



EXPERIENCE AT EE



WORK, LEARN AND PLAY.

We're reinventing the role retail plays within the tech industry.

In an Experience store, customers can get up close and personal with cutting edge, life-enhancing tech. Think Science Museum meets Smart Home.

Experience stores are all about empowering customers with the best connectivity and tech solutions, perfectly tailored for a connected lifestyle. It's a dynamic space where you can work, learn, and play, blending the best of physical and digital worlds.



“Our vision is for each of our EE stores to be so much more than a traditional phone shop.

We know that our customers want **innovative and exciting retail experiences** that give them a reason to visit time and time again.

We've redesigned our stores to ensure EE continues to offer the **most personal, customer-focused service on the high street**, helping people get more out of their connected lives.”

Asif Aziz, Director of Retail

1

WELCOME ZONE

Step into our vibrant shopfront with changeable digital window displays and get a first look at the hottest product launches and exclusive in-store offers before you even set foot inside.



3

BASE CAMP

Chill on the sofas, fire up your laptop at our work benches, or join forces with fellow tech enthusiasts at our collaborative worktops.

Need a break? Grab a complimentary tea or coffee and recharge while chatting with one of our knowledgeable Guides. And, if your device needs a quick fix, drop it off for our lightning-fast two-hour repair service, no matter your network.



2

GAMING ZONE

Immerse yourself in the power of EE's network and dive into the latest gaming sensations. From cutting-edge consoles to the hottest games, our Gaming Zone is the ultimate digital playground. Plus, our team of experts can guide you through the best bundles and plans for epic gaming adventures.



4

TECH LIVE

Take a test drive of the latest gadgets at our interactive bench, where innovation meets excitement. From revolutionary devices to must-have tech, our lineup is always evolving with the newest drops. Don't miss your chance to speak with our tech experts and find your next obsession!



Trafford Centre, Manchester

AN EXPERIENCE FOR EVERYONE

Everyone has digital needs, that's why an Experience store is for everybody; from tech savvy gamers to home-owners curious about smart fridges, to those who just want a demo on how to get the best out of their phone.

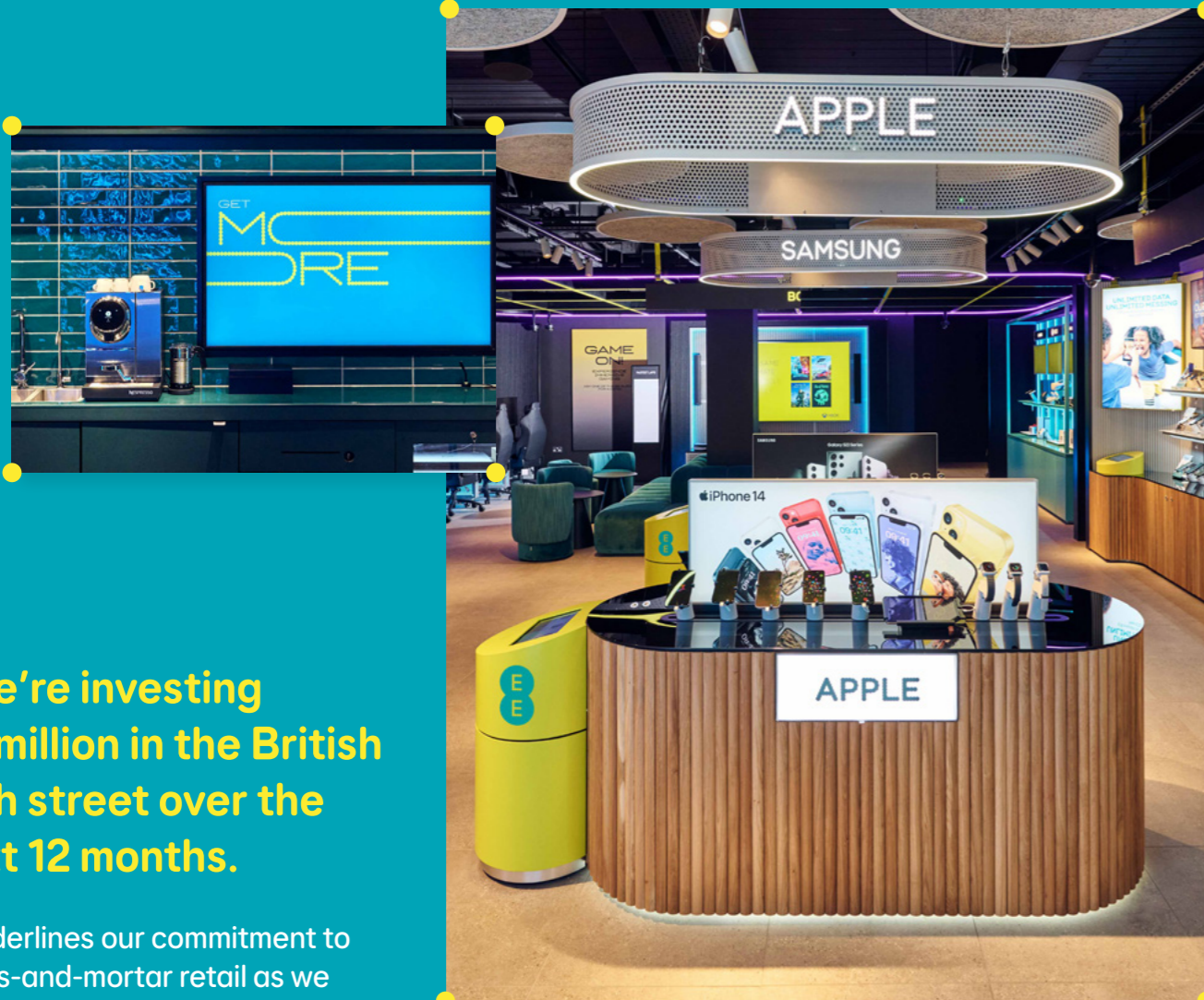
Our Experience stores are all about building a community, and falling in love with our brand. And when we say we're for everyone - we mean it. Our tech, gaming bundles, and repair services are for any customer, on any network.



