

DYMOCKS

B O O K S E L L E R S

More for Booklovers.

THE MARKET

More than 126 million books were sold in Australia last year for \$1.2 billion. Of these sales, \$892 million were through booksellers.

With 82 stores in Australia, the Dymocks group represents some 15% of the book retail market.

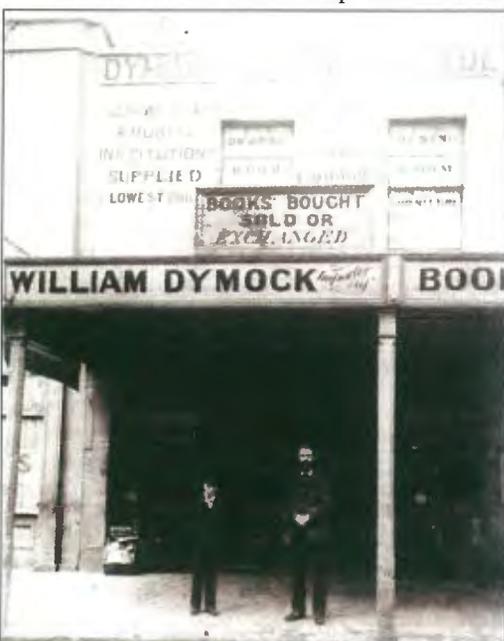
The internet is a relatively recent sales channel in the Australian market. The Dymocks website, launched in 1997, is important in representing the merchandise and marketing strategies of the stores. It allows Australians to buy from Australia's largest locally owned bookseller.

ACHIEVEMENTS

The Dymocks store which opened in Hobart, Tasmania in 2000 made Dymocks truly national with Dymocks in every state and territory. Dymocks Booksellers currently have 82 stores across Australia.

The past five years has seen Dymocks expand internationally to a total of six book stores in New Zealand and eight in Hong Kong / South East Asia. Overall, there are 96 Dymocks stores. This has been a significant achievement for Dymocks, with plans to keep expanding both within Australia and overseas.

In September 2001, Dymocks opened a flagship store in Melbourne's CBD, at 234 Collins Street. The store measures over 1700 square metres and



firmly establishes Dymocks' dominance in the city. A Brisbane flagship store will open in 2002. These stores are part of an overall brand strategy to consolidate Dymocks' market presence. They will complement existing flagship stores in Sydney, Perth and Adelaide.

A merchandising and marketing strategy launched two years ago has seen a marked increase in focus for Dymocks. The strategy, founded on proven retail principles, will continue to support

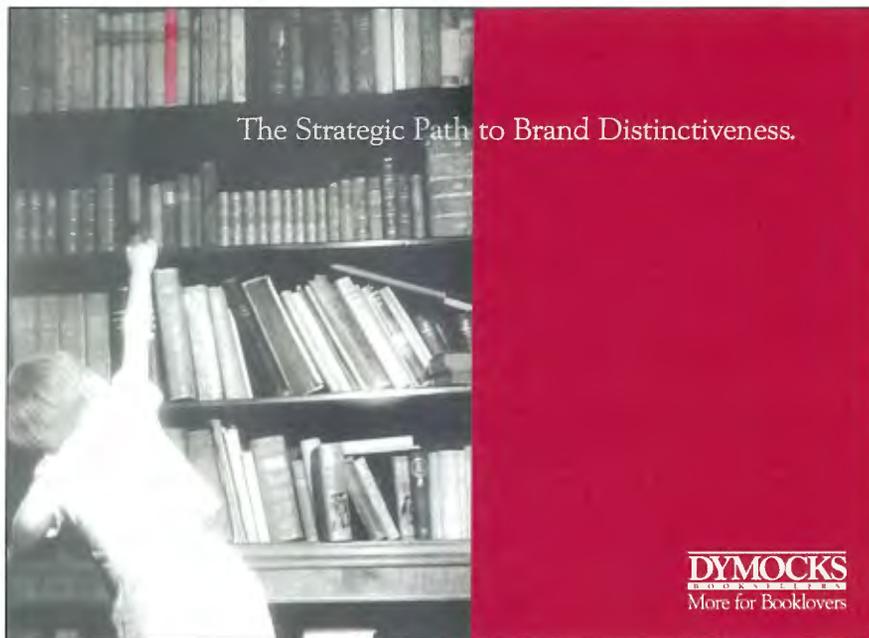
grand nephew, decided to take over the company, selling his own successful printing and publishing business. After investigating book retailing around the world, he implemented major changes to the old store. Specially designed gondolas and displays were built, colour corrected lighting was introduced and the most sophisticated computerised customer enquiry service for books in the English speaking world was developed and installed.

In 1986, the Dymocks Franchise System was set up, allowing people to have their own piece of this great bookselling tradition.

At the same time, dymocks.com.au was being developed as the most successful Australian bookselling site and consistently one of the most visited sites on the Internet. It is a reaffirmation of the Dymocks history of applying modern retailing techniques to a proud century-old tradition.

THE PRODUCT

As a family owned business and the oldest Australian owned book store, Dymocks prides itself on meeting the book buying needs for all generations of Australians, across all categories.



