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 Tulip Retail

Personalizing the Shopping Experience Everywhere

- + EMPOWER NEXT GEN
STORE ASSOCIATES
- + CONNECTED DATA
- + MACHINE LEARNING
- + PERSONAL EXPERIENCES





For personalized services &
experiences
(Forrester)



From its personal
recommendation engine
(Venture Beat)

WE'RE IN A
**DIGITAL
PERSONALIZED
ECONOMY**

It happened with music, movies, and travel:

PANDORA®

NETFLIX



Now, it's finally happening with
footwear and apparel online & in store:



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 Tulip Retail

Winning requires real personalization both online & instore

~12% Digital Transactions



Over 80% of the nearly \$2 Trillion global footwear and apparel market is still purchased in store.

“67% of in store purchases are **web influenced.**”

— Sucharita Mulpuru
Future of Personalization Series

BATTLE FOR THE LARGEST CONSUMER VERTICAL JUST GOT PERSONAL.

- Amazon grew 48% YoY in apparel/footwear...

- Retailers grew digitally 19% but only 1% including bricks & mortar...

MARKET VALUE AS OF DECEMBER 30, 2016

\$355.9B



\$297.8B



FASHION IS PERSONAL

There are hints about who you are in everything you wear

Subtle details distinguish every shoe, and every piece of clothing

Detail is in the data.

Data powers personal experiences.

Personal experiences delight consumers and expand markets.



