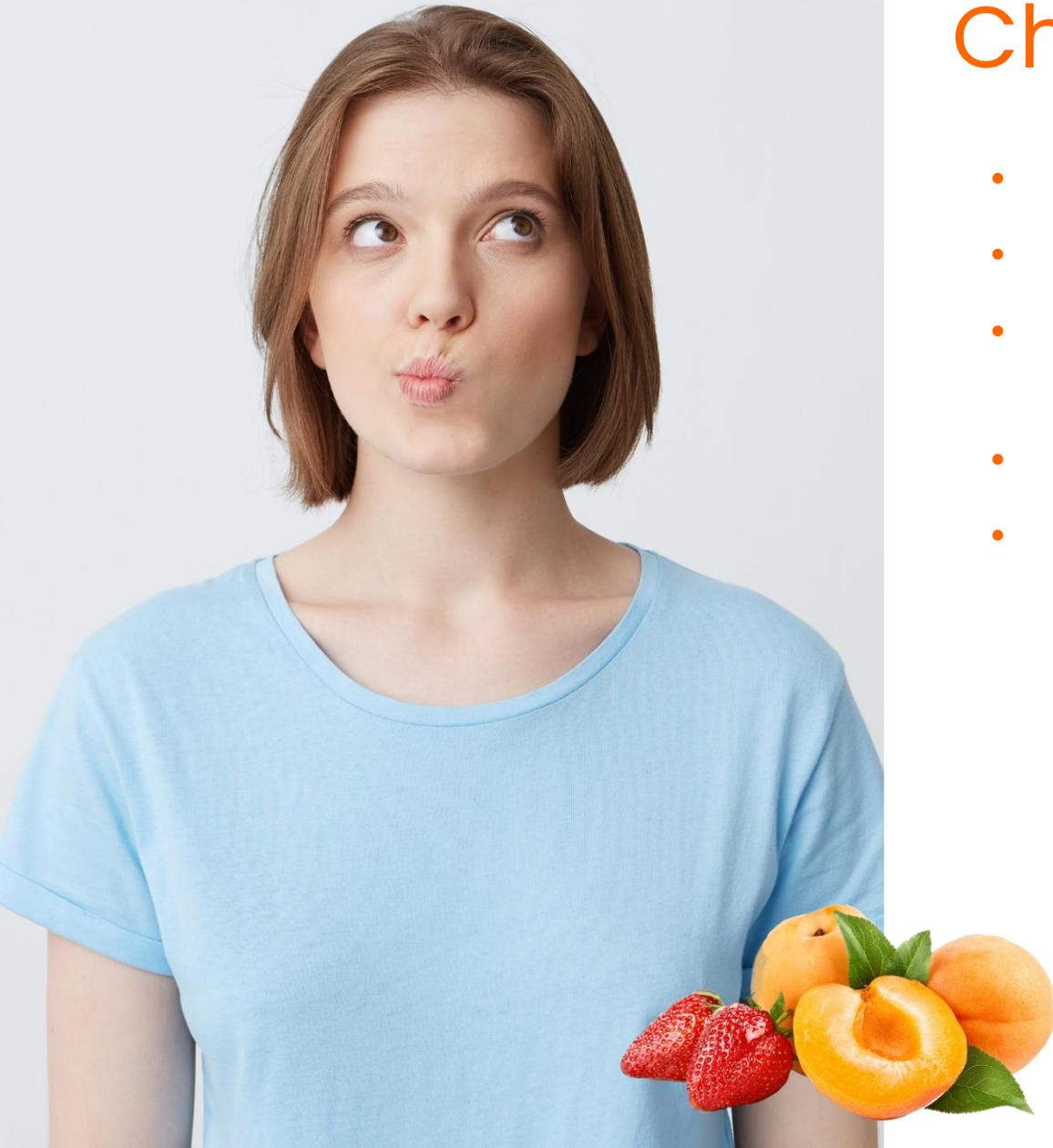


CUSTOMER-FIRST COMMERCE

for





Challenges are Growing

- Fast-changing customer shopping habits
- Exponential growth of technology
- The cost, complexity, and resources needed to serve the customer online and in-store
- Fulfillment efficiency to make online sales profitable
- Extending trade and shopper marketing vehicles into the digital world

Why does satisfying the customer today have to be so difficult?



