

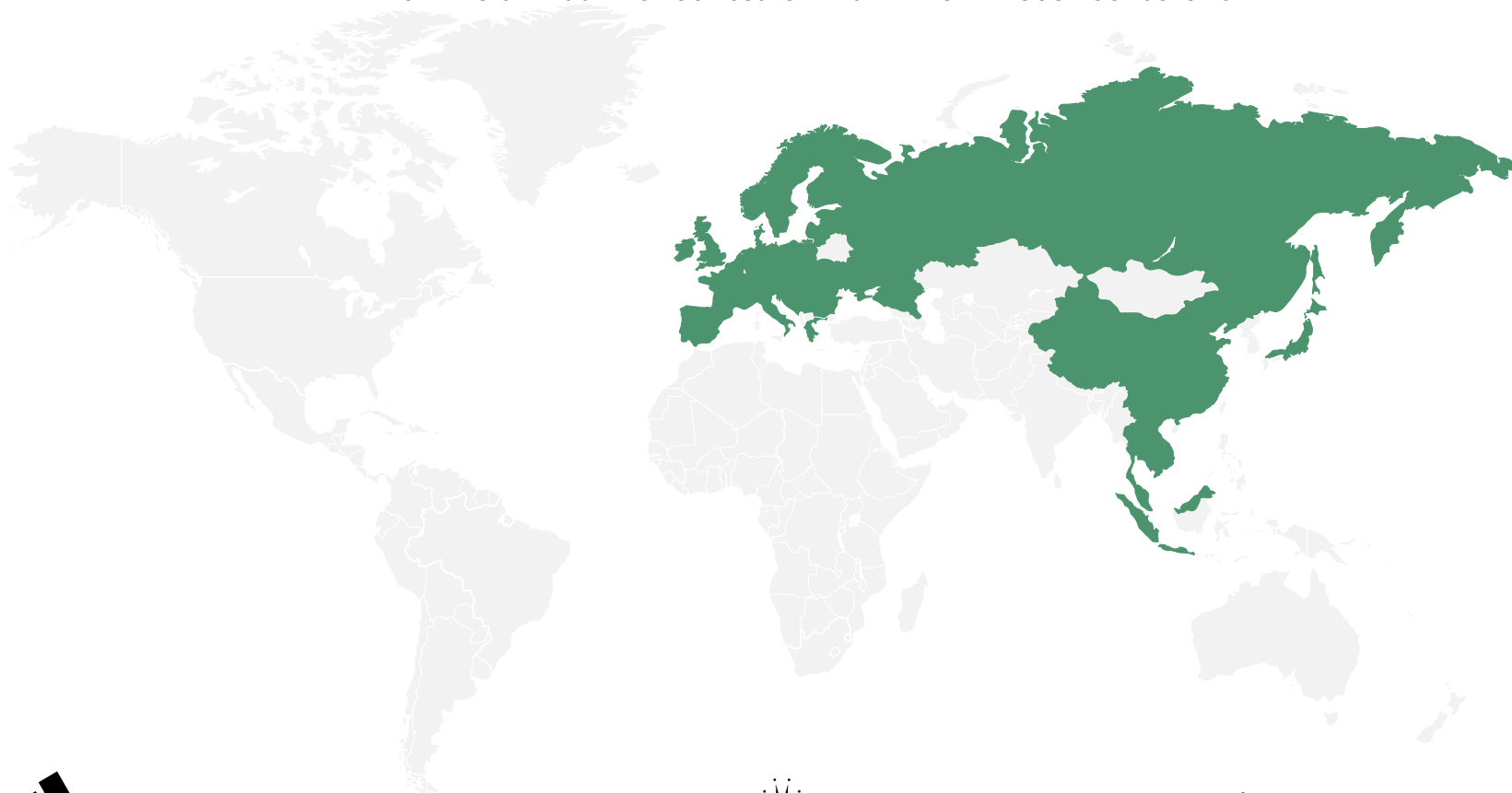


chain|balance

CONSUMER AS THE
HEARTBEAT OF
YOUR VALUE CHAIN

FOUNDED IN 2009, NOW OPERATING IN 30 COUNTRIES

RUNNING OVER € 5 BN OF OUR CUSTOMER'S REVENUE THROUGH OUR SOLUTION



TOMMY HILFIGER



ESPRIT



Floris van Bommel



Calvin Klein



JUST BRANDS

sloggi



PETROL INDUSTRIES

YAYA
BRAND OF QUALITY GOODS

WHAT WE AND OUR CUSTOMERS HAVE RECOGNISED



Changed shopping behavior



Dynamic demand across many different POS



High manual effort



Unsustainable business

WHAT WE DO

OPTIMIZE THE ENTIRE MERCHANDISE FLOW MANAGEMENT



ANALYZE

SALES & INVENTORY DATA



CALCULATE

FUTURE DEMAND



DECIDE

BEST ALLOCATION



TRANSFER

GOODS ON TIME

WHOLESALE SITUATION - PRE-ORDERS WILL TURN INTO RE-ORDERS

CAN THE RETAILER OR THE B2B-SHOP COMPENSATE THAT?

