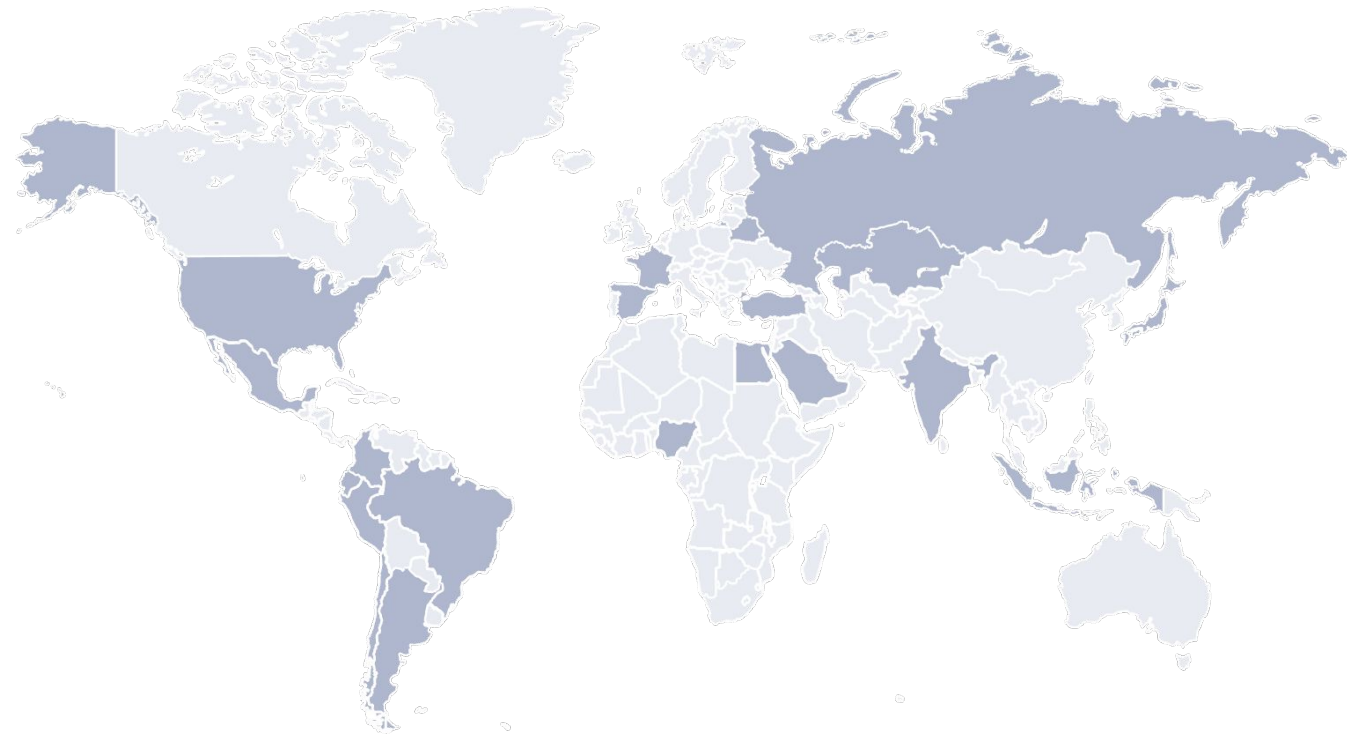ailet

PERFECT STORE

Set goals, streamline Perfect Store
execution and track results
in real time with IR solution

A key player in Image Recognition Solutions
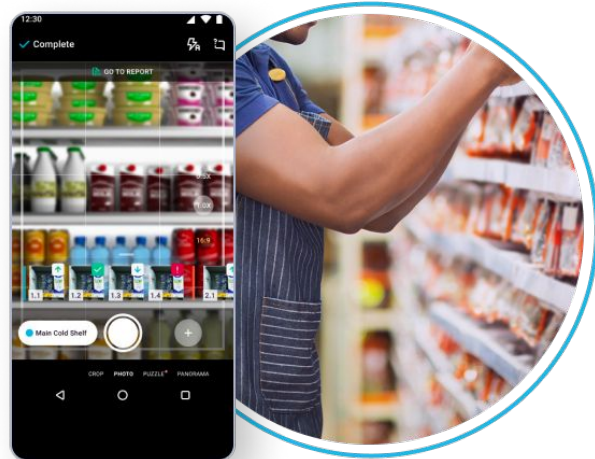
Ailet: Our Success

