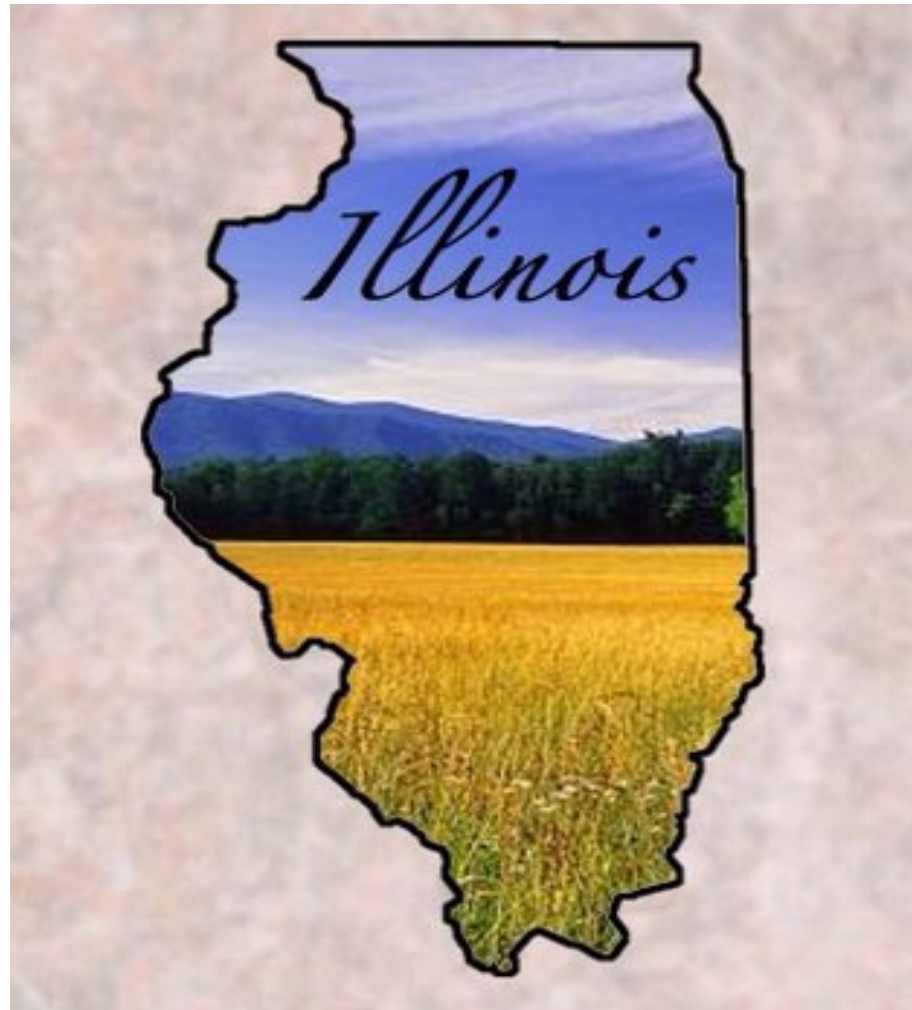


Relevancy of Today's Bookstore

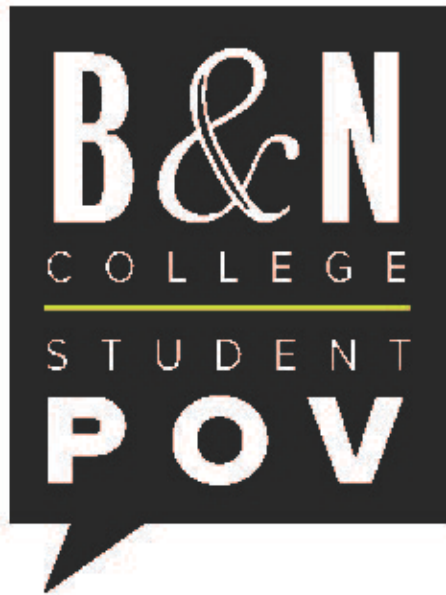


Our Promise

Deliver an unmatched service
and digital learning experience
that is all about the needs of your campus.



