



REIMAGINE THE RETAIL EXPERIENCE

VIDEO TRANSCRIPT

Let's reimagine the business of retail — together.

What if we could create a better shopping experience for everyone?

For shoppers online. And those in store.

For the impulsive. And the more calculated.

Shopping has been going through some radical changes.

Remember the glory days of malls and department stores? Generic and stale stores simply don't cut it any longer.

People crave real-world shopping experiences, but their habits and expectations have shifted.

It's time to reinvent what's next in retail. Together.

If you have inspiration, it will be shoppable. Imagine a retail experience where all the world's a marketplace and people can choose their own ways to buy—when and where it suits them.

What if points-based loyalty programs were replaced with rewards tied to values and beliefs?

In the next, what a brand stands for isn't just an ad campaign, it's a business imperative.

Rampant consumption just isn't what it used to be. The age of reuse, refill, and rent is upon us and it's a badge of honor.

What if we could create an experience where anything can be leased or subscribed to in new ways?

What if stores become places of entertainment and education, where people are left with joy and inspiration and not just a shopping bag?

Imagine a retail landscape where brands truly understand what makes their customers tick...or ticked off...and makes them feel there's always something fresh and relevant in store for them— depending on their mood, routine, tastes or season.

Welcome to smart tailoring and personal enrichment based on delight and fulfillment, not just standard segmentation and targeting.

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