



Shutl unveils data from Christmas 2011 holiday period: bigger, later, faster, maler and more mobile!

London, 5th January 2012 - Shutl, the internet start-up that delivers what you want, when you want it, today unveils delivery data collected over the 2011 holiday period¹.

Shutl offers online and in-store shoppers the ability to receive their orders in as little as 90 minutes or within a one-hour window of their choice, same day or any day. Shutl serves retailers across all product categories, with clients ranging from Argos to Laithwaites Wine and Karen Millen.

Shoppers shutl'd late this Christmas...

- 51% of all peak pre-Christmas shutling happened over a 10-day period (from 14th to 23rd December), with 24% occurring over a frantic 4-day window (from 19th to 22nd December).
- Shoppers bought 2 hours later in the day versus 2010, with a seven-fold increase in the number of insomniacs placing online orders between midnight and 3am.

What separates men and women?

- Pre-peak, men accounted for only 36% of Shutl orders on average, however 38 of the 40 days leading up to Christmas saw a higher proportion of men using the service. Saturday 17th December saw the first (and only) time male users outnumbered female! Men seemingly have higher expectations than women - or at least they don't value their time as highly! Feedback left by female shoppers over the period consistently ranked the Shutl service 4% higher than their male counterparts, scoring it a whopping 96% combined across 'value for money', 'ease of use', 'speed of delivery' & the 'delivery person'. The greatest variance was for 'value for money', although male perception improved by as much as a 150% in the build-up to Christmas.

Kindle beats iPad in battle, but Apple is winning the war

- 55% of top 100 products shutl'd were consumer electronics.
- Amazon's Kindle was the top seller, representing 1.6% of all items shutl'd over the period and outselling iPads by almost 2:1.
- When including iPods, Apple narrowly pips Amazon to the post, accounting for 1.7% of all items shutl'd.

2011 in numbers: bigger, faster, cheaper and more mobile

- **This year saw** a 155% increase in the availability of Shutl (600k shoppers were offered Shutl delivery). This is the combined result

¹ November 15th to December 31st



of more retailers offering the service and the successful completion of company's first phase of expansion beyond London.

- 2,570% more shoppers chose to shutl versus 2010, driven by increased availability, greater awareness and better pricing.
- The fastest delivery was an order placed at Oasis on 16th November 2011, delivered in 17mins : 24secs of checking out. This was 41% faster than last year's quickest (29mins : 24secs), though still some way off Shutl's 14mins : 59secs world record set in March 2011.
- A 4,385% surge in the number of people using the Shutl service via a mobile device, with iPads proving to be the most popular (accounting for a whopping 77% of all mobile traffic).
- The average price paid for Shutl delivery over the holiday period was £5.64, with over 40% of customers receiving their delivery for free!

"It has been a merry Christmas for Shutl, the retailers we serve and our courier partners. We take it as an encouraging sign for 2012 that so many people preferred to end 2011 shopping rather than sleeping!" comments Tom Allason, Founder and CEO of Shutl. "We're already working hard to make Shutl available to as many shoppers as possible in time for Christmas 2012."

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Shutl

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Shutl is a UK start-up that promises to bring delivery up to speed by letting shoppers get what they want, when they want it. The service connects retailers to local same-day courier companies, enabling delivery to both online and in-store customers within as little as 90 minutes ('Now') or within a one-hour delivery window of their choice ('Later'). Shutl currently holds the record for the world's fastest e-commerce delivery; a shopper taking receipt of their goods within 15 minutes of checking out online. Shutl was founded by veteran entrepreneur Tom Allason, also known for founding eCourier.co.uk. The company has been operating since March '10 and counts Argos, Aurora Fashions, B&Q Tradepoint, Karen Millen and Laithwaites Wine amongst its customers.