Online grocery shopping has developed separate and apart from the in-store experience...

Today's Divide

A photograph of a woman in a red top selecting a green apple from a fruit display. The background is blurred, showing other people and a shopping cart in a grocery store.

A fractured shopping experience made worse by retailers' disparate digital touchpoints...



Online grocery shopping has developed separate and apart from the in-store experience...

32% of shoppers **satisfied** with search and discovery

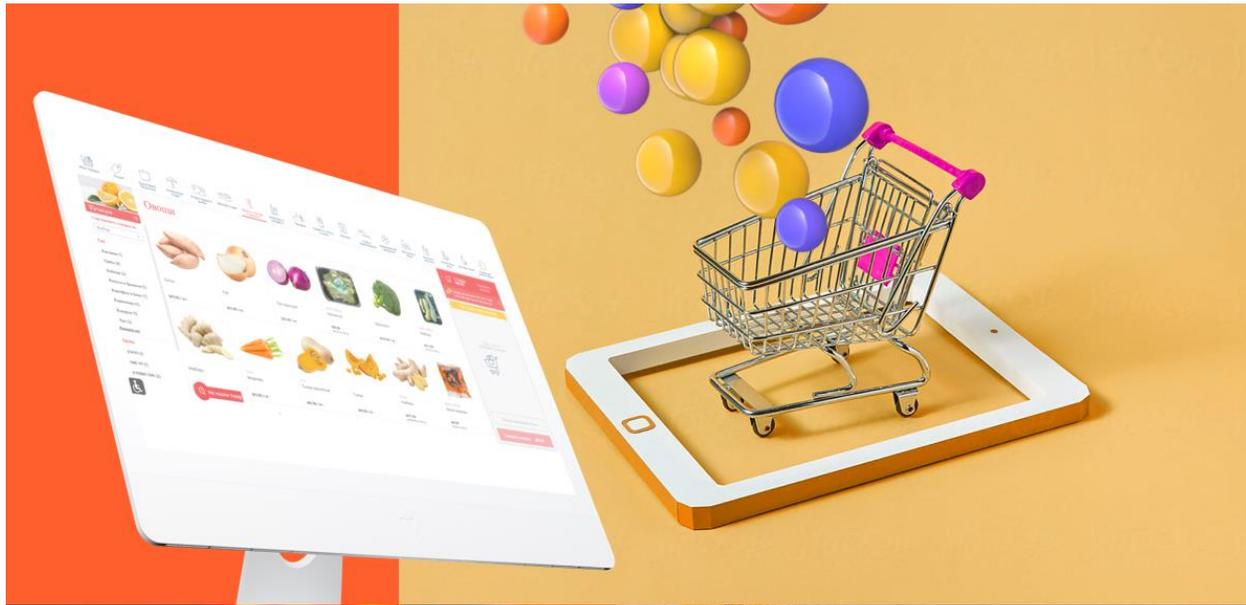
30% of shoppers **satisfied** with site navigation and filters

34% of shoppers **satisfied** with customer service

20% of shoppers **satisfied** with time slots for fulfillment



A fractured shopping experience made worse by retailers' disparate digital touchpoints...



The digital and physical worlds of shopping are fusing together... requiring a different approach to serving shoppers

- Amazon Fresh with Alexa in the store
- Wal-Mart New Store Format with Mobile App
- Kroger launches Krogo with Caper
- Dunhumby names Amazon #1 grocer in 2021 Retailer Preference Index

STOR.AI: Your Guide to Customer-First Commerce

COMPANY LAUNCHED

2014

RETAILERS ON PLATFORM

+300

Locations:
US, Canada, Europe,
GCC, Israel

PROCESSES OVER

**2 Million
Orders
Annually**

KEY EXECUTIVES

Orlee Tal- CEO, ex-Retailix, Google lecturer, 20+ years retail

Morris Azulay- CFO, funding guru, m&a expert, retail background

Irit Fridlis- VP Strategy, ex-Shufersal, digital guru, 15+ years retail



GDPR Compliant
ISO27001 Compliant



stor.ai : Customer-First Commerce

One platform that powers rich, contextual,
relevant digital customer engagement across
all touchpoints...