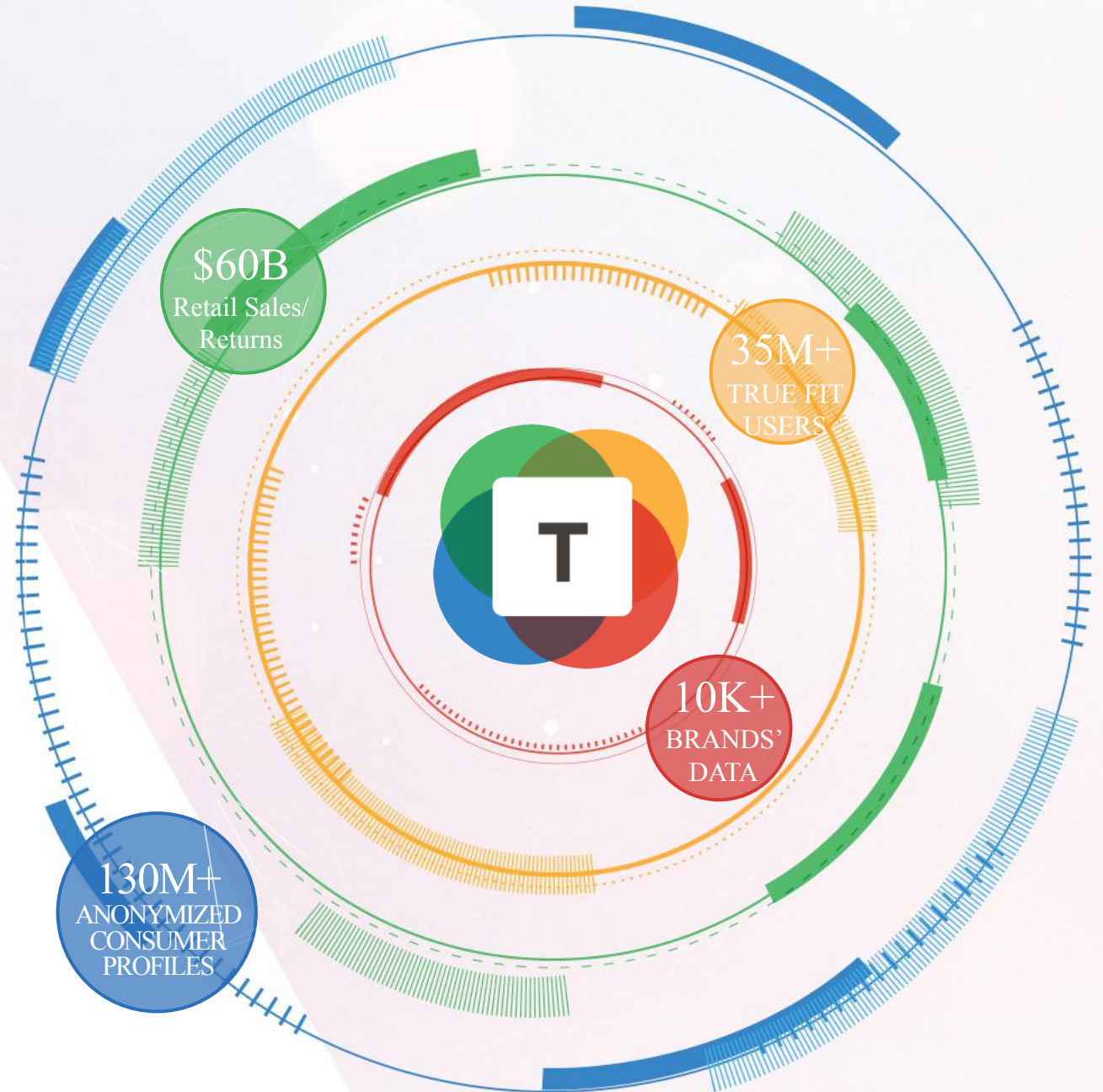
FASHION GENOME

THE WORLD'S LARGEST
CONNECTED DATA PLATFORM
FOR FOOTWEAR & APPAREL

Combines essential data:

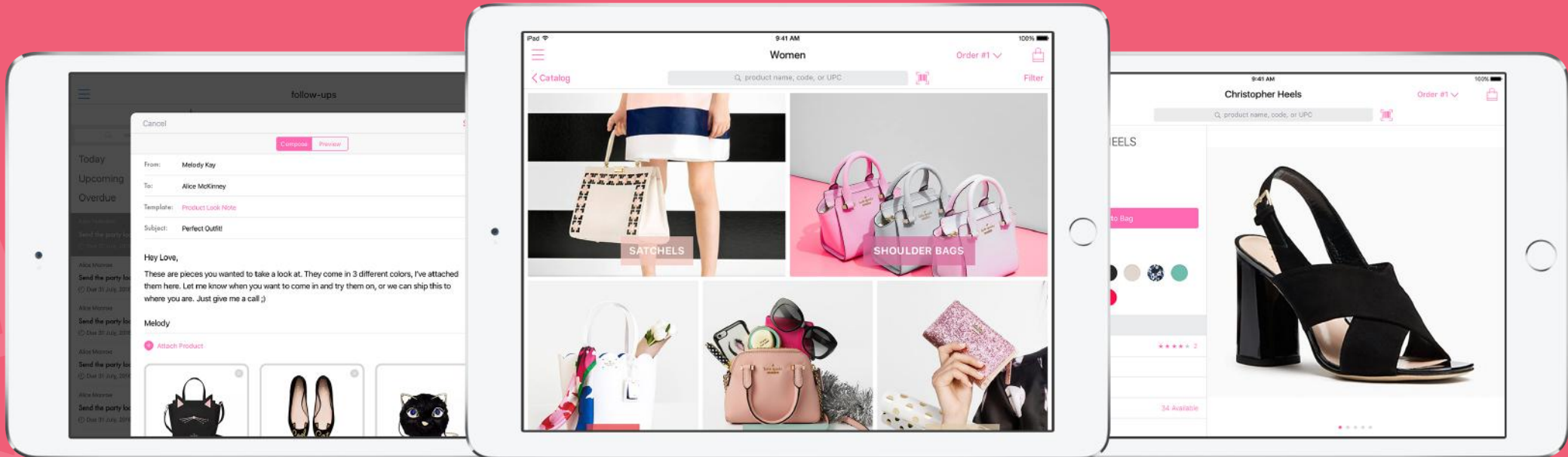
- Millions of garment specs
- Billions sales & return records
- 35 million registered users (opt in)
- 130 million user profiles (training)
- 600 million + detail attributes

Maps data points, connects garment attributes to consumer preferences, and drives personalization software that dramatically unlocks footwear & apparel market.