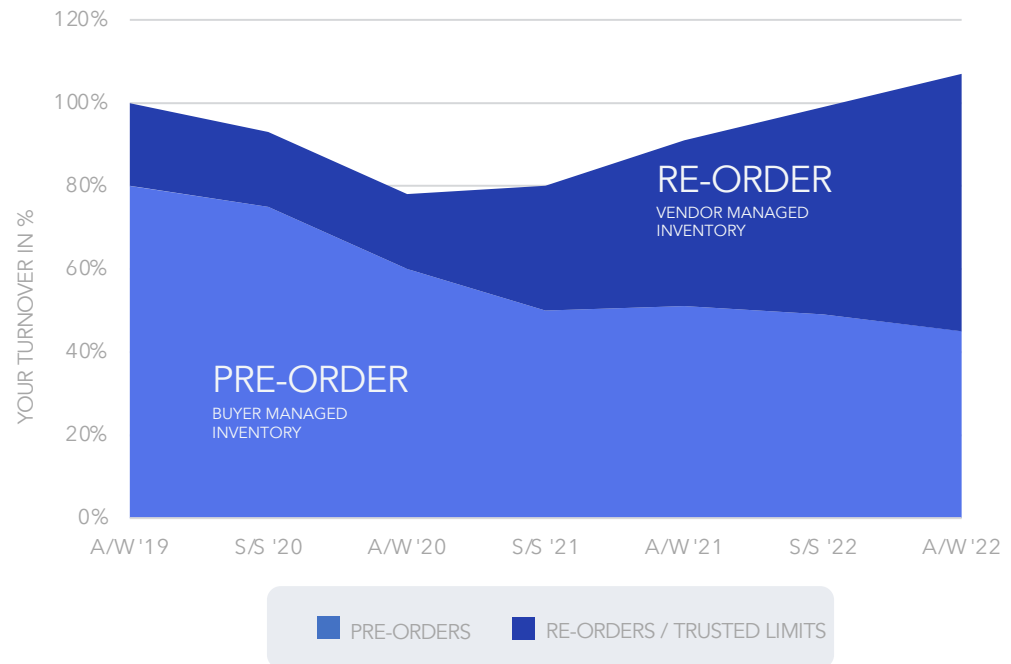
99%

of retail-buyers want minimum pre-order with flexible pre-order options

94%

of retailers want an exchanges of merchandise

Source: TW+ Exclusive Survey on Order Spring 2021



TURNING HOURS INTO SECONDS

MANAGE 300 POS WITH YOUR STAFF & ERP-SYSTEMS – WEEKLY

✓ ✓ ✓	ANALYZE COMMON REPORTS SUCH AS TURNAROUND RATE, STR, BEST-/SLOW-SELLER, PROFIT/LOSS CALCULATION AND YOUR WAREHOUSE STOCK AVAILABILITY	15 min x 300 75 Hrs.
💡	UNDERSTAND POS SITUATION OF SALES INFLUENCES TO MAKE YOUR DECISION	10 min x 300 50 Hrs.
✓	DECIDE WHAT YOU HAVE TO DO TO OPTIMIZE THE ASSORTMENT AND SALES PERFORMANCE OF POS	5 min x 300 25 Hrs.
👥	PROPOSE & COMMUNICATE YOUR INVENTORY ACTION TO THE POS PARTNER AND AFTER ACCEPTANCE ISSUE INVOICE & DELIVERY NOTE	15 min x 300 75 Hrs.