Today and Tomorrow



Stor.ai's Customer-First Commerce Platform



Customer Engagement

Product browsing, discovery, and shopping delivered through one user experience



Digital Merchandising

Bring trade promo and shopper marketing into your digital ecosystem



Frictionless Shopping

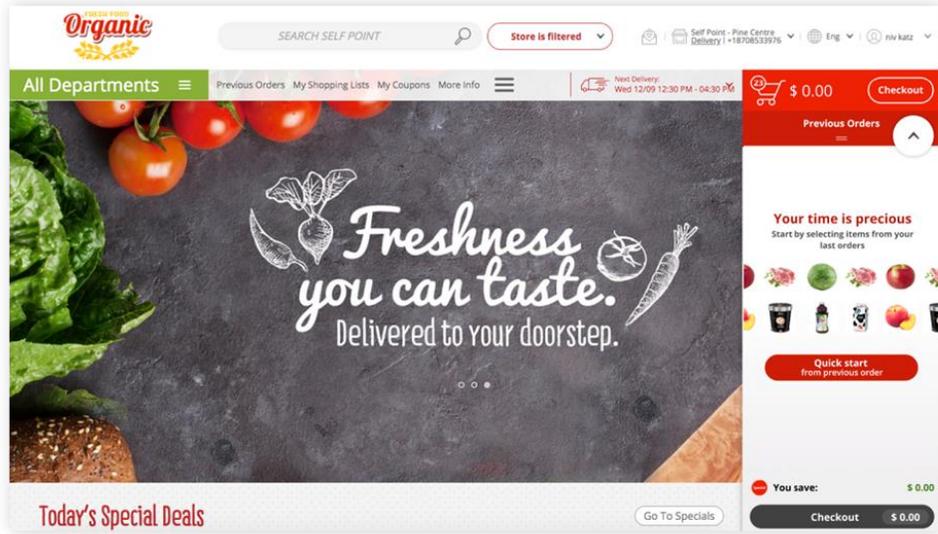
Make shopping easy:
Mobile App
Scan & Go
Smart Carts