Tulip Retail

Assisted Selling | Clienteling Personalized | Checkout | Store Communications

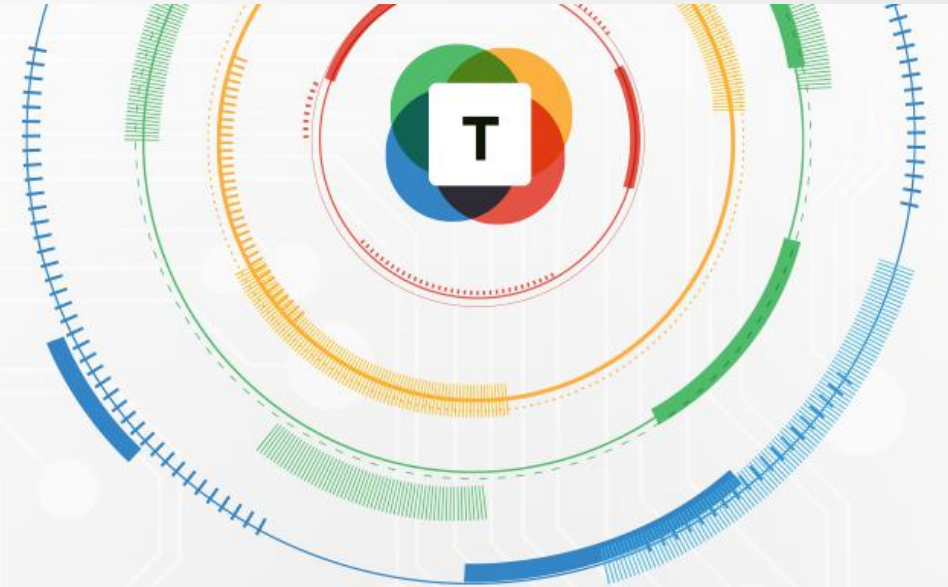




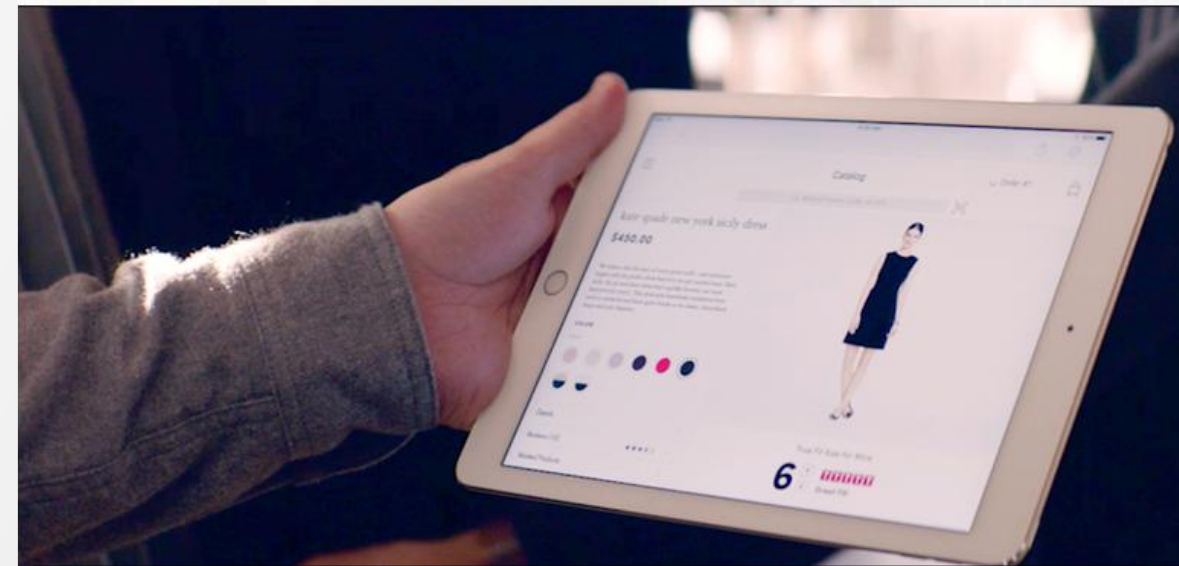
Strategic Partnership:

EMPOWER NEXT GEN STORE ASSOCIATES

- Personal curated catalog for fit & style
- Personal ratings & recommendations
- Access relevant product information
- Personally relevant outreach to customers

