

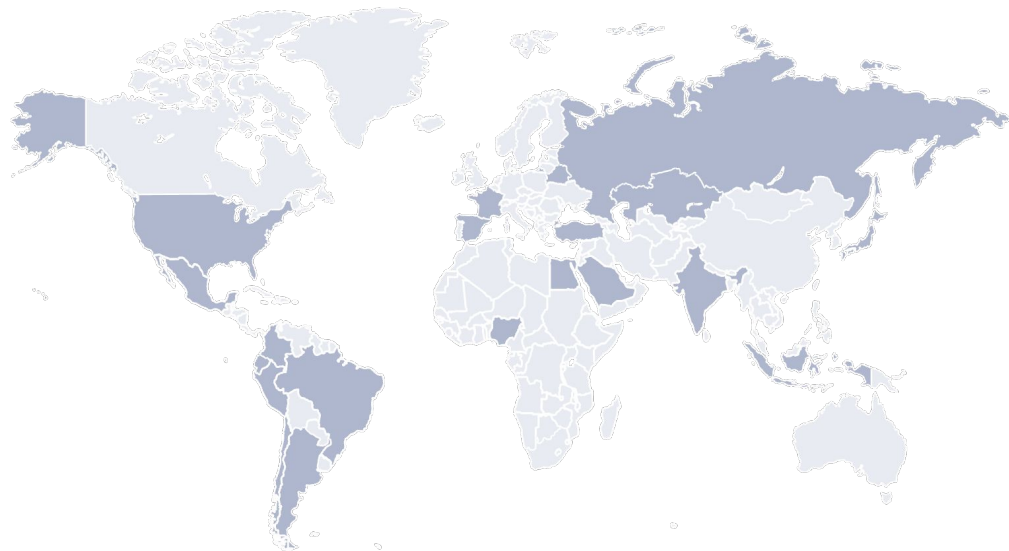
Price & Promo Execution

Centralized pricing management
and compliance with regular and promo pricing policies

IR Solutions for Retail

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.



Price control: what issues we address?

58%

Of customers consider price as the key factor in purchasing decisions

1

Lost sales due to incorrect or missing price tags on the shelf

3

Time consuming price correction process by the store teams. Human errors

2

No centralized pricing management system to control price execution processes in stores

4


Low visibility into price execution processes, hidden errors in workflows



Price & Promo Execution: Benefits received



Centralized pricing management



Consolidated, transparent reporting on current prices, photo confirmation of pricing errors

Improved price execution process



Store teams work only with incorrect or missing price tags, optimized and efficient processes

Correct prices in stores



Compliance with promo calendar, automated price tag presence and price correctness check

Customer retention



Displaying correct prices in stores directly affects the purchasing decision of the customer