Fulfillment

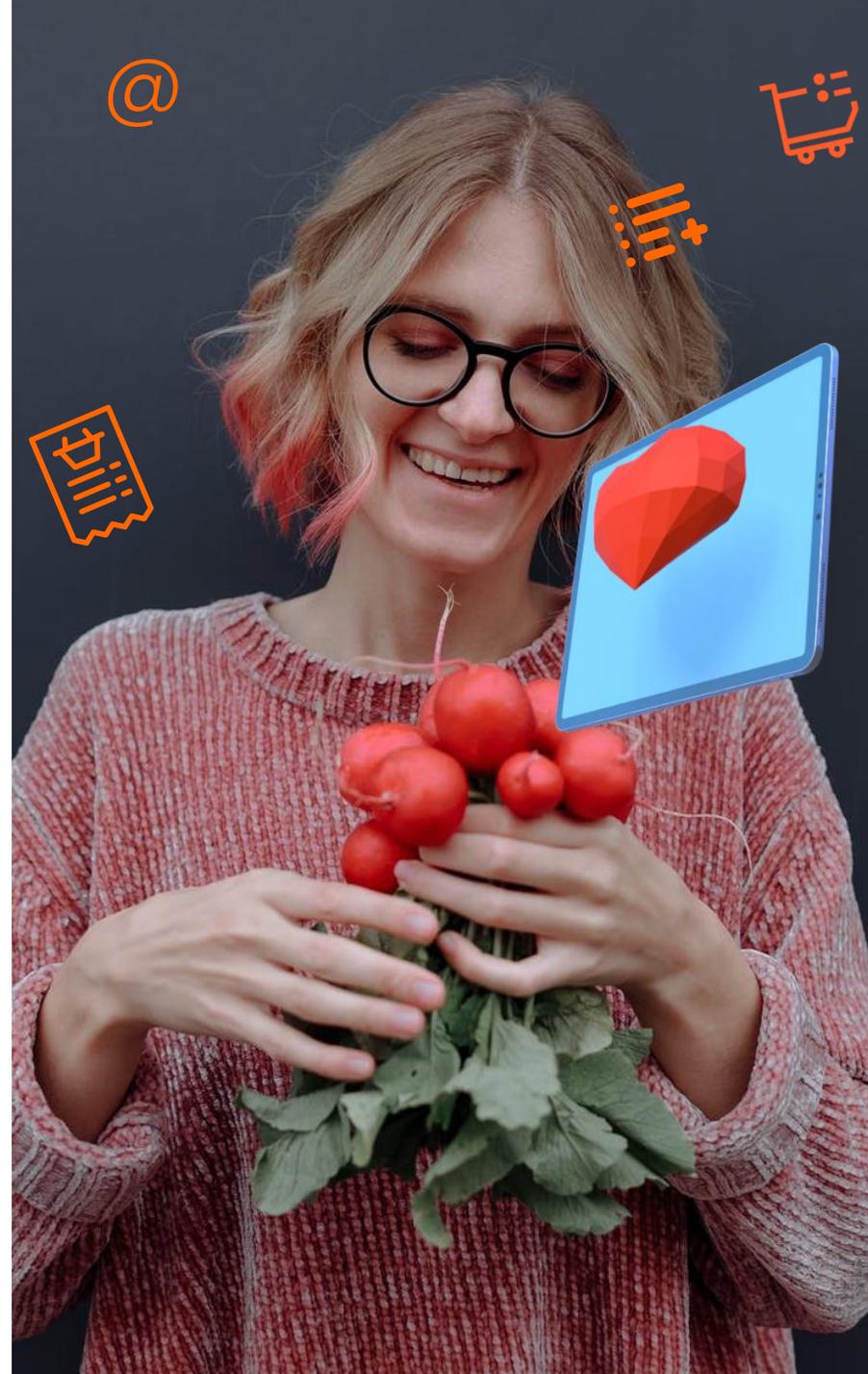
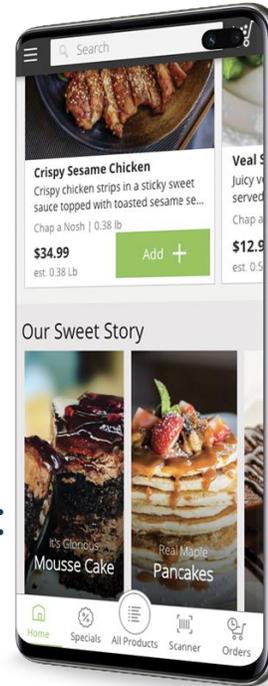
Operational efficiency and automation to make online sales profitable

IMMERSIVE DIGITAL ENGAGEMENT



Consistent and Seamless Shopping Experience:

- Browsing
- Research
- Discovery



Digital Merchandising

Like the 'middle shelf', the prime real estate of any digital Commerce store are the products & banners at the top of the category or search results pages which are above the fold.



The average difference in how users treat info above vs. below the fold is 84%.

