



Advanced Online + Follett = Success

Agenda

Advanced-Online Overview

- Current Markets
- Product Assortment

Collegiate Market Offerings

- Institutional Store
- Athletic Store
- Demo

Partnership Opportunities

- Campus Events
- Cross-promotion
- Custom Orders

Key Takeaways

Next Steps

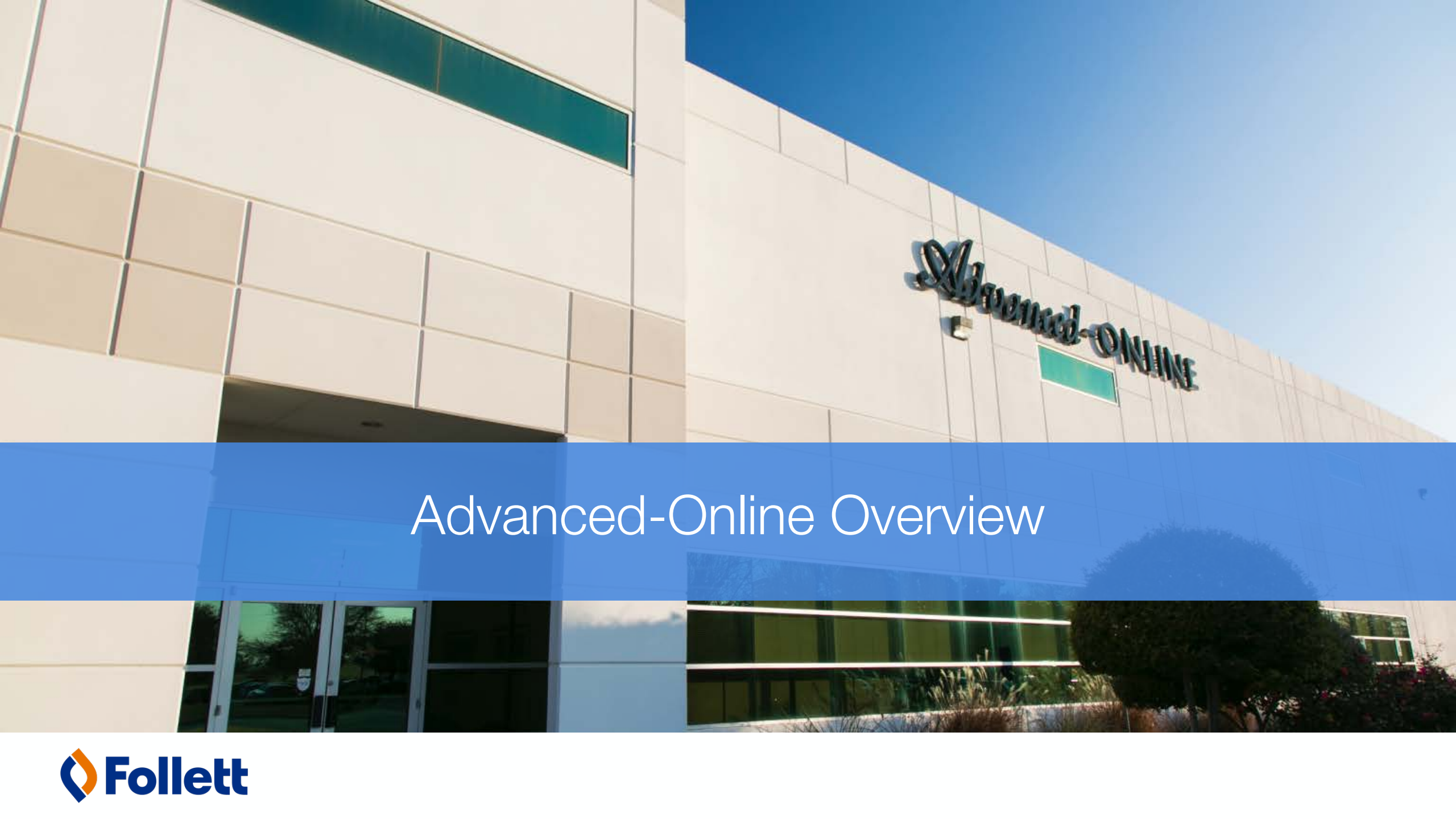




Why are we meeting today?

A smiling man in a blue shirt is holding a pen and talking to a woman in an office setting. The man is wearing a watch and has a friendly expression. The woman is seen from the back, with her hair tied up. The background is bright and slightly blurred, suggesting a modern office environment.

What do we need from the store managers?