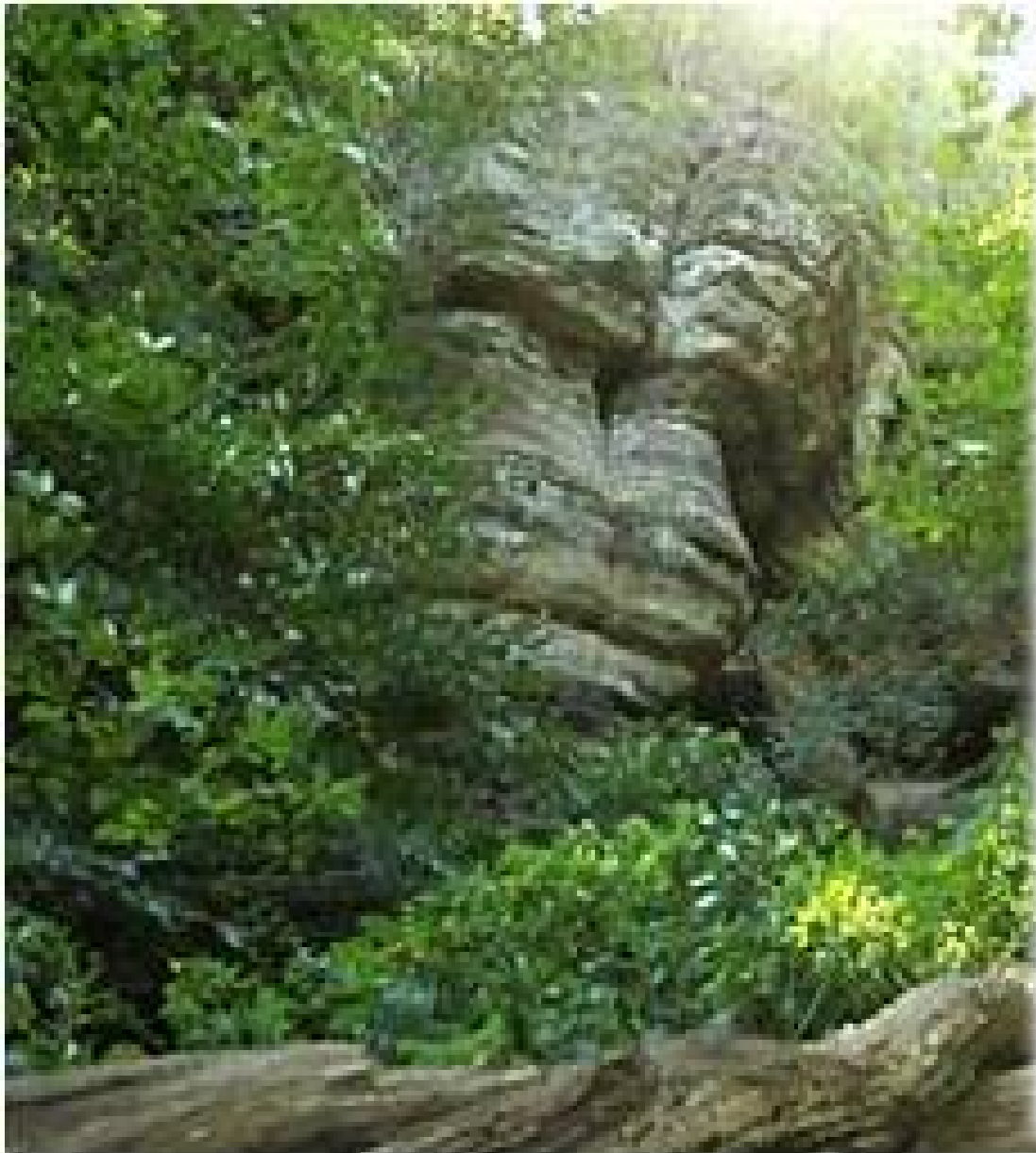
Listen. Learn. Act.



BARNES & NOBLE
COLLEGE
PARTNER INSIGHT

BARNES & NOBLE
COLLEGE
FACULTY P.O.V.