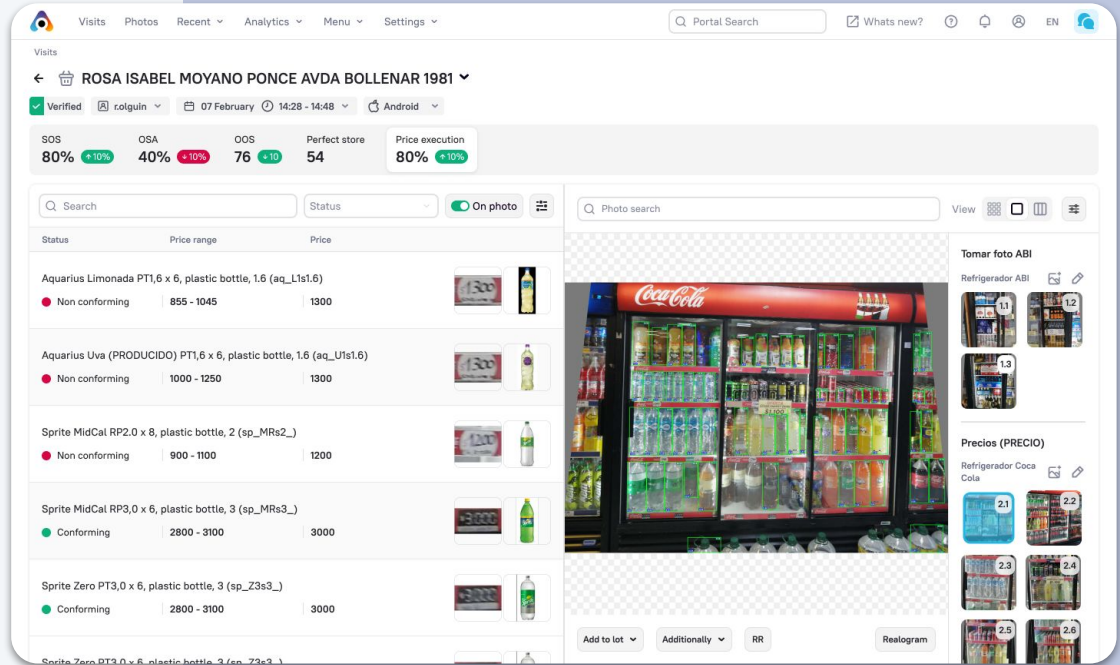
58%

of customers consider price as the key factor in purchasing decisions



Price & Promo Execution: centralized pricing management

- Seamless system implementation
- Easy upload of planned prices list into Ailet system
- BI dashboards with price execution analytics
- Photo confirmation of price check at Ailet Web Portal

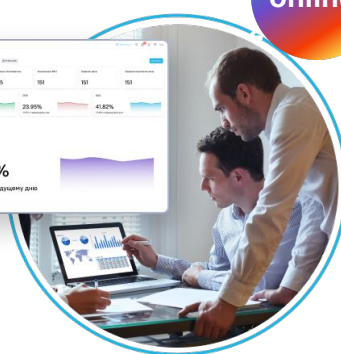




User takes a photo of the shelf using the Ailet application



Regular and promo prices are recognised instantly

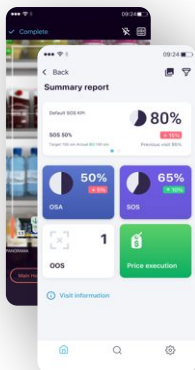


Detailed price execution analytics are available for the management team



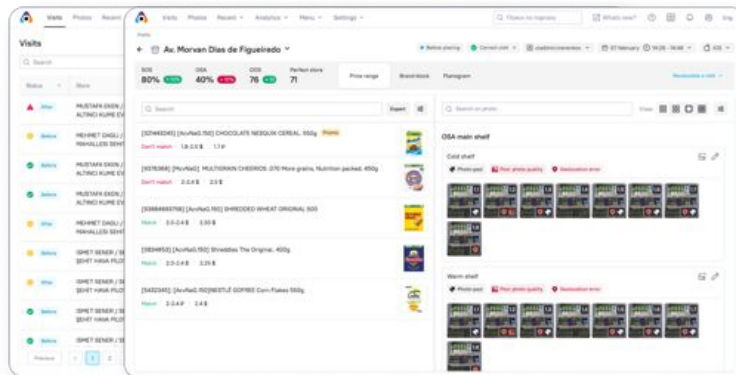
Users and Deliverables

Ailet Mobile



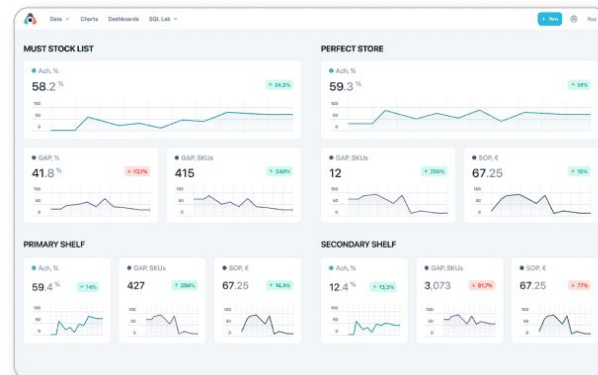
- Sales representative
- Supervisor
- Auditor