“We’re investing £6 million in the British high street over the next 12 months.”

It underlines our commitment to bricks-and-mortar retail as we transform our stores over the next year and elevate the retail experience for shoppers across the country.”

Marc Allera, CEO



Cardiff, Queen St

BEHIND THE SCENES WITH JAYNE

Jayne is the Store Leader at our Experience store in Cardiff. She gave us a ‘behind the scenes’ on what it’s like to run an Experience Store.

What types of customers do you see in store?

In Cardiff we get such a range. We get a lot students, big families, and then we also get over 50s that pop into town, and want help with Facebook! It really is such a range of different cultures different ages.

Do they like exploring the different zones?

Customers are always surprised – especially when they see a giant 80 inch TV screen playing Fortnite at the back of the shop! But everyone loves the Home Bay. Because of the sofas it’s really relaxed, and the TV’s are always on, and customers can see how all the tech could fit into their home, so that’s definitely the area that most customers head towards.

Are you seeing a lot of the same faces return to store?

It’s quite a new store, but we’re already starting to see people come back to us consistently. Some know me by name when they come in. We make them feel comfortable to return if they have any issues, or if they’re struggling to download an app - we’re kind of like tech gurus. They’re happy to sit down and we’ll make them a coffee, it’s just a really relaxed environment.