Continuous Innovation Guided by Local Empowerment

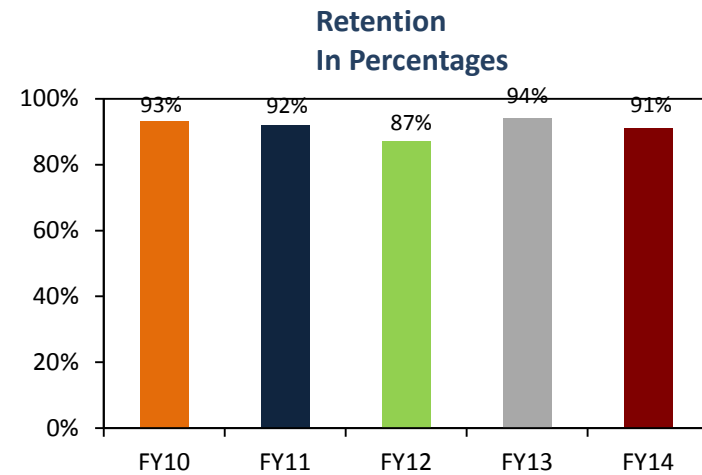
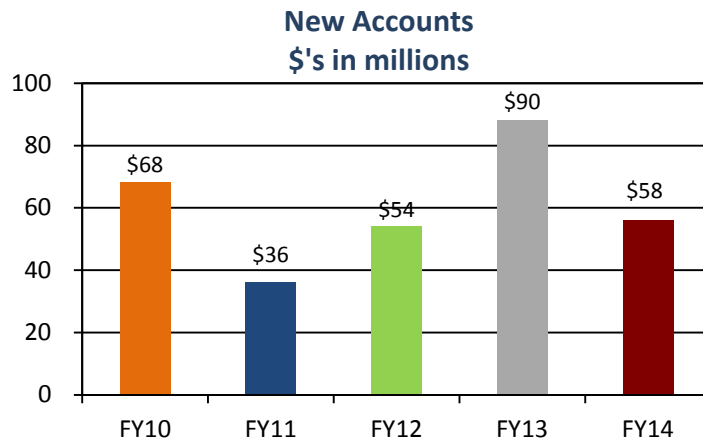


- Local Empowerment, Decentralized Management
- Customer - First Culture
- Innovation
- Single Focus on Campus Retail