1 POS / 45 min

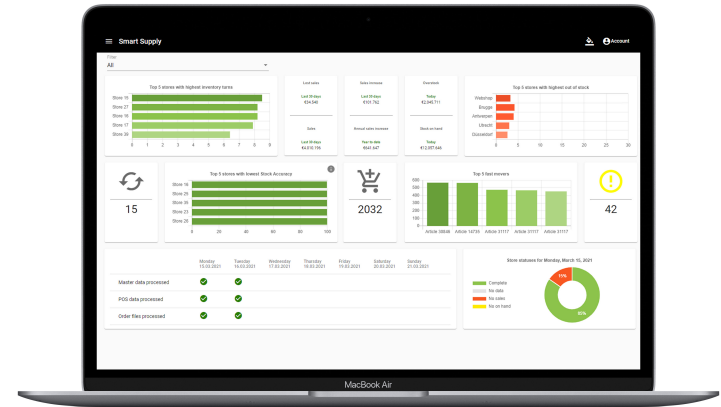
225 HOURS TO MANAGE 300 POS IN DETAIL

(That is why you manage Key-Accounts **only**)

VS.

MANAGE OVER 300 POS IN DETAIL WITH CHAINBALANCE - DAILY

chain|balance

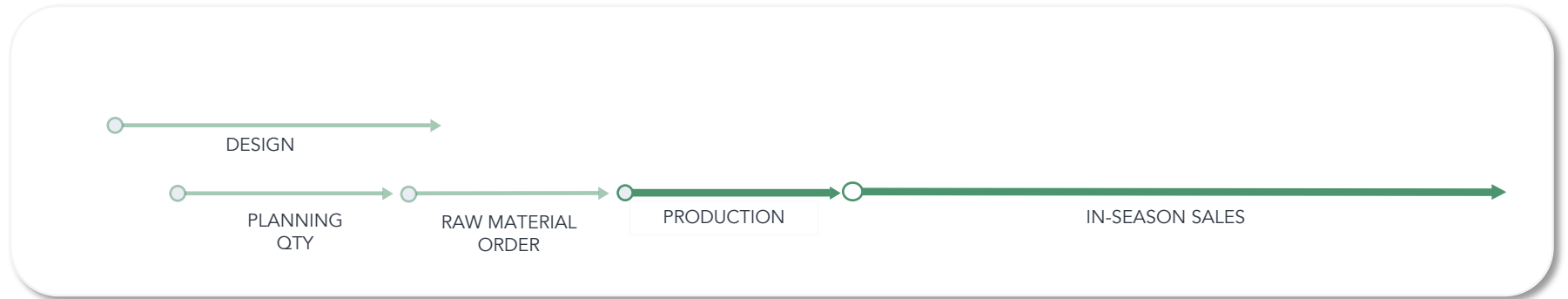


(Use the sales & revenue potential of all POS – that is where you can grow)

GET MORE TIME FOR CREATIVITY!