Ailet Web



- Supervisor
- Auditor
- Data manager

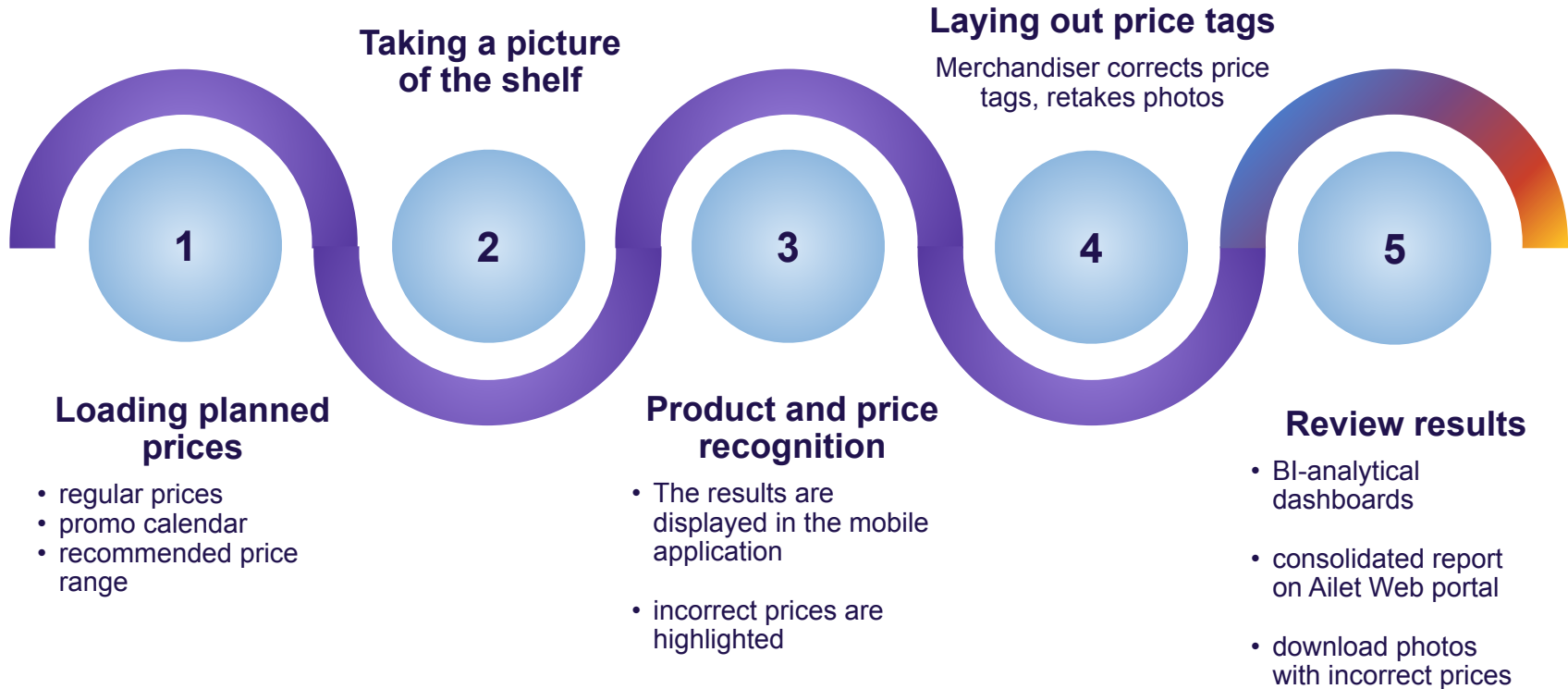
Ailet BI



- Auditor
- Category manager
- Sales manager
- Marketing
- C-level manager



IR-powered price recognition: how does it work?



Success case: One of the world's largest Retail chain

1 000

stores

4 000

users

18

categories

20 000+

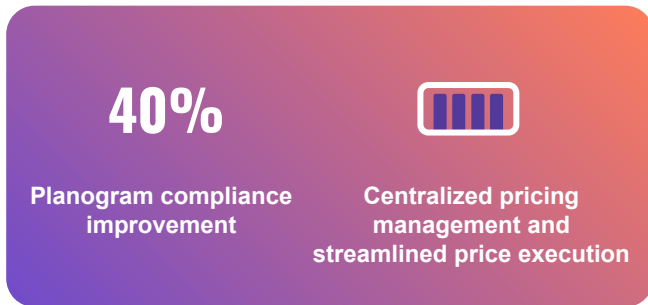
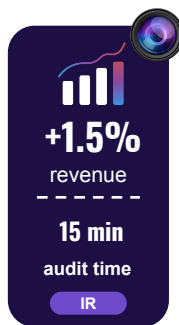
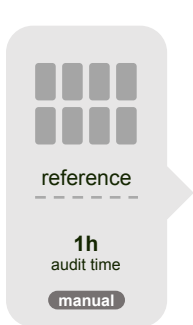
SKUs

Supermarkets

Convenience stores

Beauty shops

Benefits received



- > +1% revenue growth and cases of 100% planogram compliance during first 6 weeks of the pilot
- > Real-time shelf data for advanced analysis. Integration with Retailer's **pricing and stock level systems**
- > Improved store team efficiency

