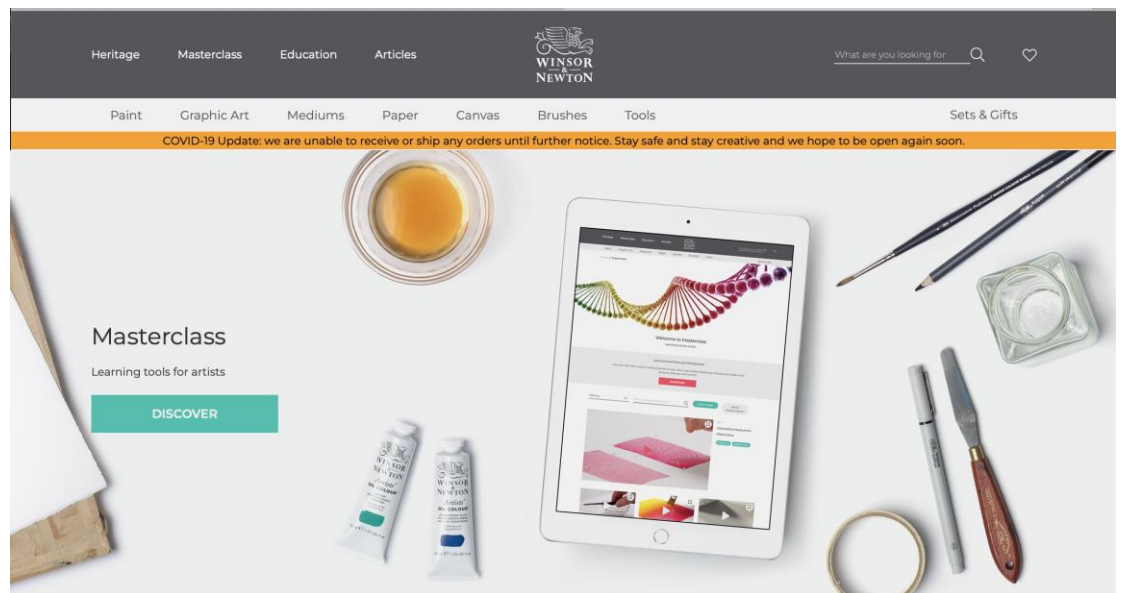


Winsor & Newton website update

We are very pleased to announce the launch of our new Winsor & Newton website coming soon and we would like to give you an update regarding the new functionalities, the timeplan, the situation on ecommerce and the communication planned so that all departments have the same level of information:



Featured Article

Winsor & Newton in collaboration with the Royal Academy of Arts

READ ARTICLE

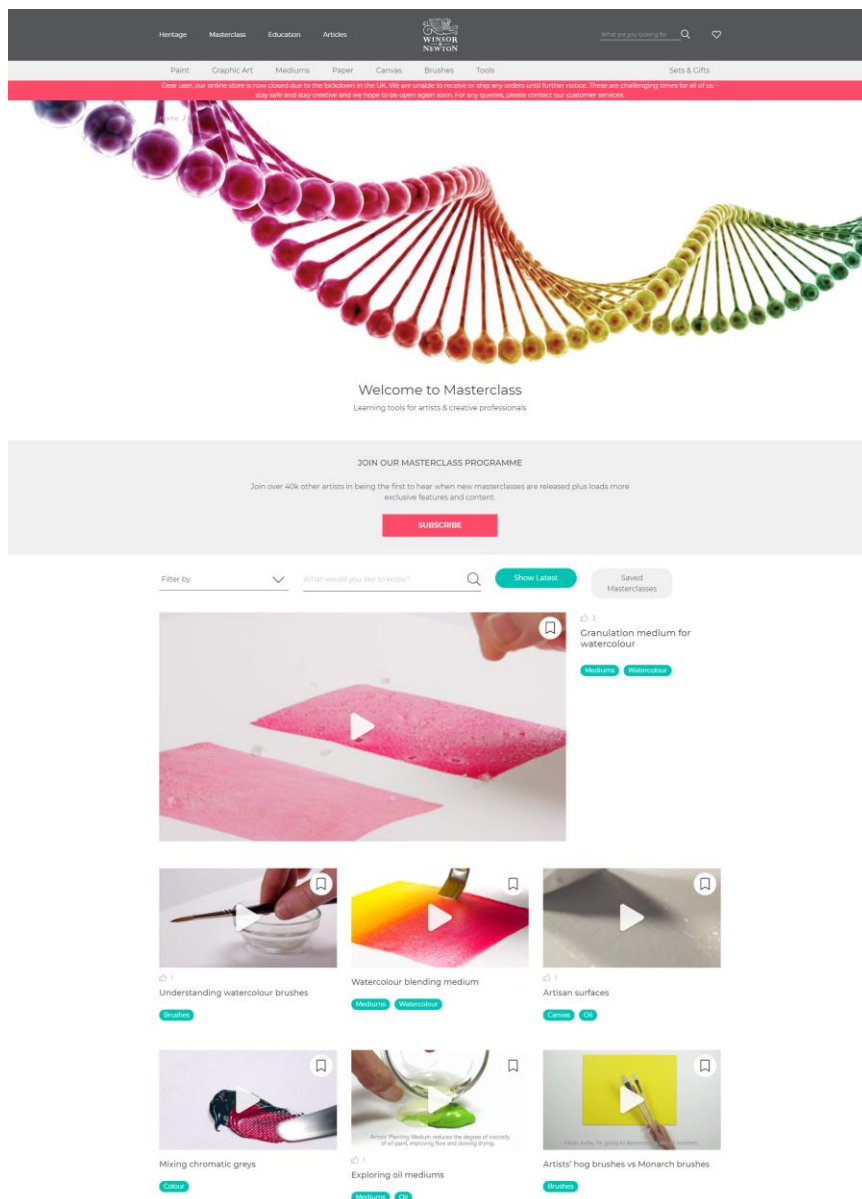


1. Functionalities

We are very pleased with the new W&N website which will allow for a much better consumer experience due to:

- New design features
- Easy navigation
- Better ecommerce capabilities
- Optimization for mobile
- New Masterclass Hub: All 112 masterclass will be released on the website in a Netflix style approach.

The new masterclass hub will allow consumers to (1) have access to every video and watch them at their own pace and within their own area of interest, (2) filter and search topics by media / learning topic, (3) link and share video.



Please note that for the time being we will not have a French website anymore. All FR traffic will see a pop up that diverts them to ROW site. We also have a Non-Ecomm Australian website for market-specific commercial reasons.

We will have the followings 4 URLs:

<https://winsornewton.com/uk>
<https://winsornewton.com/na>
<https://winsornewton.com/row>
<https://winsornewton.com/au>

2. Timeplan

Week of June 15th:

June 17th: The website link will be shared with key stakeholders for user testing.

June 19th: Final sign off with the GLT.

Week of June 22nd:

Shift over of the new website i.e. old and new site will co-exist.

All comms on social and email will be stopped.

June 30th: Launch of the new website and termination of contract with the old site provider Red tech, i.e. new site only.

3. Ecommerce

Ecommerce will be paused until mid/end July. As soon as warehouse capacity is available and final prep work is complete on-site ecommerce functionality will be reinstated. Please note that we will have ecommerce for our UK, US and ROW only.

4. Communication to Retailers

We have sent a communication template to the Commercial team on Wednesday, June 10th. Please, click [here](#) and use it for communication with your retailers.

5. Communication to Consumers

Phase 1: When ecommerce is not active yet

The communication will focus on the new Masterclass Hub:

Email 1 - Teaser for the Masterclass hub launch (June 22): We will send an email to our masterclass subscribers explaining the upcoming launch of the masterclass hub on our website and the advantages they will still benefit from although the content is no longer exclusive to them. We will also advise them about the fact that communication will stop for one week.

Email 2 - Masterclass Hub launch (June 30th): We will send an email to our whole databased informing of the launch of the hub and new website.

See link [here](#) for further info and copy to the email.

Phase 2: When ecommerce will be reinstated

The communication will focus on the new website overall. We are currently working on the communication plan.

6. Next steps of the website

Please note that we are following a MVP (Minimal Viable Product) approach, ie we will continuously improve the website once launched on June 30th.

Key priorities will be the following:

- Check products listings before reinstating ecommerce.
- Sets & Gifts: Given that we have seen increase in demand in our sets/ “entry to art” products and gifting season will be soon we will redesign this page to give better navigation to our customers
- Mediums: We will develop a medium finder approach
- Graphic Art: We will optimise product content as part of our GA campaign
- Colour swatches- add in scroll functionality
- Recommendations and cross selling
- Review imagery and content & update where needed and in line new launches/relaunches
- Review/update articles & tips and techniques
- History of the brand
- Develop FAQ section

We are looking forward to hearing your feedback on the new Winsor & Newton website!

Winsor & Newton and Digital Team