Dymocks' position well into the 21st century.

In the last 5 years, Dymocks has developed alliances with credible and well-respected businesses. These include SBS, with an SBS display in every Dymocks store; The Australian Stock Exchange; Foxtel's fx; and ABC Centres.

HISTORY

The grand Dymocks George Street store, built in 1930, is Sydney's greatest bookstore. Its origins began in 1879 when young William Dymock commenced business as a bookseller in nearby Market Street. As his business grew, he moved to larger and grander premises until, in the 1890s, he had a million books in stock. William Dymock died in his thirty-ninth year. Unmarried and childless, he left the business to his sister Marjory, who was married to John Forsyth. From that time onwards, the Forsyth family has managed Dymocks.

In 1981, John Forsyth, William Dymock's great

Dymocks carries a large range of backlist titles, as well as a vast range of new releases. If the book a customer wants is not available locally, Dymocks can order it from overseas. Superior customer service philosophy, together with a leading range of books and distinctive shop designs make book browsing and buying an effortless pleasure.

In all areas of service, the Dymocks mission statement is "to meet the leisure, learning and gift needs of all customers by creating the best possible book buying experience". Dymocks plans to lead the way in the 21st century with the same enthusiasm and progressive retail approach that has ensured its business success to this day.

RECENT DEVELOPMENTS

In July 2001, Dymocks Booksellers launched an Australian first - a loyalty program allowing communication with individual customers at point-



of-sale. Titled The Booklover Card, the program uses breakthrough technology to instantly reward each customer based on their personal preferences and buying habits. Each card contains a built-in magnetic stripe storing a customer's relevant demographic information and preferences. The other side of the card displays a new message each time the customer makes a purchase.

By the end of 2001, Dymocks had given away over \$500,000 worth of random awards to loyal customers as well as tiered gift voucher rewards.

Dymocks' dominant positioning in the Australian marketplace enabled them to secure the exclusive rights to introduce this technology in Australia.

Dymocks has also moved to improve quality and value with a new Competitive Pricing Strategy. This ensures that "every day, in every Dymocks bookstore, you will find new release titles at at least 20% off the recommended retail price".

Online, Dymocks services customers through Dymocks.com.au and is by far Australia's largest on-line bookseller. According to Hitwise rankings (June 2001), Dymocks is ranked fifth in Australia for global Book Shopping sites. The website offers user-friendly search and navigation.

PROMOTION

Dymocks' national communications strategy has been the driving force behind the outstanding expansion and popularity of the nationwide Literary Events series.

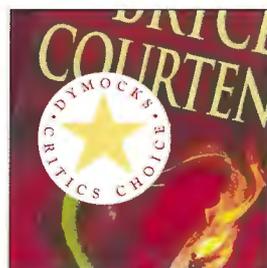
The first Dymocks literary luncheon was held on the 2nd of December 1988, with 120 people in attendance to hear and meet Morris West. The program has grown to include hundreds of local and international authors; alliances with some of Australia's and New Zealand's leading broadsheets; and suburban events.

As part of a national literary program, Dymocks currently has exclusive formal relationships in place with *The Sydney Morning Herald*, *The Age*, *The New Zealand Herald* and *The West Australian*. A less formal but equally valuable relationship also exists with *The Courier Mail*.

Other elements of the National Communications

Strategy include developing Dymocks' own National Literacy Foundation, founded by Dymocks Chairman John Forsyth in 2001. As of 2002, the highly respected National Fiction Award, part of the National Festival Awards for Literature, will be the Dymocks National Fiction Award. This prestigious Award is traditionally announced on the opening day of the Adelaide Festival for the Arts' Writers' Week, which is one of the world's most successful writers' festivals.

Dymocks also sponsors The Dymocks Young Adults Award as part of The Western Australian Premier's Awards, in order to support The Library & Information Service of Western Australia. The company supports and sponsors Federal government literacy initiatives such as National Youth Week and National Literacy and Numeracy Week. In 2001, Dymocks



sponsored the Australian Publisher's Association's Best Designed Children's Cover. Dymocks also sponsors the Romance Writer's Award, part of the Romance Writer's Convention.

Dymocks sponsors Australia's literary community through various well-known and loved writer's festivals including The Sydney Writer's Festival, The Byron Bay Writer's Festival, Northern Territory Writers' Week, The Tasmanian Readers' and Writers' Festival and The Brisbane Writer's Festival.

Dymocks' instore marketing and merchandising initiatives provide a highly differentiated book retail experience. The initiatives are designed to help customers make an easy and informed book purchase. They include a monthly Booklover newsletter featuring new release reviews and highlighting the Dymocks "Book of the Month" and "Author of the Month"; Critic's Choice recommendations that put stars on the covers of selected books; and lists of 10 Great Reads in every category, displayed instore.

The positioning of Dymocks as "experts" in the field is extended to the staff who are hired and trained to provide a high standard of customer service.

Dymocks' advertising strategy involves a regular series of clever newspaper ads to reach the widest range of book buyers. National catalogues are distributed during peak retail periods.