Nielsen Norman Group

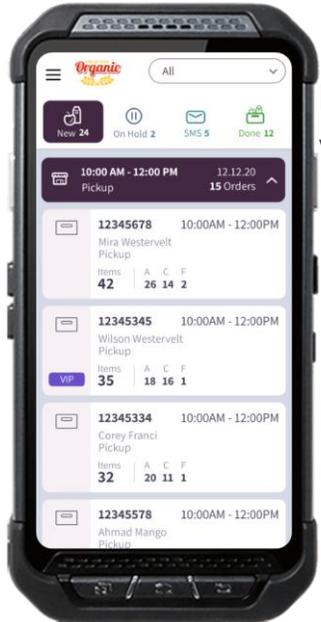
FRICITIONLESS SHOPPING

- ❑ Self-Shopping App
- ❑ Smart Carts
- ❑ Computer Vision

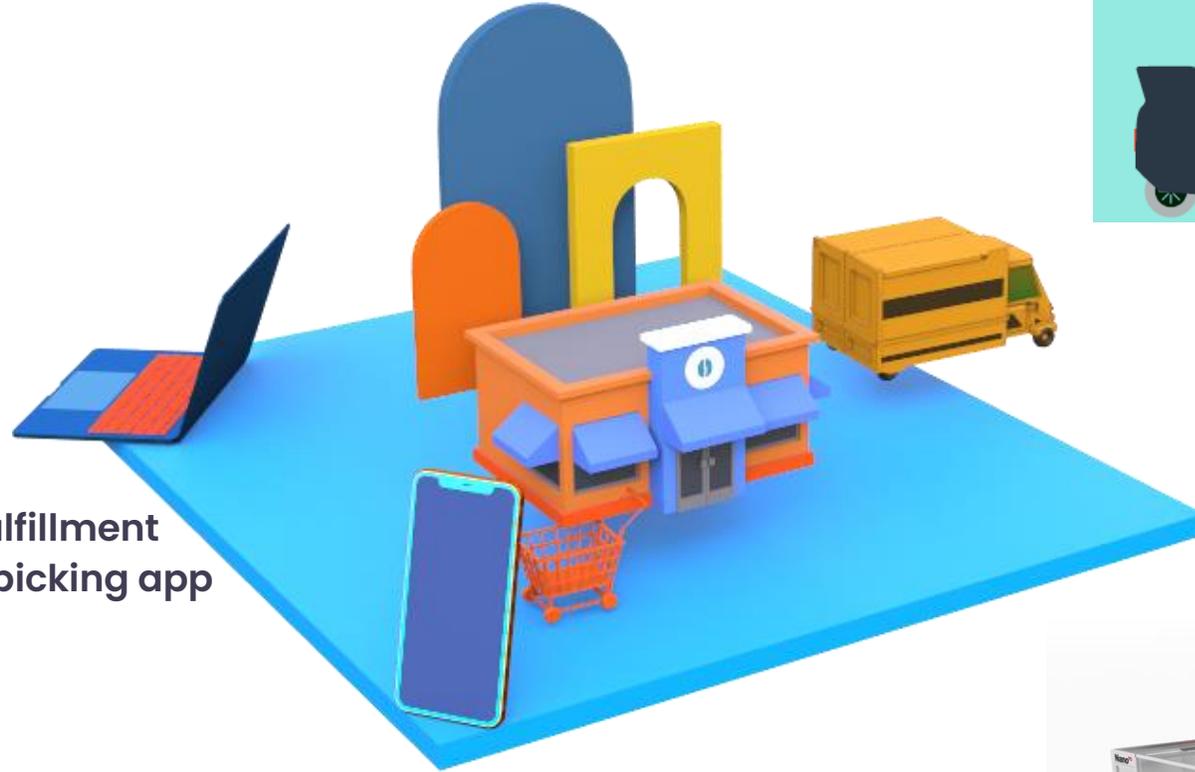
All integrated in to the same **consistent and seamless** shopping experience



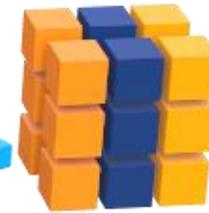
Fulfillment



In-Store Fulfillment via stor.ai picking app



Final Mile Delivery via Semi-Autonomous Robot



Next-Gen Automated Fulfillment via Nano FC

Customer Success Story



About Yienot Bitan:

- Stores: **~200**
- Annual Revenue: **~\$1.5B USD**
- **2nd** Largest Grocer in Israel
- Stor.ai customer since 2018



Yienot Bitan selected stor.ai as their solution provider because they have the most advanced solution and they are a flexible partner willing to grow, learn, and evolve together.