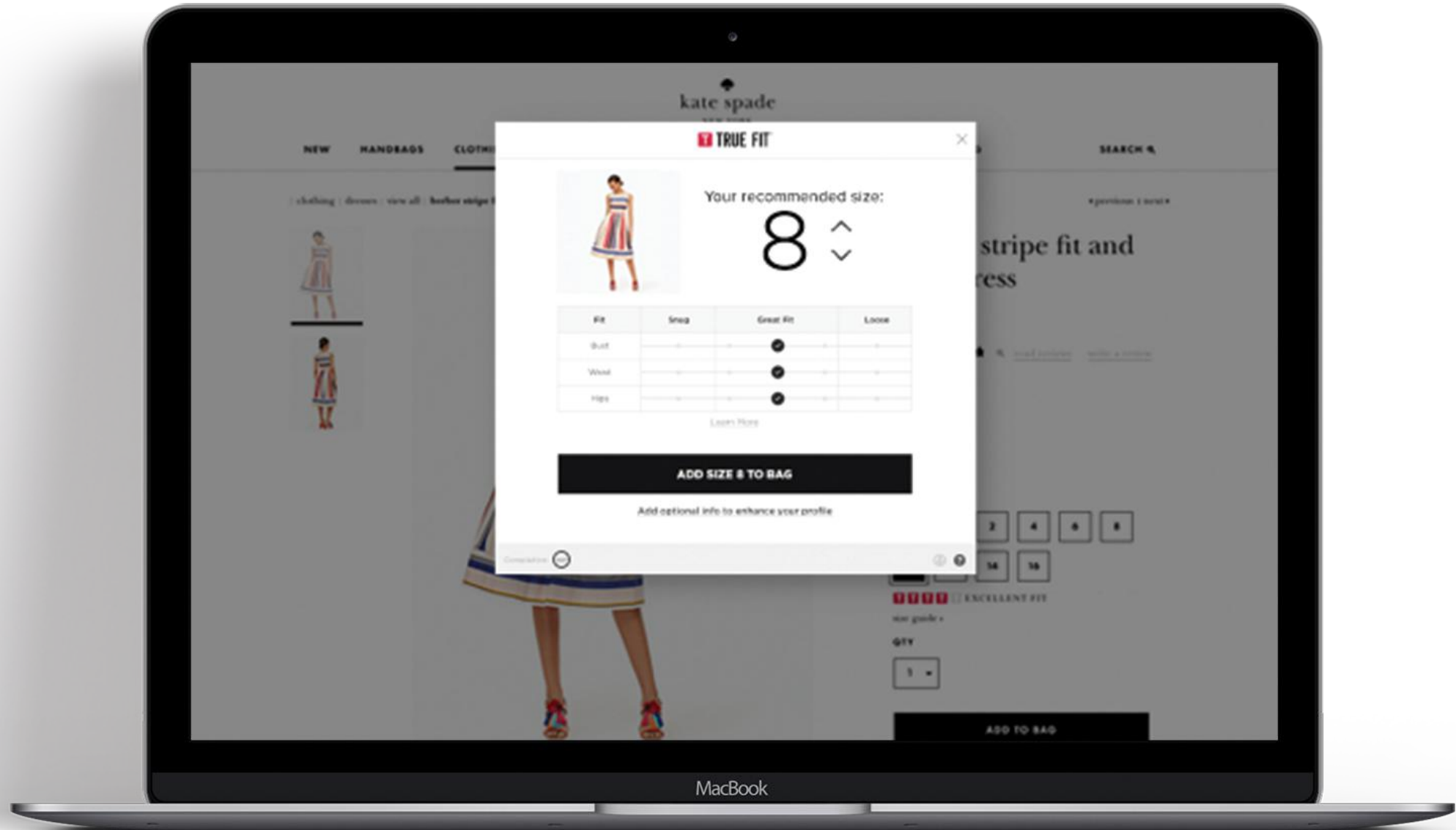


TRUE FIT'S GENOME
FOR APPAREL & FOOTWEAR DATA

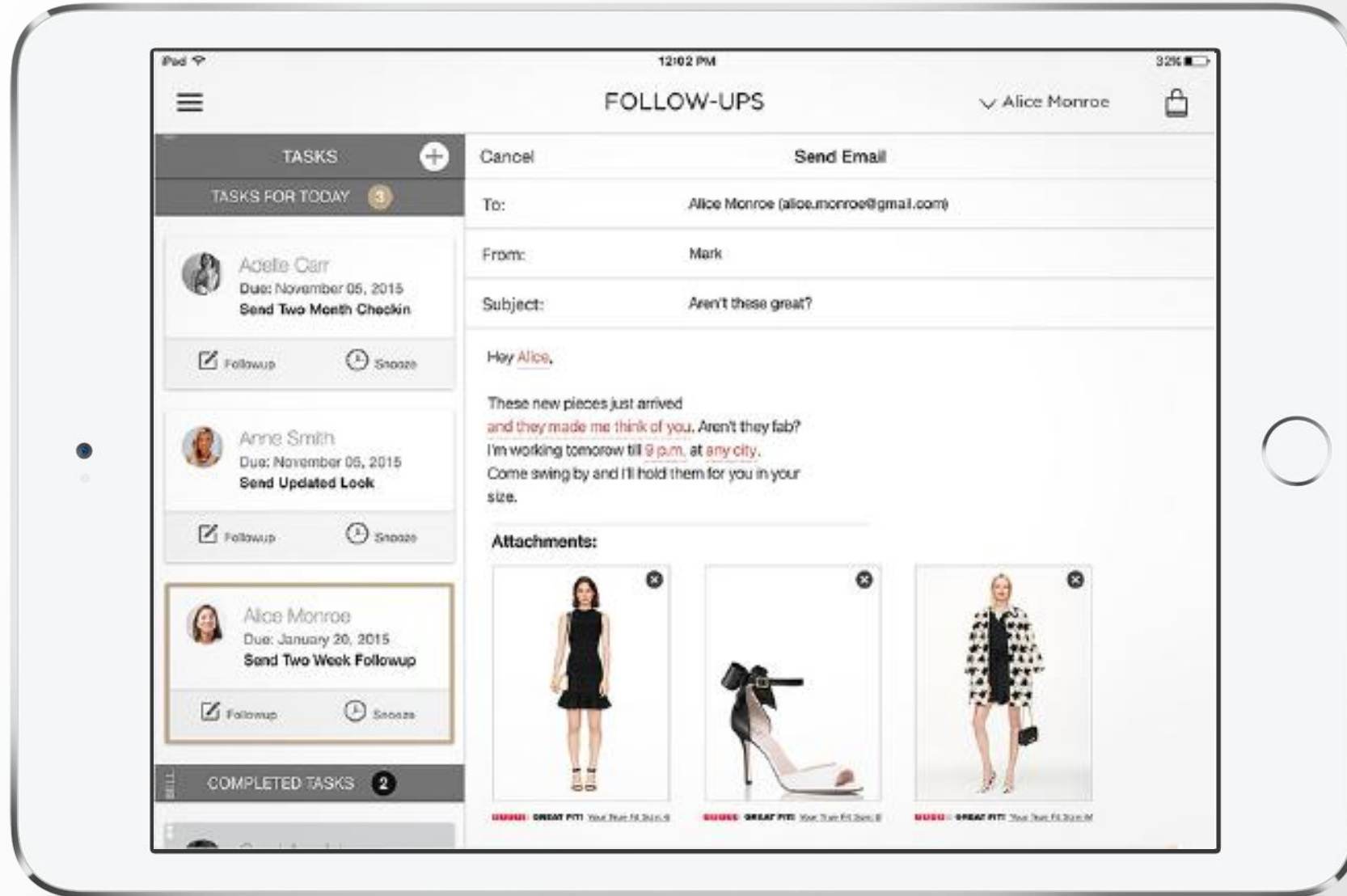


TULIP'S CLIENTELLING APP