Advanced-Online

Advanced-Online Overview

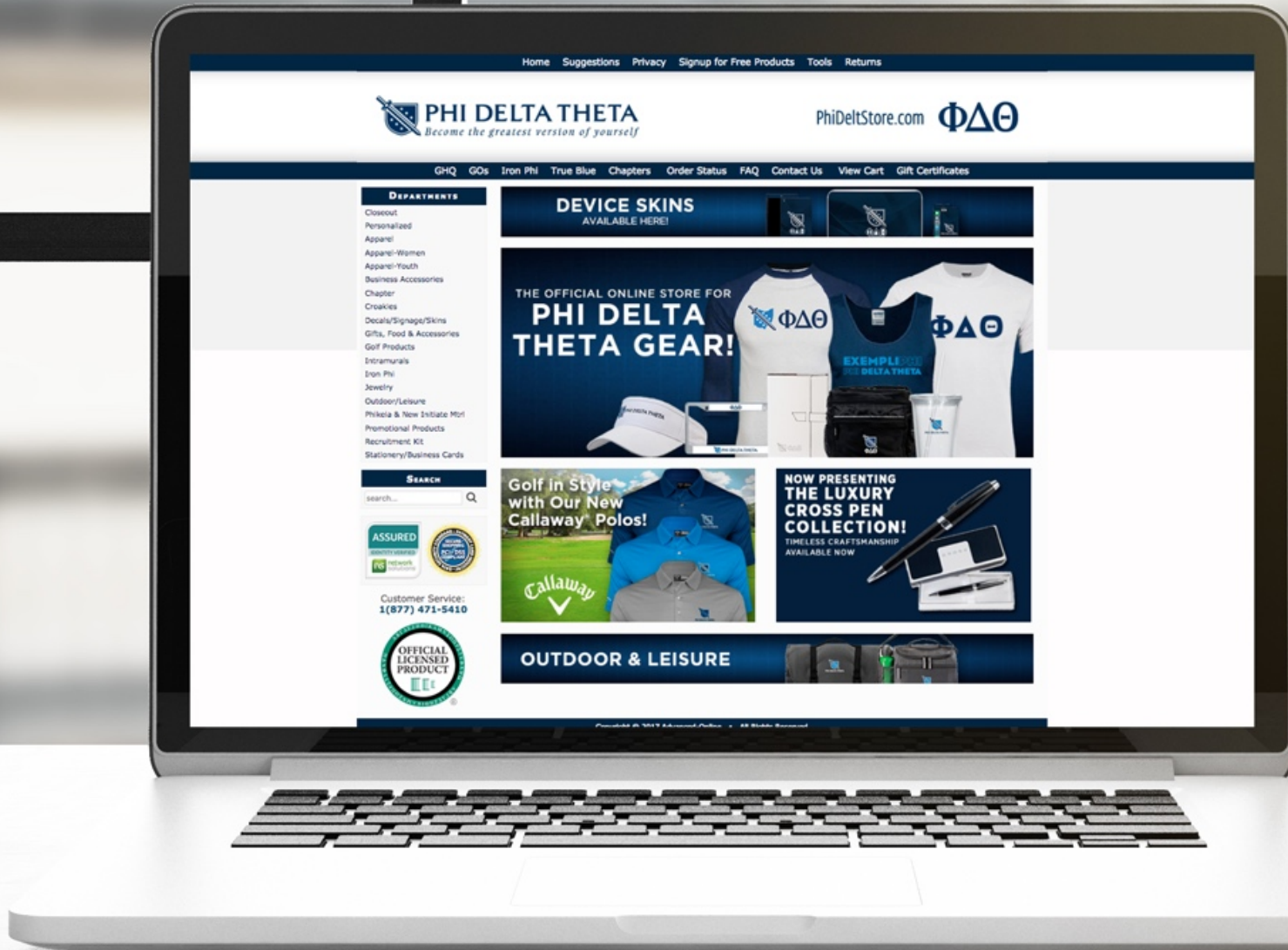
College Market



Corporate Market



Greek Market



American Hockey League (AHL)



Extensive Selection

Every online store offers 800 to 3000 products for alumni, donors, parents and students... personalized jerseys, sport specific sweats and tees to business gifts and dress shirts.

800 –
3,000
products





Collegiate Market Offerings

Institutional Store

It is a site for employees & staff to purchase college, department, and academic school branded merchandise and promotional items.

Why do schools need this offering?

1. Brand control
2. Budget control
3. Diverse product assortment
4. No minimum purchases
5. Fast turnaround times
6. No inventory risk
7. Easier access to merchandise
8. Data and analytics



Athletics Store

It is a site for alumni, parents, students, and fans to purchase merchandise branded with the school's athletic marks.

Why should schools work with AO & Follett?

1. Largest Product Assortment
2. Every sport is represented
3. Championships
4. Personalized Merchandise
5. Discounted pricing for athletics staff & donors
6. Marketing Resources



Collegiate Online Experience

Online Bookstore



Athletics Online Store



Institutional Online Store



WSU DEMO

A close-up photograph of two hands shaking over a table. The hands are positioned in the center of the frame, with one hand slightly above the other. The background is blurred, showing a wooden table with papers and a yellow highlighter. A blue horizontal bar is overlaid across the middle of the image, containing the text "Partnership Opportunities".