BEFORE stor.ai

- Very small online presence
- Orders picked manually
- Uncompetitive in online space



AFTER stor.ai

- Massive online presence
- Orders picked via stor.ai fulfillment app reducing labor by xxx
- ~25,000 orders/ month via online channel
- AOV: \$185, ^5%

We Understand the Challenges

- The latest technology, no matter what
- Thousands of solutions out there...
- Massive project to change eComm providers
- Limited IT resources
- Costs
- Going to take forever to change eComm providers



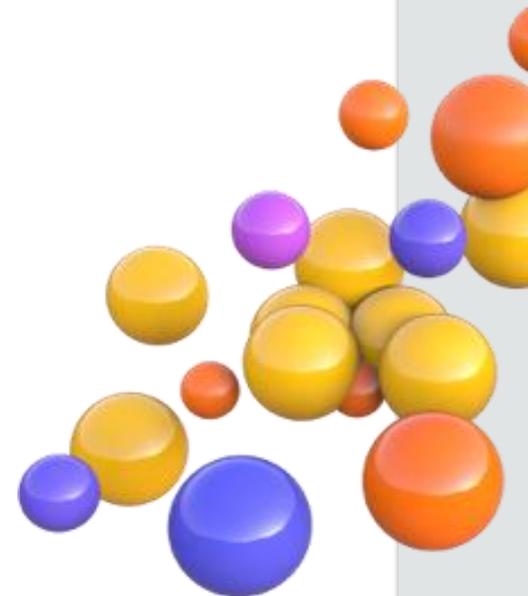
Engagement Model



Next Steps

STOR.ai: Let's Build the Future of Commerce **Together**

- Demo
- Talk with other Stor.ai retail customers
- Visit Israel / Virtual visit
- Retailer requirements / what does retailer need to provide to deploy

