

# Location Criteria... TOMO's Resources...

## Key Location Criteria

The Tomo environment and experience is truly unique in the current mobile communications retail marketplace and is a sustainable proposition within today's highly competitive local markets. Key criteria & requirements for site selection are:

- \* High street or regional shopping centre locations.
- \* High footfall, prime retail space.
- \* Scalable from 1,500 - 3,000 sq ft.



## Resources and Experience

The TOMO management team comprises individuals with exceptional retailing experience in general and of the telecoms retail market specifically.

TOMO will be the fifth successful retail chain that they have launched, developed and managed. These include DX Communications with 180 stores in the UK, 100 t for telecom stores in the Netherlands and 150 Eho! stores in Morocco.

The team's acquisition and brand management process has also delivered a total of 600 store conversions and refits across a range of businesses.

In conjunction with this, the management team has recruited, trained and developed in excess of 2000 staff in the mobile telecommunications sector throughout the UK.



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TOMO is a member of the ITS Group of companies



Unique...  
Innovative...

...and expanding



# Unique... Innovative... a Winning Formula

TOMO is one of the top independent providers of mobile technology solutions:

- \* Seamlessly linking communication requirements;
- \* Providing the best in entertainment and information services on the move;
- \* Offering impartial advice in a quality, service-focused environment.

## We're Unique...

### Key Store Features

TOMO stores have been designed to communicate their brand values clearly and directly through the use of distinctive features which include:

- \* Powerful store frontage, impactful window displays driving high footfall.
- \* Innovative fit-out with modular pod systems, interactive displays and expansive 'live' merchandising.
- \* Distinctive store zoning with interactive demonstration areas.
- \* Dedicated in-store repair solution with logistics support and device configuration facilities.
- \* Use of dynamic, innovative lighting, audio and presentation technology.



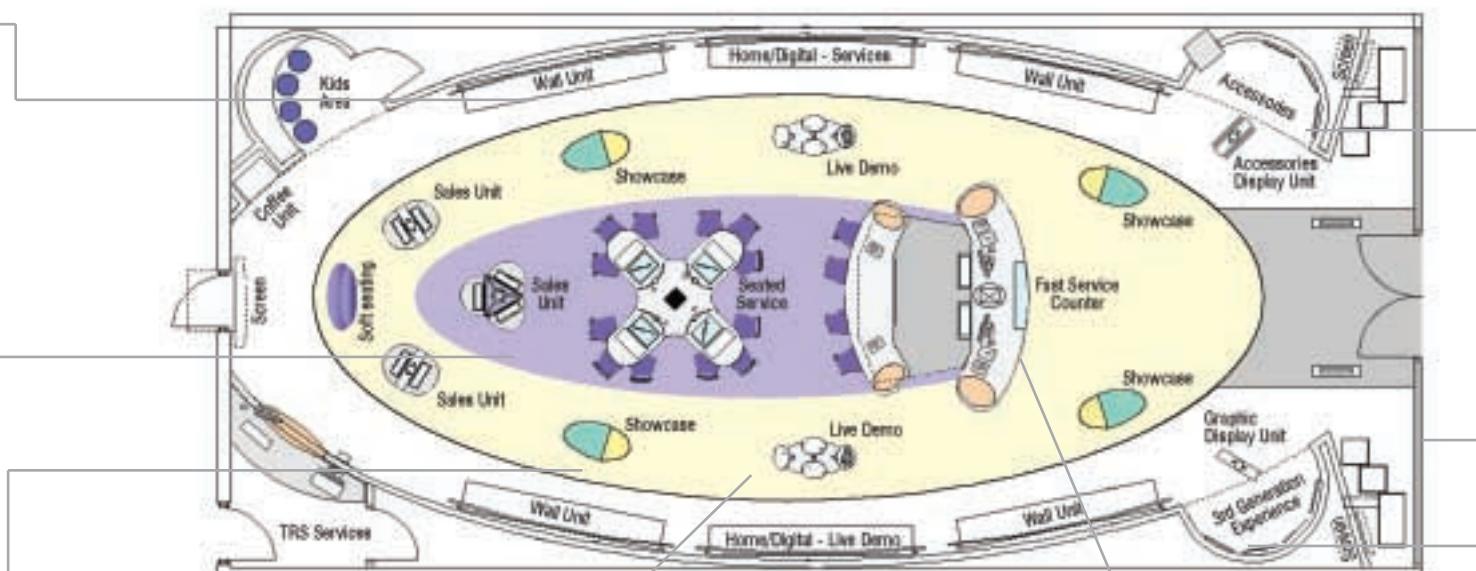
Live product display showcases throughout the store



Seated area for device and services configuration



Interactive displays showcasing the latest technology



Bright, inviting store interior



High number of fast service counters/transactional points



Wide range of lifestyle accessories



Powerful window displays bring product to life



Interactive "Third generation" area

### The Customer Experience

TOMO boasts a top quality and highly visible retail environment that communicates credibility, quality and brand confidence. We bring both theatre and discipline to the market sector, standing apart from the competition and encouraging early customer investigation. TOMO stores are a communications showcase that present:

- \* A cohesive and motivating approach from the mobile networks, device manufacturers and TOMO.
- \* Broad customer acceptance, appealing to all demographic, socio-economic groups and genders.
- \* A skilled and highly motivated store team - well trained and knowledgeable.
- \* A solution for supporting the communications and service needs of the small business community.
- \* Customer support with exceptional after-sales service as a key element of the TOMO strategy.
- \* High staff/customer ratio offering outstanding levels of customer service and support.