SOLUTION - CONSUMPTION-DRIVEN DECISIONS ALONG THE VALUE CHAIN

AUTOMATED FOR NOOS, SNOOS & SEASONALS



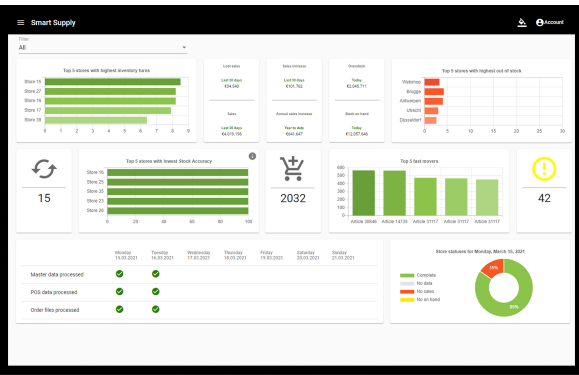
OUR SOLUTIONS





TREAT EVERY POS LIKE A KEY ACCOUNT

AUTOMATE YOUR DECISION MAKING WITH INTELLIGENT ALGORITHMS



AUTOMATED DECISIONS FOR EVERY POS
ONLINE, OFFLINE, WHOLESALE, RETAIL



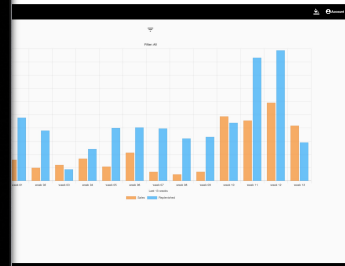
INCREASED TRANSPARENCY
„LOST IN SALES“ UNUSED POTENTIAL IN
DETAIL VIEW



INSTANT REPORTING
ALL RELEVANT MARKET KPI'S



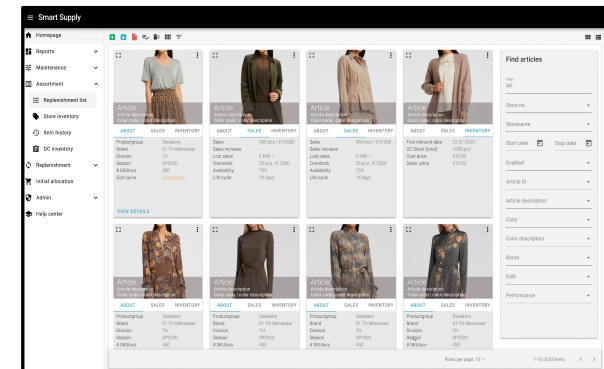
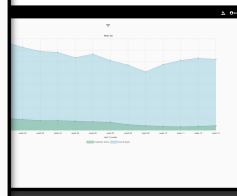
SIMPLE AND INTUITIVE
ALL AT YOUR FINGERTIPS



DEEP DIVE ANALYSES
SALES VS OUT OF STOCK



MOST RECENT INFORMATION
TOP 10 FAST MOVERS



INCREASE TURNOVER BY 15%
AUTOMATED DECISIONS FOR YOUR
IN SEASON



INCREASE CONTROL
RIGHT PRODUCT, RIGHT QTY, RIGHT
IN TIME



DECREASE WORKLOAD BY 80%
MILLIONS OF CALCULATIONS IN A
FULLY AUTOMATED WAY



NEW CONCEPTS & AUTOMATIONS
SEND AUTOMATED PROPOSALS TO
YOUR RETAILERS

COMMENTS FROM LONG-TERM CUSTOMERS

ANY DOUBTS? WE SET UP AN MEETING WITH OUR CUSTOMER



LAMBROS VOTSIS –
MANAGER BUSINESS
SOLUTIONS

"6 franchise
branches have
increased turnover
by 15% with
180.000 € in just 8
weeks"



PATRICK DRAIJER – OWNER

"Chainbalance has
automated our entire
replenishment flow to make it
more efficient by 80%. Now,
we work on further
forecasting our product
development"



RASMUS HARBO CLAUSEN –
SENIOR BUSINESS
DEVELOPMENT MANAGER

"We will onboard an
additional 240 stores in
Thailand next week, is
that okay?"