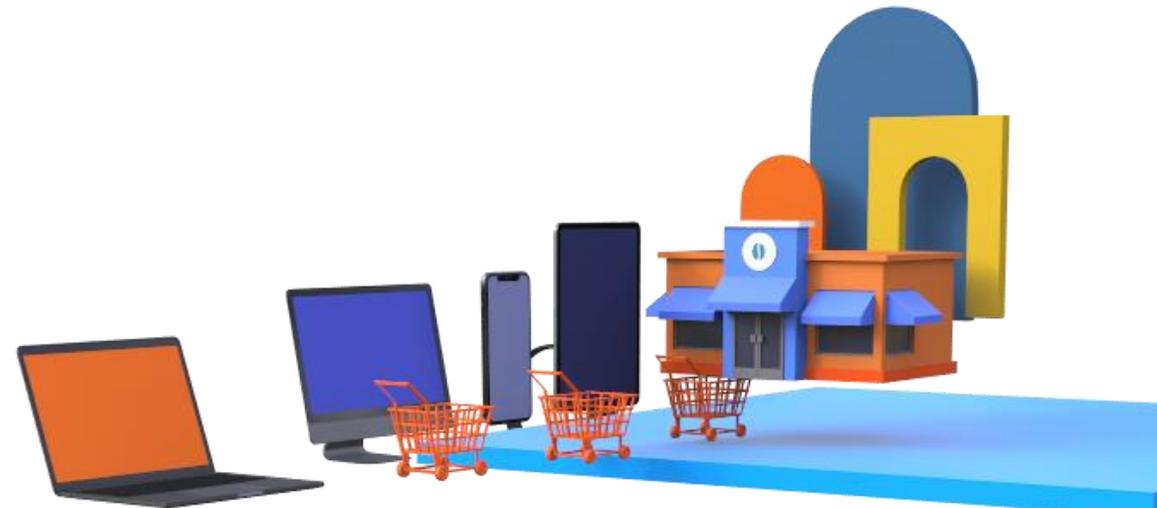




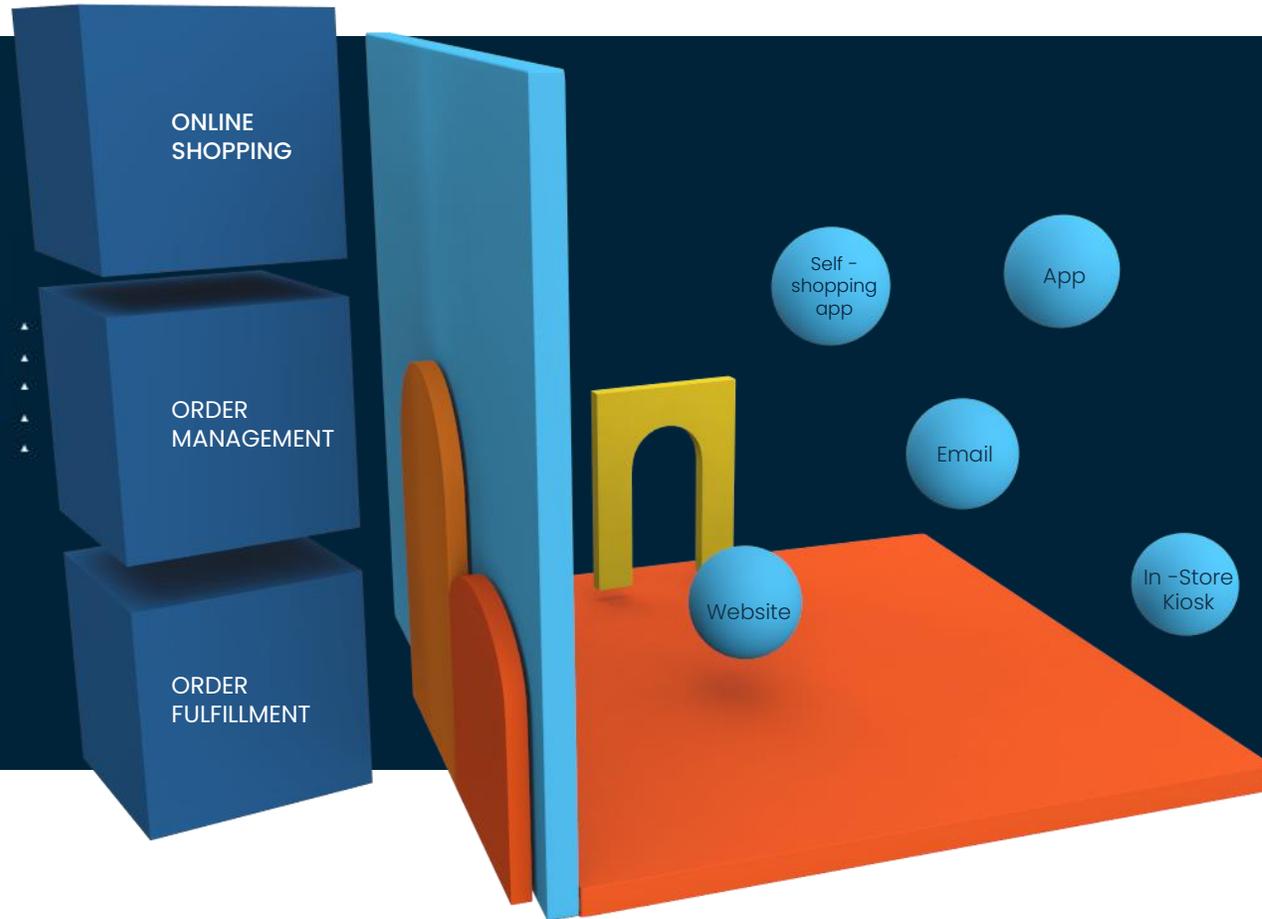
stor.ai : Customer-First Commerce

One platform that powers rich, contextual,
relevant digital customer engagement across
all touchpoints...

Today and Tomorrow



Stats/
figures





Imagine a world where...

- What was on your mobile app was the same as on the website...
- Each product on the site was actually in the store...
- Messages and suggestions were FOR you
- You can easily shop... or just as easily send the list to be shopped for you...





Give me...

- A common user experience across any digital touchpoint...
- The ability to browse your store-level catalog...
- Make every engagement personalized and relevant
- Let me choose to shop myself or to send you the list to shop for me...
- The choice of how to get my products...