Partnership Opportunities

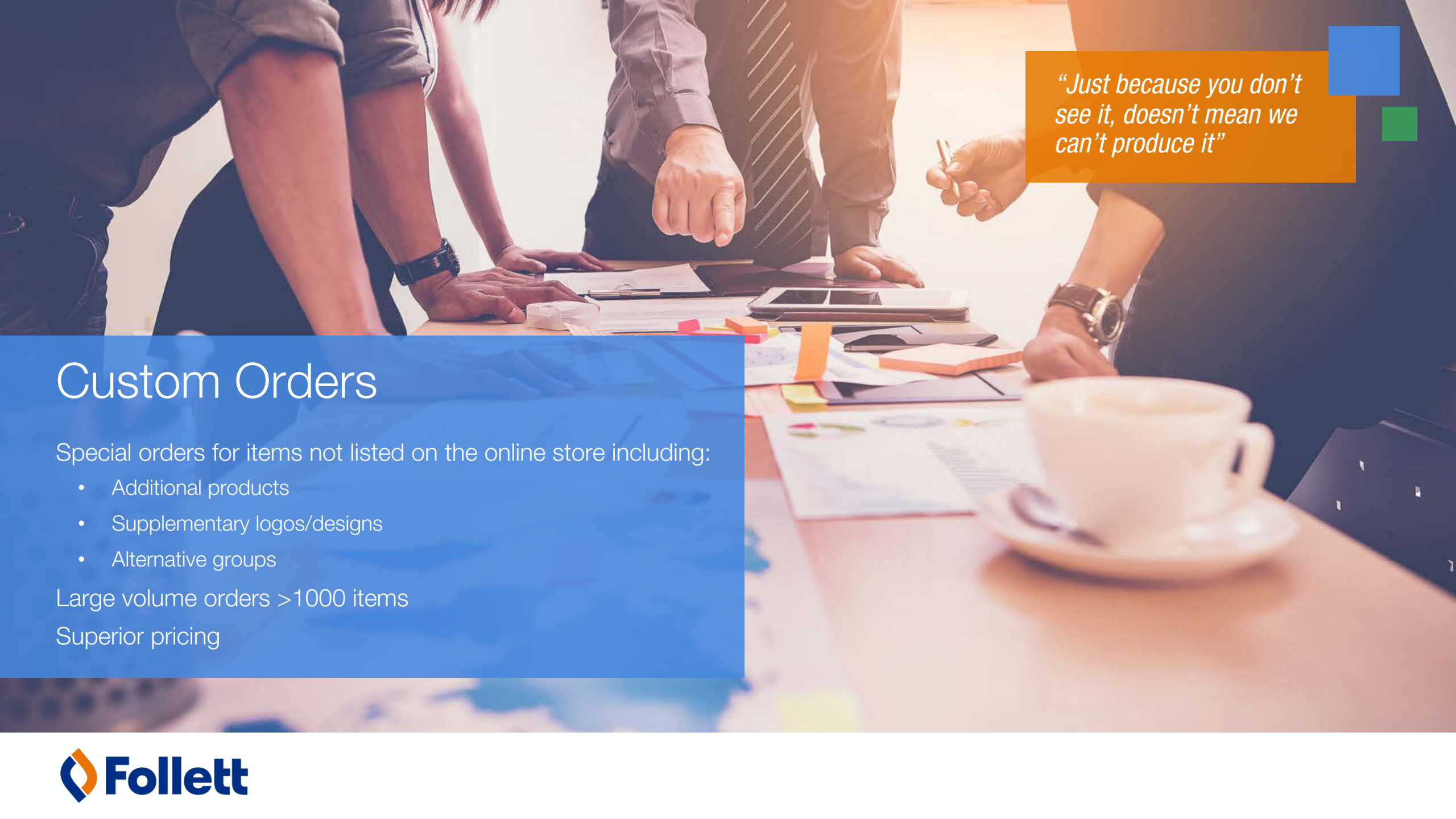
A photograph of a university campus during autumn. In the foreground, a paved walkway is lined with trees showing vibrant yellow and orange leaves. Several students are walking along the path. To the right, a multi-story red brick building with white window frames and black lantern-style light fixtures is visible. A few students are standing near the building, talking. The overall atmosphere is bright and active.

Campus Events

1. Parent's Weekend
2. Fan Appreciation Night(s)
3. Alumni Weekend/Night
4. Freshman Orientation
5. Graduation
6. Championships

Cross Promotional Opportunities





“Just because you don’t see it, doesn’t mean we can’t produce it”

Custom Orders

Special orders for items not listed on the online store including:

- Additional products
- Supplementary logos/designs
- Alternative groups

Large volume orders >1000 items

Superior pricing

Key Takeaways

- AO is a core piece of Follett's growth plan over the next five years
- Store Managers will be asked to utilize their current relationships to expand and extend Follett's overall reach on campus by leveraging Advanced-Online
- AO provides services applicable to any school
- Partnering with AO's internal staff is critical to driving sales
- Custom orders = large revenue opportunities

Next Steps

- Prepare an elevator pitch for Institutional and/or Athletic Stores
- Discuss any potential opportunities with your RM
- Talk with your campus contacts to gauge their interest in these new offerings
- If you have an athletic site already established, set up a call with your Advanced-Online partner to discuss marketing opportunities



Quad Resources

- Quick Reference Guides
- FAQ
- Sales Presentations
- AO Introduction Video

Q & A