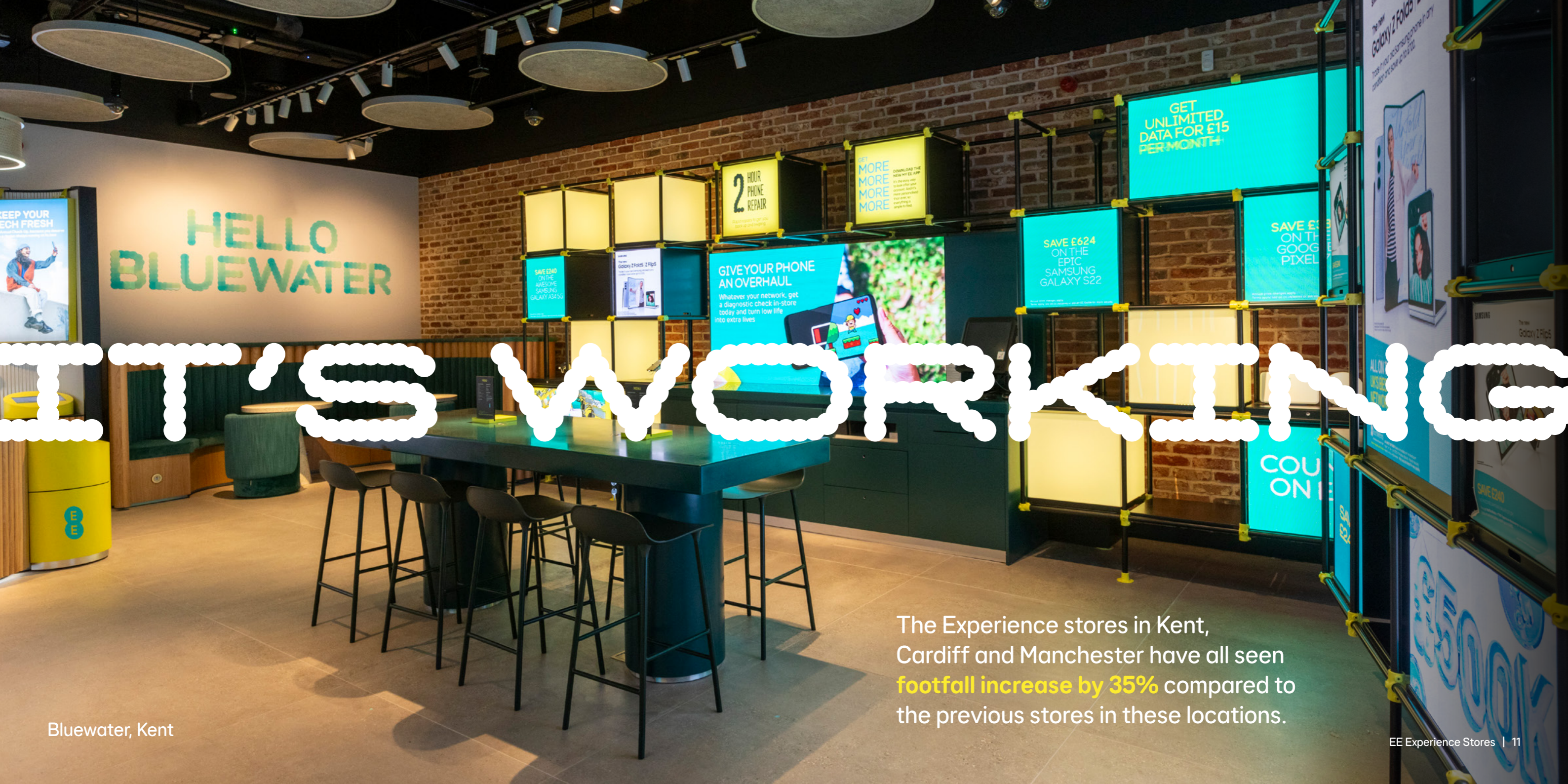


What sets an Experience store apart from a traditional store?

When you come into an experience store, customers are on a different journey to what they would be if they went into a traditional store. You can really get to grips with every single product that we sell - you just can’t get anywhere else.

As soon as we launched home security, that was really exciting. We’ve got an iPad that links up with the cameras in the shop, so customers can literally see how it works and test it themselves. We can set the alarms off and everything!

“I love working in an Experience Store. It’s definitely the trailblazer of the high street.”



IT'S WORKING

The Experience stores in Kent, Cardiff and Manchester have all seen **footfall increase by 35%** compared to the previous stores in these locations.

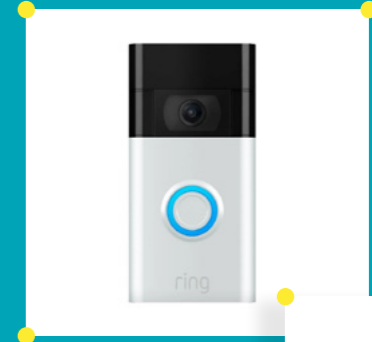
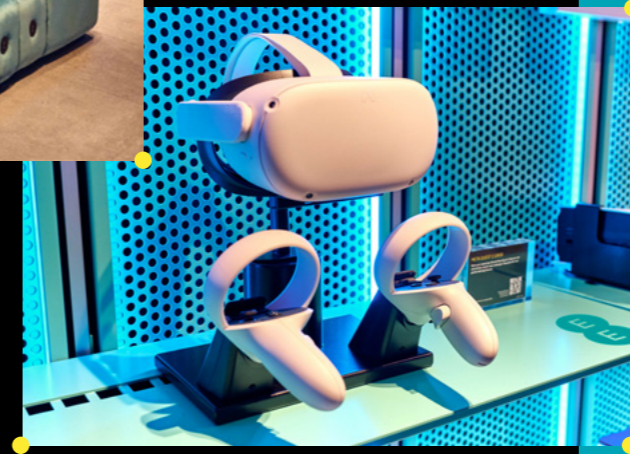
NOT JUST ANOTHER PHONE SHOP