RESULTS

FIRST RESULTS AFTER 3 MONTHS

OPTIMAL AVAILABILITY
LEADS TO

15%

Turnover increase

DEMAND-DRIVEN REPLENISHMENT
LEADS TO

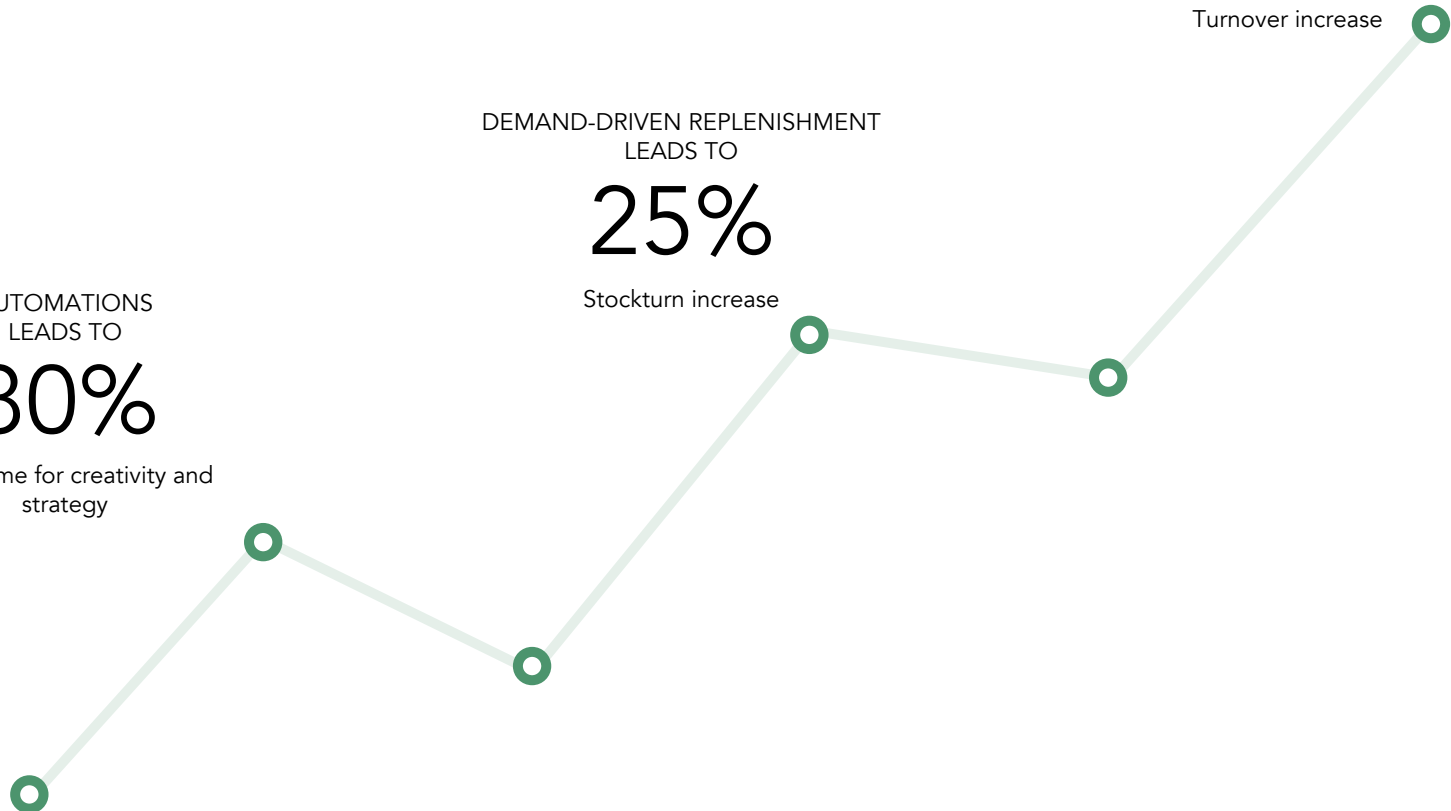
25%

Stockturn increase

AUTOMATIONS
LEADS TO

80%

More time for creativity and
strategy



SNEAK PEEK INTO OUR ROADMAP

IMPROVING THE ENTIRE MERCHANDISE FLOW

PERSONALIZED STORE

Deep-dive reporting with further analysis and graphics for pre-season decisions



2021

2022



NEXT BEST OFFER

Introducing a missing style or best seller for out of stock or slow mover

INBOUND REPLENISHMENT

Purchase order forecasting for NOOS styles



2022

2022



RETAILER PROPOSALS

Send retailers automatic proposals and additional information to proactively support in-season

RE-ALLOCATION

Ensure high source DC availability by pulling stock back from nonmoving locations



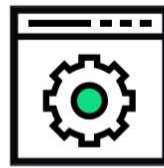
2022

SMOOTH INTEGRATION

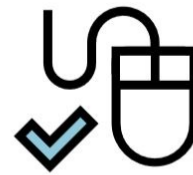
EXISTING DATA LIKE SALES, STOCK, PRODUCT, POS



ANALYSE



MIGRATION



IMPLEMENTATION



MANAGEMENT

4 weeks

4 weeks

4 weeks

LET'S POWER YOUR BUSINESS TOGETHER

chain|balance

MAURICIO WARCHAFTIG

CHIEF SALES OFFICER

mw@chainbalance.com

+49 173 515 20 90