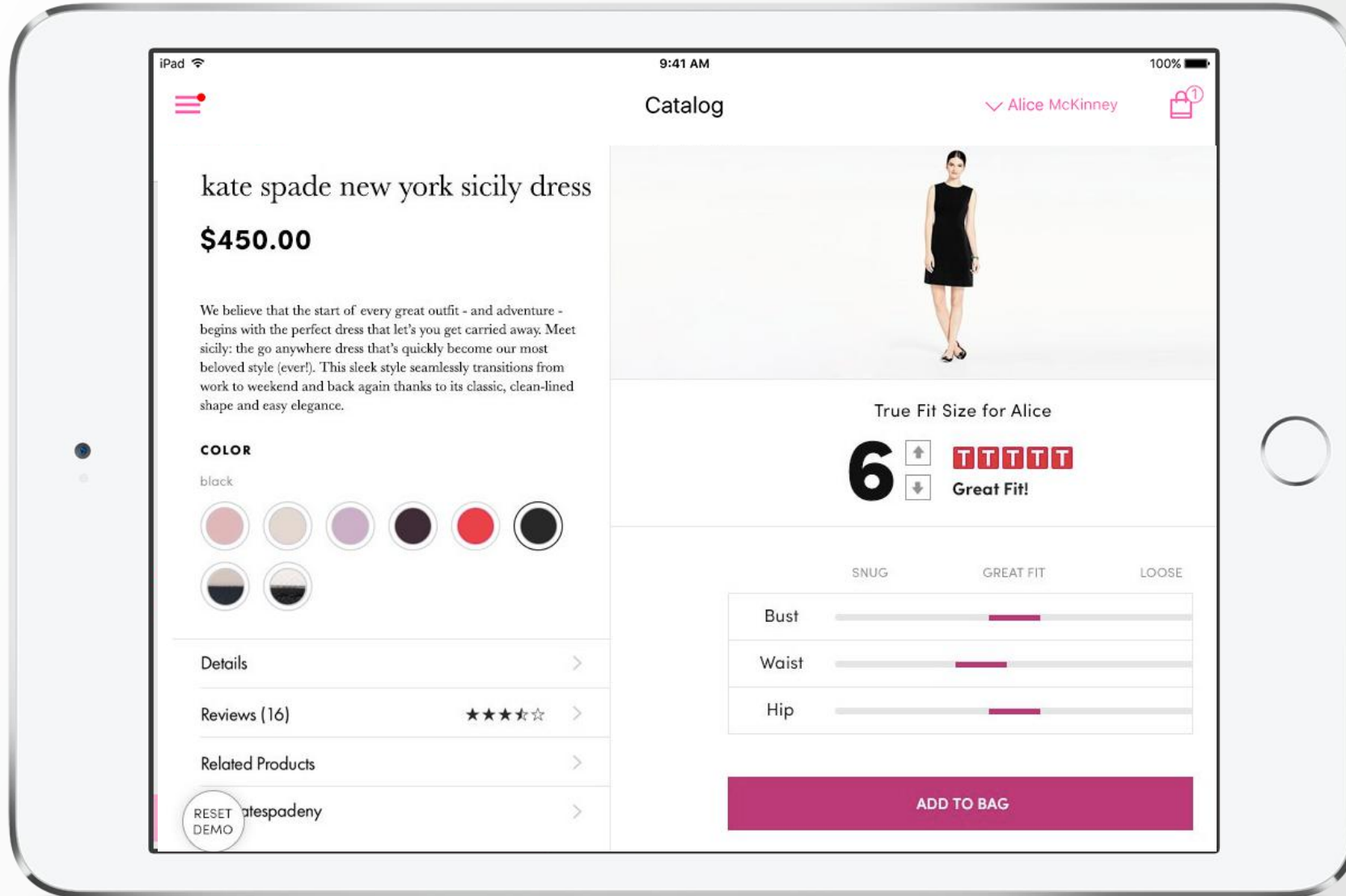
ONLINE PERSONALIZATION....



