

HARVEY NICHOLS

1st June 2010

Mr Stephen Wilyman
Mteq Retail Implementation
78 York Street
London
W1H 1DP

Dear Stephen

Harvey Nichols Birmingham has successfully implemented a six-week sales-improvement programme in conjunction with Mteq.

The initial work done in analysing sales and our approach towards customer service was very revealing and a valuable insight into the position we were in. The sales teams had found targets difficult to achieve, we had struggled with volumes of sales and we were short of great management information to be able to benchmark how good our conversion and sales were.

Our Department Managers quickly gained confidence in Mteq; whom, working with the team and coaching them in the use of the newly installed key performance indicators and customer service best-practice, have helped them to understand sales targets and how to achieve them.

At the conclusion of the programme we have seen a noticeable improvement in our sales trend compared to the same period last year and we are pleased with the outcome. The sales team have responded well to the work done in such short time; it has brought out the passion in the team and they know they can achieve more than before.

We are now working on the sustainability phase.

Yours sincerely,

For and on behalf of
Harvey Nichols Own Brand Stores Limited



Kevin Breese
General Manager