We're expanding into new markets to keep up with our customers' ever evolving digital needs and their ever-more connected lives – way beyond just smart phones.

That's why our Experience stores have it all; cutting-edge hardware, top-notch soft-ware, must-have subscriptions and awesome streaming plans. Plus, ultrafast broadband to power it all.



Metrocentre, Gateshead



- Broadband
- TV and Sport
- Mobile
- Smart Tech
- Gaming
- Computing and tablets
- Security
- Accessories

"EE's new experiential store is a fantastic addition to Platinum Mall... It emphasises the importance of physical and experiential retail in elevating the shopping experience for visitors and following EE's previous success at Metrocentre in Red Mall, we're pleased to see further commitment by the brand in a new and enhanced space."

Ben Cox, Senior Asset Manager at Sovereign Centros, which helps develop the Metrocentre

And we're not confined by what's in our stockroom. If our Guides believe a specific product from ee.co.uk is perfect for a customer's needs, they'll help them explore and purchase it right there and then.

It's all about meeting each customer's unique needs, building trust, and giving them countless reasons to come back.

EXPERIENCE LOCAL

Our Experience Local concept takes the very best from our flagship Studio store, and our Experience stores, and brings it to life in a format capable of fitting into smaller locations across the UK.

It's all underpinned by our expert Guides to bring to life the most personal customer experience on the high street.

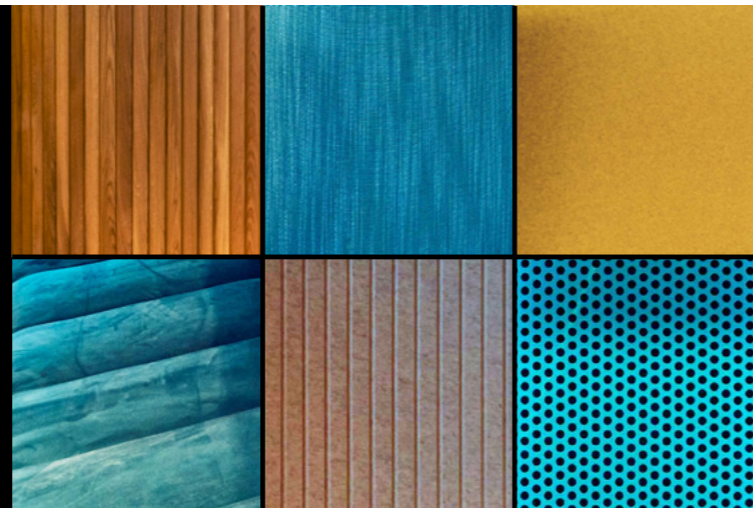


Guildford High Street



RETAIL RESPONSIBLY

All EE designed fixtures and furniture in our Experience stores are responsibly manufactured in the UK using sustainable and recycled materials.



WHERE WE ARE

We have **442** stores nationwide

96% of UK population live within a 20-minute drive to one of our stores



NEED MORE INFO?



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LET'S GET PERSONAL...

What is the app you can't live without?

"The app I can't live without is OS Maps – I do a lot of hill walking and have relied heavily on this app to ensure I find my way back to the pub!"

Janet

"It would have to be the new EE app."

Jason

"There's an app called 'Been' which enables you to track all the countries you have visited around the world, but also ones that are on your wish list. It reminds me of some great trips but also ones I want to do in the future!"

Nick

"The app I'd choose would have to be Garmin. With playing a lot of golf, I'm constantly using it to track my rounds and scores, even if they're not particularly good."

Charlie