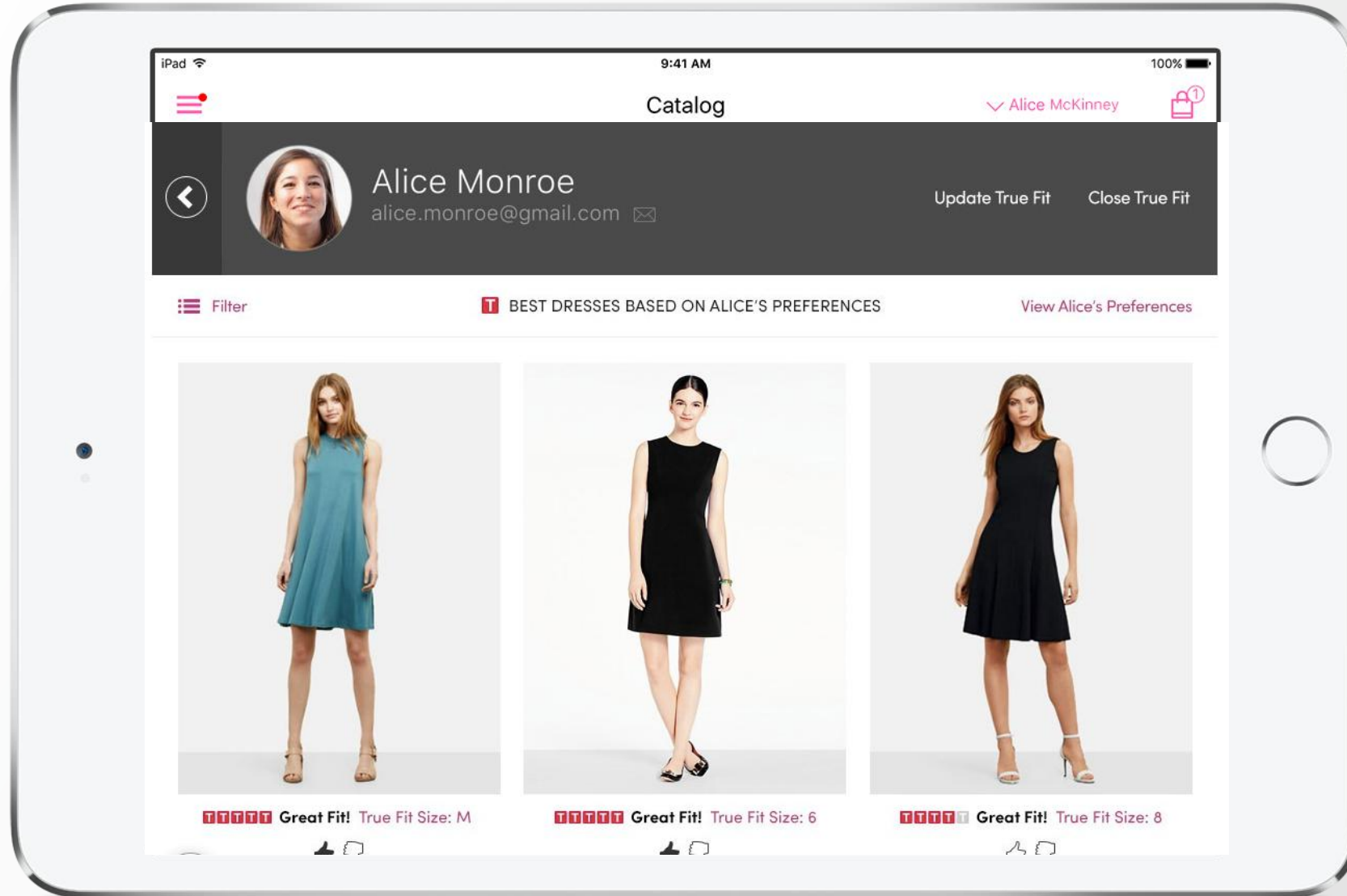
...SEAMLESSLY INTO STORE



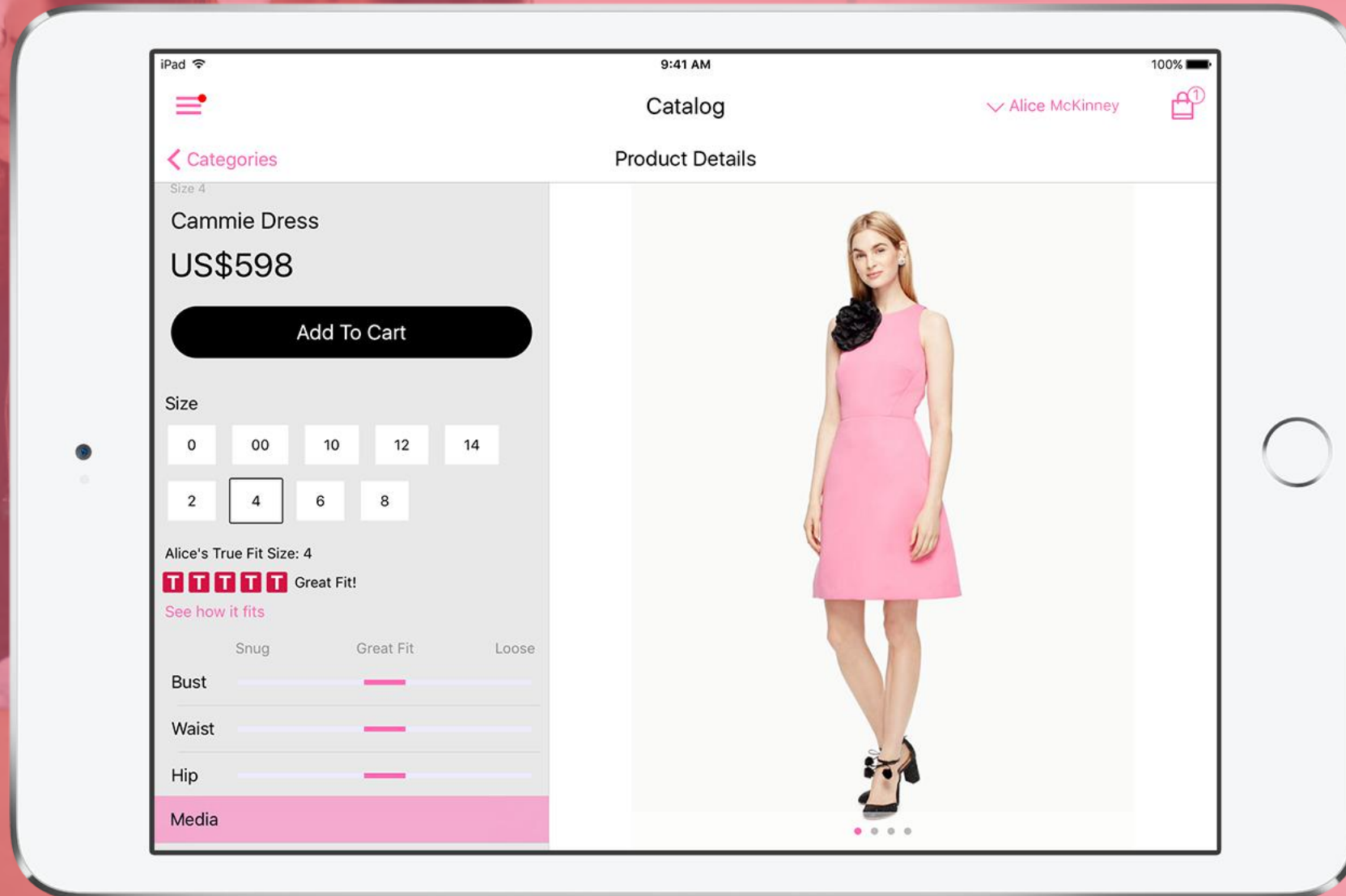
... WHERE EVERY STORE ASSOCIATE IS A PERSONALIZATION EXPERT



CURATING A PERSONAL CATALOG FOR EVERY SHOPPER



AND KNOWING WHAT IS TRUE TO HER FROM THE ENDLESS AISLE



WITH SEAMLESS CHECKOUT

The image displays two mobile devices showing a retail app's checkout interface. The background features two women in a clothing store, one in a black top and the other in a striped top, both smiling. The app interface is overlaid on the scene.

Smartphone Screen (Left):

- Time: 9:41 AM, Battery: 100%
- Back button: < Catalog
- Items: Cammie Dress (bow pink, C\$598.00), Christopher Heels (black, C\$328.00)
- User: Alice Monroe
- Total: C\$1046.38
- Summary: Subtotal C\$926.00, Tax C\$120.38, Total C\$1046.38
- Bottom bar: New Order, Clear Cart, Checkout

Tablet Screen (Right):

- Time: 9:41 AM, Battery: 100%
- Back button: < Back
- Title: Checkout
- Items: Cammie Dress (bow pink, C\$598.00), Christopher Heels (black, C\$328.00)
- User: Alice Monroe
- Total: C\$1046.38
- Summary: Subtotal C\$926.00, Tax C\$120.38, Total C\$1046.38
- Bottom bar: New Order, Clear Cart, Keypad, Coupons, Shipping, Payment, Options, More

Checkout Details (Right Panel):

- Mixed Order
- Please choose which items to pay for first.
- Options: In-Store, Web



THANK YOU

VISIT OUR BOOTHS TO LEARN MORE



BOOTH #1207

 Tulip Retail

BOOTH #215

