

Hydrates and plumps
all skin layers

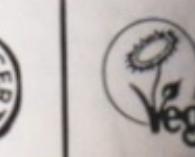
Full-spectrum
hyaluronic acid

HYALURONIC SERUM

MOISTURE BOOSTER

ECOOKING™

FRAGRANCE-FREE





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Matas' AI journey

The how & the why

matas

Our purpose:
...for beautiful lives

matas



AI / ei'ai /

from Buzzword (2023)

to Embedded in everything we do (2025)



AI affecting Beauty & Health retail

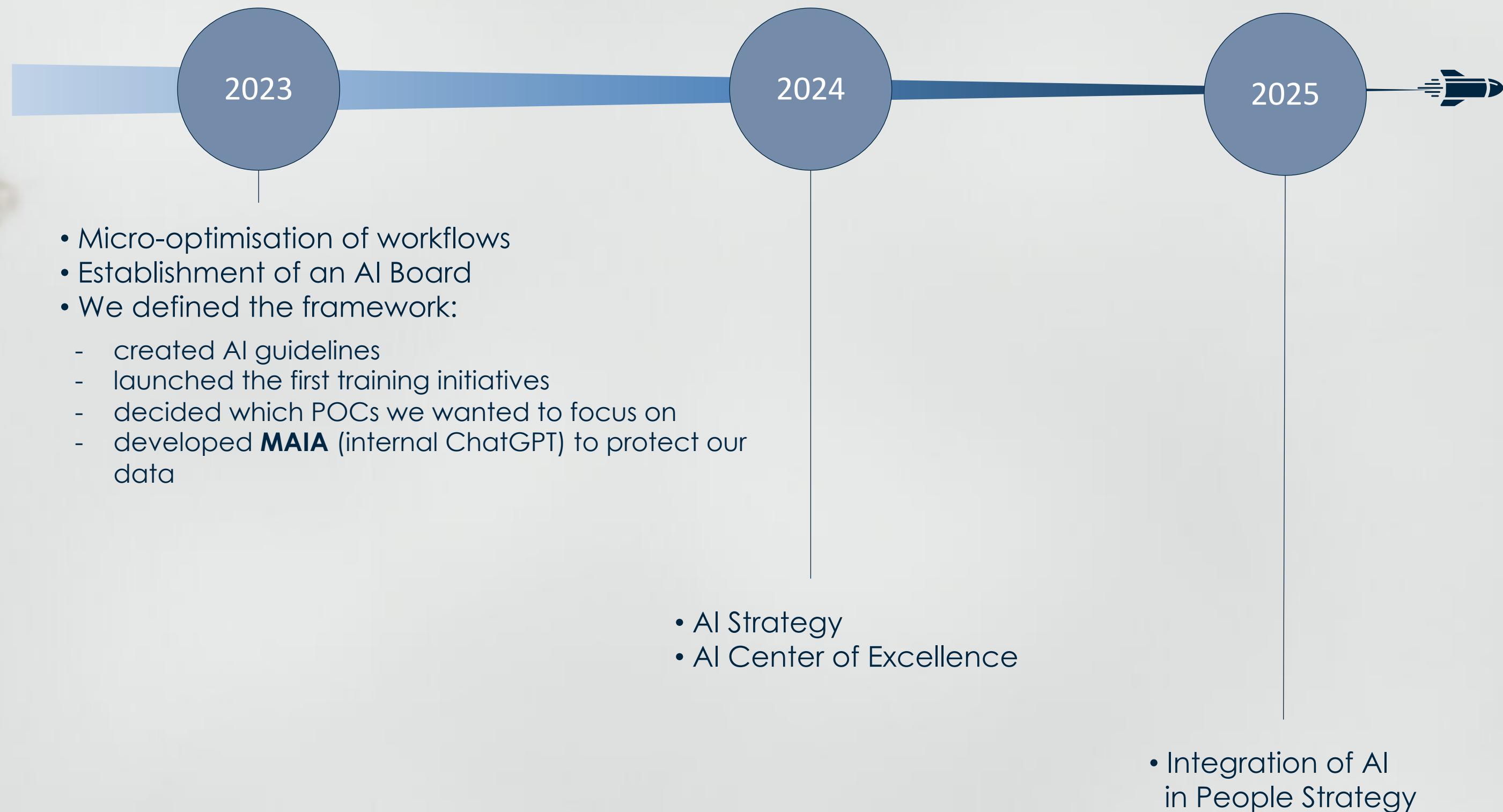
Threat OR possibility

Scepticism OR advocacy

?



At Matas, we started with a handful of passionate pioneers...





The Matas recipe for AI implementing is motivation

- 1 Clear AI vision
- 2 Empower people, motivate test & learn mindset
- 3 Intelligent organisational set-up
- 4 AI at the heart of People Strategy



AI supports and boosts the strategy

**Improve the
customer experience**

Efficiencies/Cost-savings

Work processes • Productivity • Quality

Management's directions and guidance were clear:

**“Embrace it. Use it. Challenge it.
... but in a safe way**