BRAND VALUES

Back in 1879, William Dymock began the Dymocks tradition with his genuine passion for bookselling, and the same attitude is at the heart of the approach taken today. The tradition is defined by four key values: passion, empathy, accessibility, and leadership.

Dymocks is passionate about books in everything it does. As the retail environment

October, 2001

The Booklover

Dymocks Monthly Reviews: New books, author profiles and Booklover Card prizes.

Here's a great range of new releases, including much-awaited titles from Paulo Coelho and Isabel Allende, plus a huge range of discounted titles for all Dymocks customers. Save on the new Donna Hay cookbook - *Off the Shelf*, the new Anne Rice - *Blood and Gold*, as well as the new James Patterson - *Violence* and *Bliss*. All these discounts are part of our new Competitive Pricing Policy. With Australia's best and broadest range, why would you buy your books from anyone but Australia's own Dymocks? Watch out for the *Book Club*, seen on the tv channel on Foxtel and Austar, and sponsored by Dymocks. You'll see the best fiction, health, children's, business and more - available at Dymocks bookstores. For more information on subscribing to it, please go to www.dymocks.com.au.

Be captured by our Book of the Month from the romantic world of Isabel Allende.

Named by characters of one of Allende's most beloved novels - *Daughter of Fortune* and *The House of the Spirits*, she is the story of *Amara del Valle*. As a young girl, Amara goes through an experience of romance and heartbreak, she has no recollection of the time she spent at her life. Evicted by earthquakes and at the end of a century of war, she decides to accept the memories of her past. A magical novel intertwining all sides of the human drama, with the complexity of South America. *Daughter of Fortune* by Isabel Allende. Revised by Melissa Ryan. Dymocks Book of the Month. ISBN 0 17 018788 0. RRP \$39.95 DYMOCKS PRICE \$29.95

Preview by Sophie-Jane Allende

Nothing beats a good read. Edited by Sue Caldwell. Featuring personal stories from Julie Anthonis, Liane McCarroll, Gus Whitbourne, Ben Clarke, Tessa Goldsmith and other Australians that will touch you to your soul. Here is an anthology designed to be an antidote to eating, life for spiritual with stories on courage, inspiration, hope, grief, learning and happiness - all the deep emotions which trigger life-changing turning points within all people. *Nothing Beats a Good Read*. ISBN 0 17 018788 0. RRP \$29.95

Something Wild - Linda Faure. *Wild* is the most beautiful, wondrous and exciting of the stories of our time. It's the story of a young girl who is born in the heart of the bush and grows up in the heart of the bush. It's the story of a young girl who is born in the heart of the bush and grows up in the heart of the bush. It's the story of a young girl who is born in the heart of the bush and grows up in the heart of the bush. *Something Wild* by Linda Faure. ISBN 0 17 018788 0. RRP \$29.95

Use your Booklover Card and you could win the holiday of a lifetime. The Booklover Major Prize for October is a wonderful 7 night holiday weekend valued at up to \$5000, including ground fishing, spa and a cruise. The Booklover Major Prize is a limited edition, fully air-conditioned, luxury motorhome, cruise reservation, travel with all amenities. Prizes include a 100% refund on the purchase of the book. The Booklover Major Prize is a limited edition, fully air-conditioned, luxury motorhome, cruise reservation, travel with all amenities. Prizes include a 100% refund on the purchase of the book. *Something Wild* by Linda Faure. ISBN 0 17 018788 0. RRP \$29.95

Purely Better - Patsy Driver. *Purely Better* is the story of a young girl who is born in the heart of the bush and grows up in the heart of the bush. It's the story of a young girl who is born in the heart of the bush and grows up in the heart of the bush. *Purely Better* by Patsy Driver. ISBN 0 17 018788 0. RRP \$29.95

DYMOCKS

EXPLORE AUSTRALIA RRP \$49.95

CLIVE CUSSLER VALHALLA RISING RRP \$29.95

SHANE WARNE RRP \$44.95

More savings for Dad at Dymocks.

More for Booklovers DYMOCKS

becomes more impersonal, the opportunity for Dymocks to take the high ground becomes ever greater.

Dymocks has identified customer types and developed initiatives to cater to their distinct needs. Through empathy with the individual customer and their individual needs Dymocks provides an enhanced book buying experience.

Accessibility has been another key to Dymocks success as a mainstream

bookseller. By catering to customers' cultural and socioeconomic needs, the company has presented a friendly, open and accessible outward face.

And as the Australian bookstore which has a greater understanding of its audience, Dymocks continues to set the standard in bookselling. The range of services is constantly evolving to enhance the customers' book buying experience and to provide More for Booklovers.

THINGS YOU DIDN'T KNOW ABOUT DYMOCKS

- The Dymocks Franchise system was introduced in 1986.
- More than two million Australians visit Dymocks bookstores each month.
- There are more than 1.2 million books displayed in Dymocks' George Street, Sydney store.
- Dymocks sponsors Australia's literary community through various well-known and loved writer's festivals including the ones in Sydney, Byron Bay, the Northern Territory, Tasmania Brisbane.
- Dymocks' own National Literacy Foundation was founded by Dymocks Chairman John Forsyth in 2001.

