Arrival

Travel and
Airline Magazines
and Websites

Travel Apps

During Trip

Departures
and Arrivals

Shopping
Hubs



Luxury Goods for Less



HERMÈS
PARIS



Global Blue

SHOP
TAX
FREE



Time is **Money**
Save both

Любимая сумка
любимая цена



Global Blue
app



They don't give **discounts**

We **DO**



Global Blue
app