• Industry Overview
• Logistics
• Digital Marketing
FTD: 1910
Teleflora: 1934
1-800-Flowers: 1976
Proflowers: 1998
1. A gift of flowers that will cross the longest miles to say "Merry Christmas" for you! What lovelier thrill could anyone send? And how little it costs! How simply it's done! Just go to any florist near you who shows the F.T.D. (Florists' Telegraph Delivery) emblem in his shop or window.

2. Tell your F.T.D. florist you want to send some flowers or a plant by wire. Make your selection, give him the address and your message for the card. He does the rest. He makes all the necessary arrangements with a representative F.T.D. florist in the town where your gift is going. And . . .

3. Your Christmas thrill is delivered—right on time—fresh and beautiful as can be! You can count on it! For F.T.D. members are top-flight florists—joined in an association that guarantees extra care for every wire order. Thousands know the F.T.D. way is the safe way. And see how little it costs.

4. Look! A bowful of thrills for a far-away someone on your shopping list! A gorgeous array of fragrant, fresh-cut blooms! Cost? There's a lovely box for every purse. You can be modest, or elaborate. The price depends on your selection of flowers. No extra, but the wire charge.

5. Another grand idea! Flowers delivered at the door all beautifully arranged in a vase or smart container. Off comes the wrap—and there's an exquisite gift ready to add a merry touch to a dining or living-room table. You can get a lovely arrangement for as little as 35. You can spend 5 to 8, or even more—if you wish to send an especially beautiful gift.

6. Or wire a flowering plant—a Christmas poinsettia, a cyclamen, a potted azalea, or begonia. You can get a beauty anywhere from 5 to 15. You can send the loveliest ever for 10 to 20. So see your F.T.D. florist today and "Say it with flowers—by wire!"

WIRE FLOWERS THROUGH F.T.D. MEMBER SHOPS
FLORISTS' TELEGRAPH DELIVERY ASSOCIATION reminds you to "Say it with flowers—by wire!"

THE MARK OF THE WORLD'S BEST FLORISTS
Look for the F.T.D. emblem—wherever you shop, for it means finest professional service.
STORY OF FLOWERS
from farms to the store...

FARMING
- Land prep
- Planting
- Fertilizing
- Harvest

TRANSPORT
- Sorting
- Cleaning
- Inspection
- Packaging

DISTRIBUTION
- Farm
- Cargo handling
- Breaking bulk packaging
- Unloading
- Storage

RETAIL
- Unpacking
- Cleaning
- Sorting
- Putting in water buckets
- Loading

CONSUMER
- Bouquets
- Occasions
- Accessories
- Display

TRASH
- Simple steps
- Trashed
- Options
- Composting
- Recycling
- Trash

Points of high impact

Points of high impact

Points of high impact

Points of high impact

Points of high impact
“System in all things is the soul of business”
– George Washington

"What it takes to dazzle everybody today is one hundred times more ambitious and complex and challenging than before." – Steve Wynn

“The road to freedom is a beautiful system”
– Phil Jackson
Platform

• Customer Service
  – Call Center
  – Order Management Tasks
  – Inbound / Outbound Emails

• Software Development

• Vendor Support

• Decision Support (Analytics)
Product

• Nationwide Same Day / Next Day Delivery
  – 6 regional distribution facilities
  – Thousands of local florists
Distribution Facility
Distribution - Zone
Floral Network
Flowers

• "The peaks are unprecedented...I've been in businesses with big Christmas seasons, but even then you're talking about people shopping over the course of a month.... Valentine's Day is the toughest because, as you can expect, men really procrastinate."

– Rob Apatoff, FTD CEO
Take a picture and frame this.

<table>
<thead>
<tr>
<th>Order Number</th>
<th>Delivery City</th>
<th>Delivery Zip</th>
<th>Orders Last 90 Days</th>
</tr>
</thead>
</table>
2/14 9AM
Pitch

• Digital Marketing
  – PPC
  – CPM
  – CPA
• Email Remarketing
• Organic Search
• Portals
• Affiliates
• Mass Media
Google parent Alphabet passes Apple market cap at the open

Ari Levy | @levynews
Tuesday, 2 Feb 2016 | 10:06 AM ET

Change from Q4 2014 to Q4 2015 (YoY)

<table>
<thead>
<tr>
<th></th>
<th>12 months Ended Dec. 31, 2014</th>
<th>12 months Ended Dec. 31, 2015</th>
<th>Growth (YoY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate paid clicks</td>
<td>$65.674 billion</td>
<td>$74.541 billion</td>
<td>13.5%</td>
</tr>
<tr>
<td>Paid clicks on Google websites</td>
<td>$19.011 billion</td>
<td>$23.425 billion</td>
<td>23.2%</td>
</tr>
<tr>
<td>Other Bets revenues</td>
<td>$327 million</td>
<td>$448 million</td>
<td>37%</td>
</tr>
<tr>
<td>Other Bets operating income (loss)</td>
<td>($1.942 billion)</td>
<td>($3.567 billion)</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Aggregate cost-per-click       (13)%
Cost-per-click on Google websites (16)%
Cost-per-click on Google Network Members’ websites (8)%
“Ads account for about 90 percent of Google's overall revenues, and of this ad revenue three-quarters comes from ads on Google's own websites — including a large share for Google's market-leading search engine. The remaining quarter comes from Google's ad networks, which sell ads that appear on other people's websites.”

http://www.vox.com/2016/2/4/10911364/google-apple-most-valuable