Financial Strength FY14

\$1.7 Billion in Revenue | \$115 Million in EBITDA

Sales Mix FY14
32.5% Non-Text
67.5% Textbooks



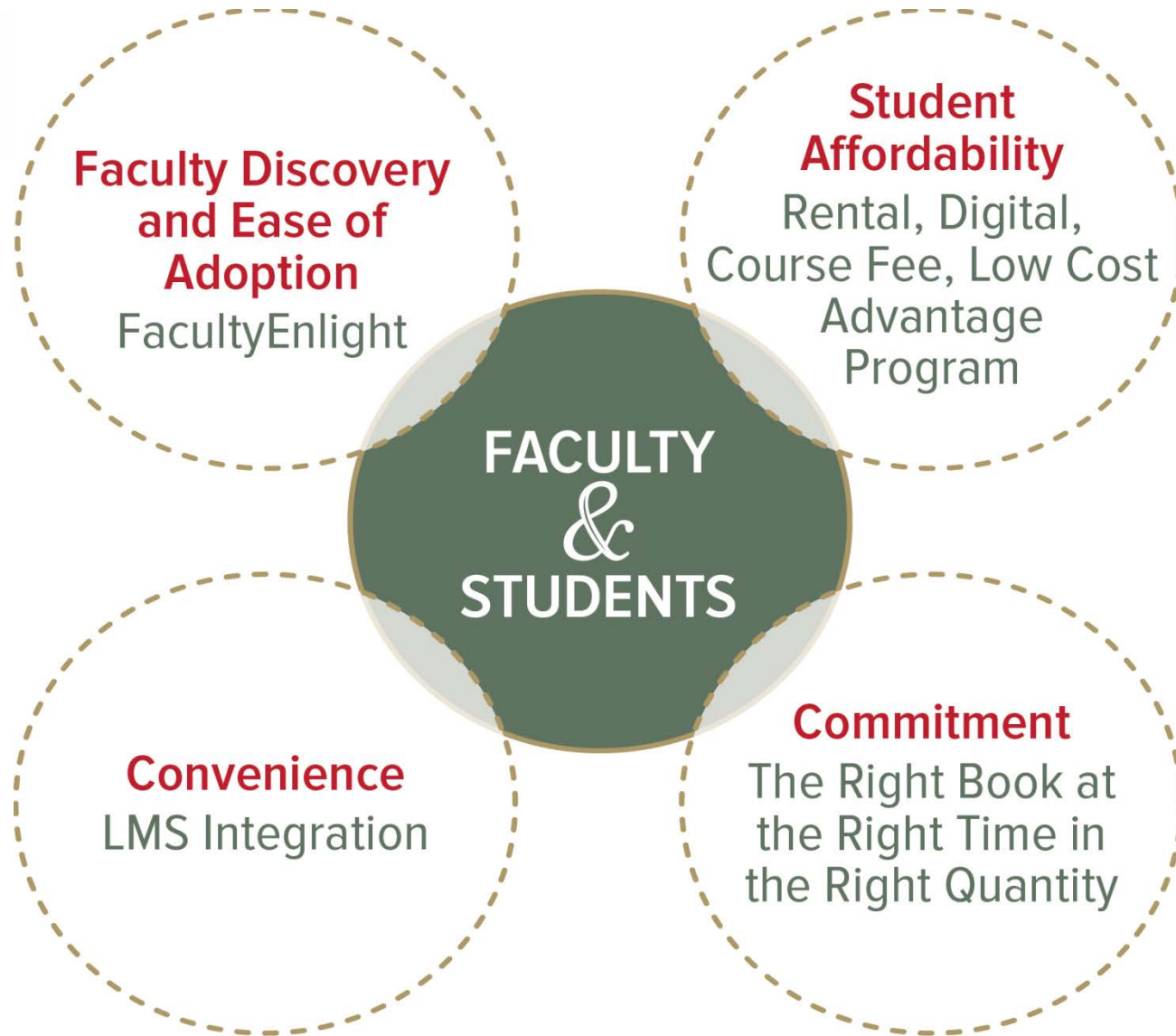
Reach & Scale

Over 725 Campuses | 5.3M Students & Faculty



Increasing Access & Affordability

Our Textbook Tenets



Student Mindset: Course Materials

CHOICE

CONVENIENCE

AFFORDABILITY

- Affordable Options are critical: rental, digital, course fee and used textbooks
- Convenience, ease-of-use and mobility are paramount



Student Affordability: Textbook Rental



- Marketplace pricing
- 85% of average title base eligible
- No faculty commitment
- In-store and online
- All forms of payment
- Rent & Own – Rental buyout

Student Affordability: Cost Saving Options



- **Course Fee**
 - Flexible to meet student and institution needs
 - Focus on access and affordability – we work with publishers to lower prices
 - Print / Digital
 - Delivered Your Way – LMS integration
- **Low Cost Advantage Program**
 - Deep discounts on select titles


The Faculty Connection




- Faculty care about finding the best materials for their students
- 96% of faculty use online resources for course material selection
- 2/3 still struggle to find what they need
- 2/3 care about student affordability

Igniting the Faculty Connection

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ISBN: 9780205017027
Publisher: Pearson
Publication Date: 12/12/2011
Estimated Student Price

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Student Affordability: Campus Connect Technologies

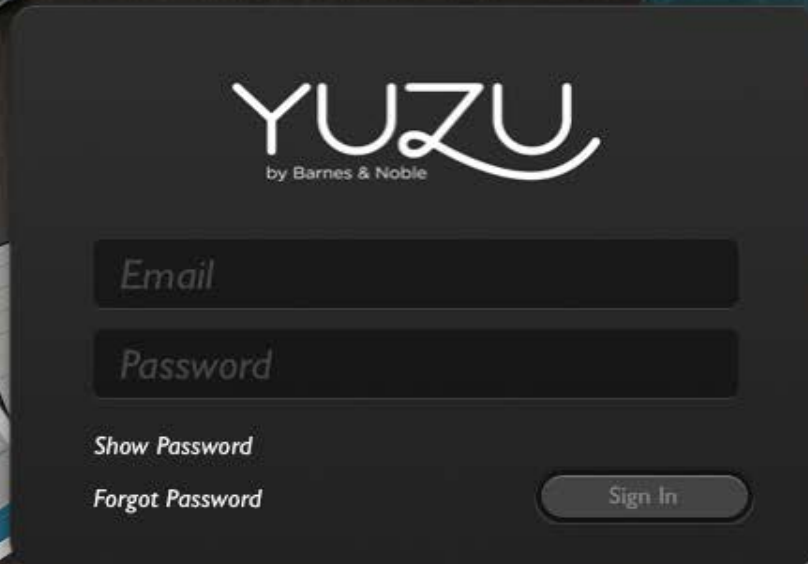


CAMPUS CONNECT
TECHNOLOGIESSM

Solutions for Convenience and Ease

- Registration Integration
- Student Financial Aid
- Course Fee Solution
- Enrollment Feeds
- LMS Integration

Moving to the Future: Digital



YUZU
by Barnes & Noble

Email

Password

Show Password

Forgot Password

Sign In

- *Delight & Engage*
 - *Content first*
 - *Mobility*
- *Investment & Resources*

Questions