



# RETAIL WITH PURPOSE

## VIDEO TRANSCRIPT

What ethos was your business built on?

It's back where you began.

What was its mission

At the core of your business.

Its direction

Because today, customers don't buy from you

Its purpose

They buy into you

Over the years you've grown,

If you're going to meet their new expectations

And it's your purpose that got you to where you are.

Finding your purpose has never been more important

You've survived disruption and a shifting landscape.

A purpose that new products and services align with

But now customers' expectations have changed,

A purpose that delivers a superior experience, powered by the right partner

And retail has reached a tipping point.

A purpose that customers and employees can truly live

The solution?

**This is retail...with purpose.**

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