



BEAUTY

CUSTOMER OVERVIEW

- 79% of the division trade is generated by Harrods Rewards customers
- 30% of our Beauty clients are millennials
- 42% of our trade comes from tax-free customers
- 73% of the department base is female

Source: Harrods customer data; Harrods Rewards and tax-free-customer insights 2016/17

CUSTOMER READERSHIP | HARRODS MAGAZINE

- 63% of *Harrods Magazine* readers are mostly interested in reading about beauty
- 71% of readers have purchased an item that was advertised in *Harrods Magazine*
- 72% have purchased something featured editorially in *Harrods Magazine*
- 90% have visited the store after reading about a product or event
- 68% have visited harrods.com as a result of reading the print magazine, and 25% have made an online purchase

Source: Harrods Magazine data; 2017 Harrods Magazine readership survey with 1,605 respondents