> More than **30** clients
> Worldwide

> Success stories
> In more than **25** countries

> **5** offices
> EUROPE, LATAM AND NORTH AMERICA

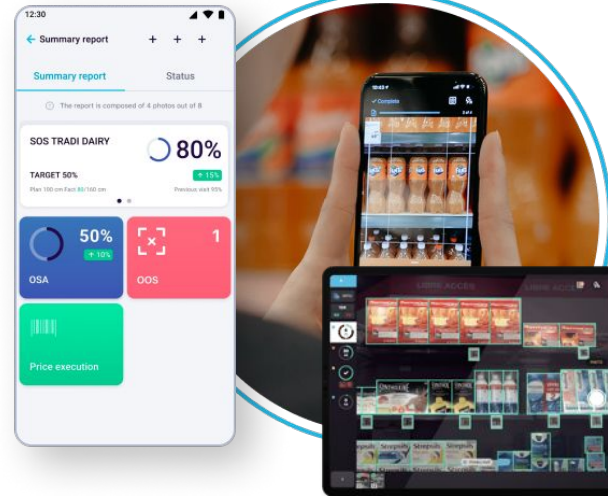> Power of **AI**
> Latest technology inside

- Global provider of shelf execution for FMCG companies
- Extensive experience in shelf recognition
- Embedded BI. Accurate, consistent and reliable insights into shelf operations.

Image recognition: How does it work?

Less than 20 sec

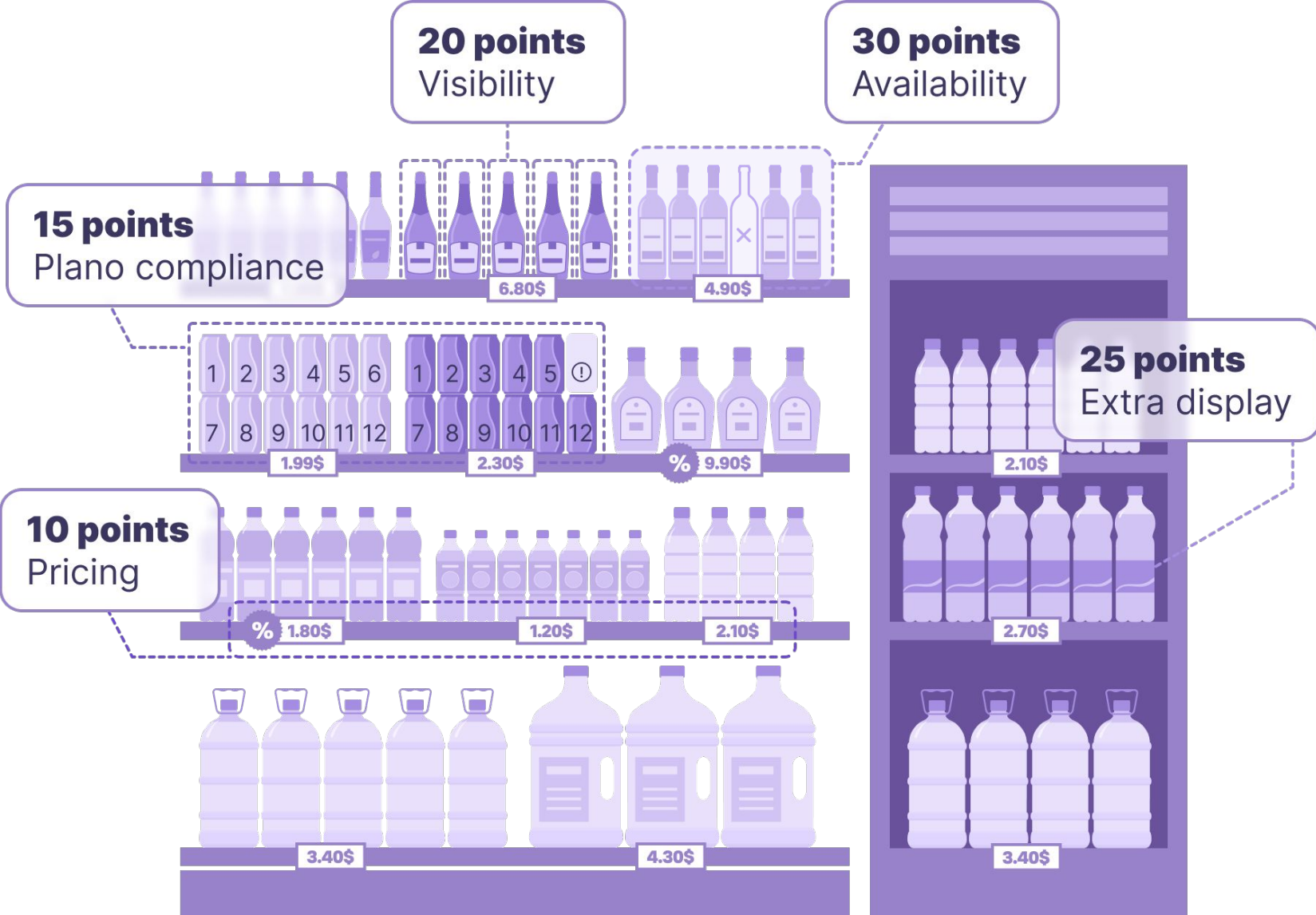**A user takes a photo of the shelf with Ailet mobile app**

Based on product recognition data KPIs and Perfect Store scores are calculated instantly
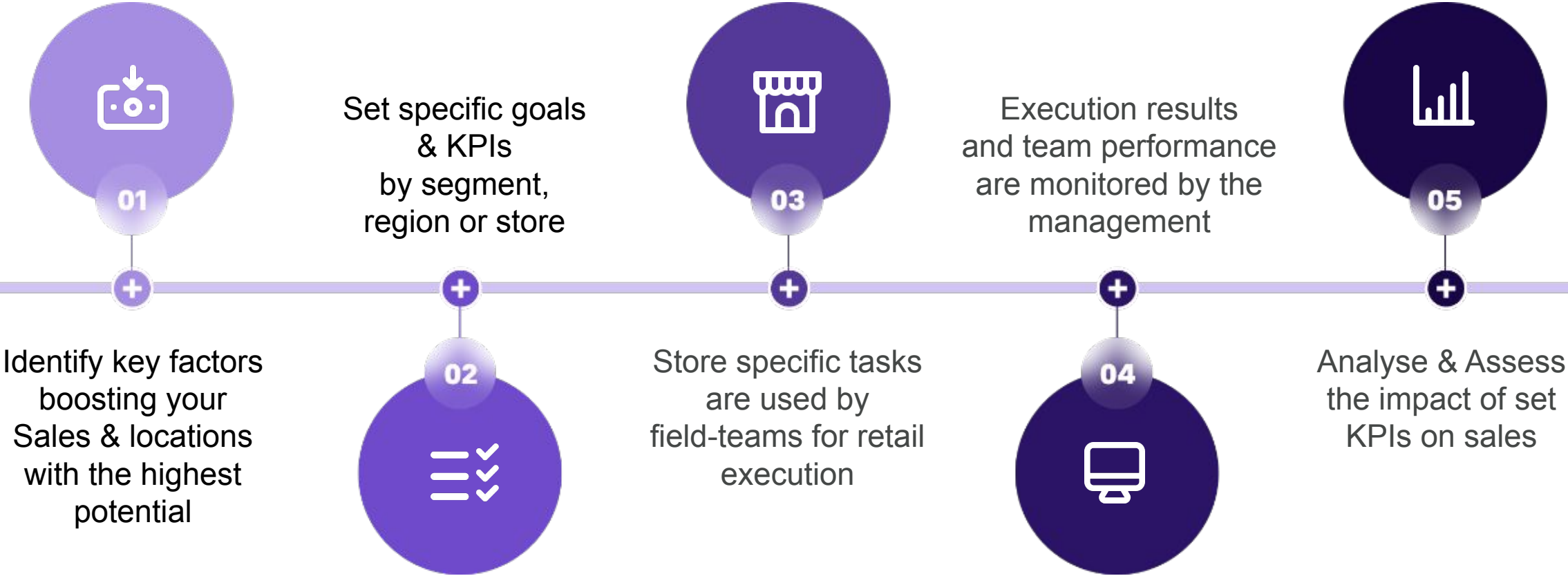
Real-time analytics and insights are available for the management team

Our system calculates Perfect Store KPIs online by analyzing photos of the shelf

> All key Perfect Store KPIs can be configured and automatically calculated using a shelf photo

> Field teams track KPIs online and optimize their activities in the store
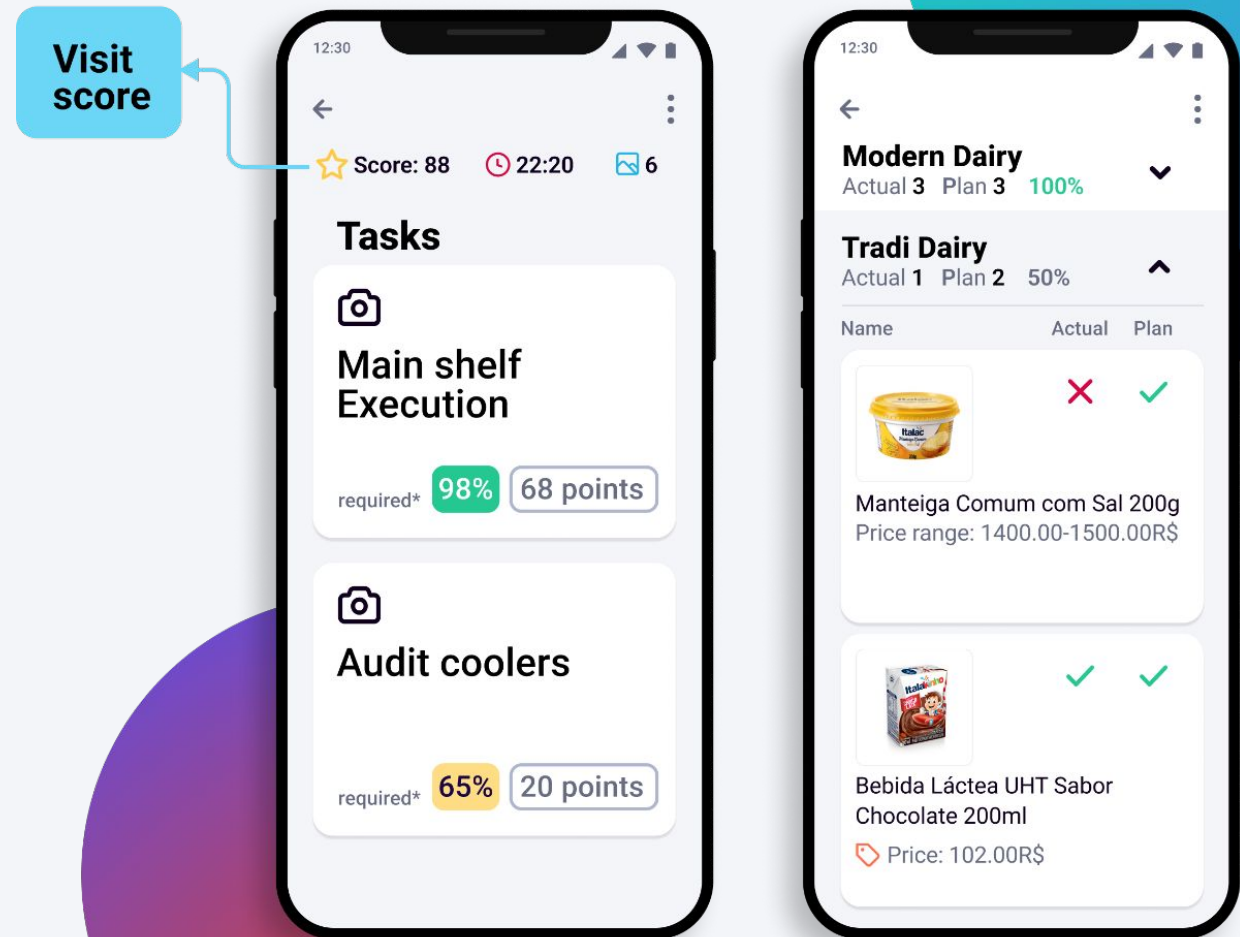
> Management gets a clear picture of in-store execution

20 points
Visibility

30 points
Availability

15 points
Plano compliance

6.80$ 4.90$

| 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | ! |
| 7 | 8 | 9 | 10 | 11 | 12 | 7 | 8 | 9 | 10 | 11 | 12 |

1.99$ 2.30$ % 9.90$

25 points
Extra display

2.10$

10 points
Pricing

% 1.80$ 1.20$ 2.10$

2.70$

3.40$ 4.30$ 3.40$

Our solution will support you on each step of the Perfect Store execution

01
Identify key factors boosting your Sales & locations with the highest potential

02
Set specific goals & KPIs by segment, region or store

03
Store specific tasks are used by field-teams for retail execution

04
Execution results and team performance are monitored by the management

05
Analyse & Assess the impact of set KPIs on sales

Ensure the highest Perfect Store score for each store visit

Review:

> task result summary

points earned for each KPI

> KPI points detailed reporting

> store visit total PS score

Review the results of the PS execution at Ailet Web portal

> Access the results of each store visit and tasks execution in real time

- photo confirmations
- answers to questionnaires and scores are available for each visit online