

Say hello to our new best and most helpful colleague...

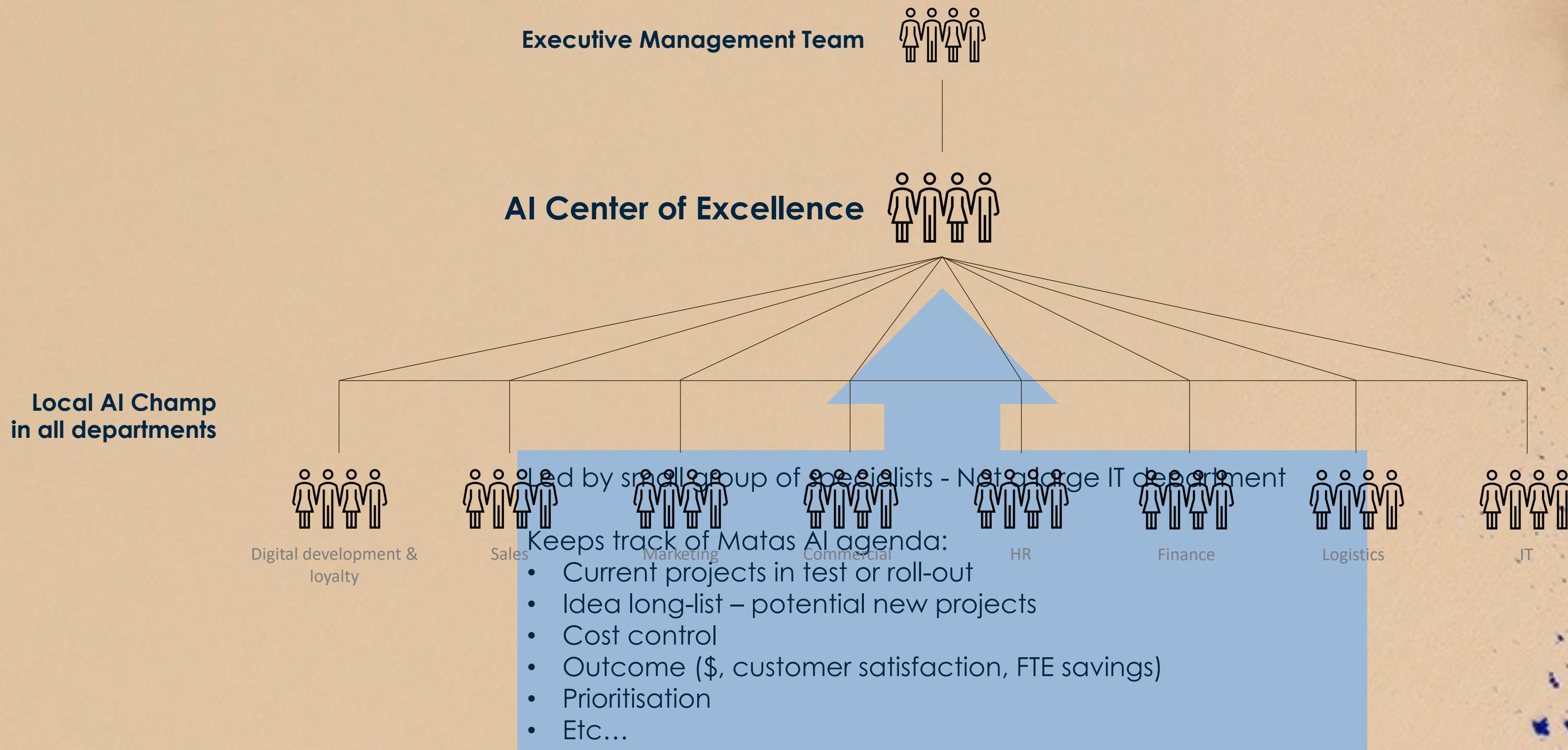


Matas Artificial Intelligence Agent

An open
source tool

Our internal
ChatGPT

Test & Learn
sandbox



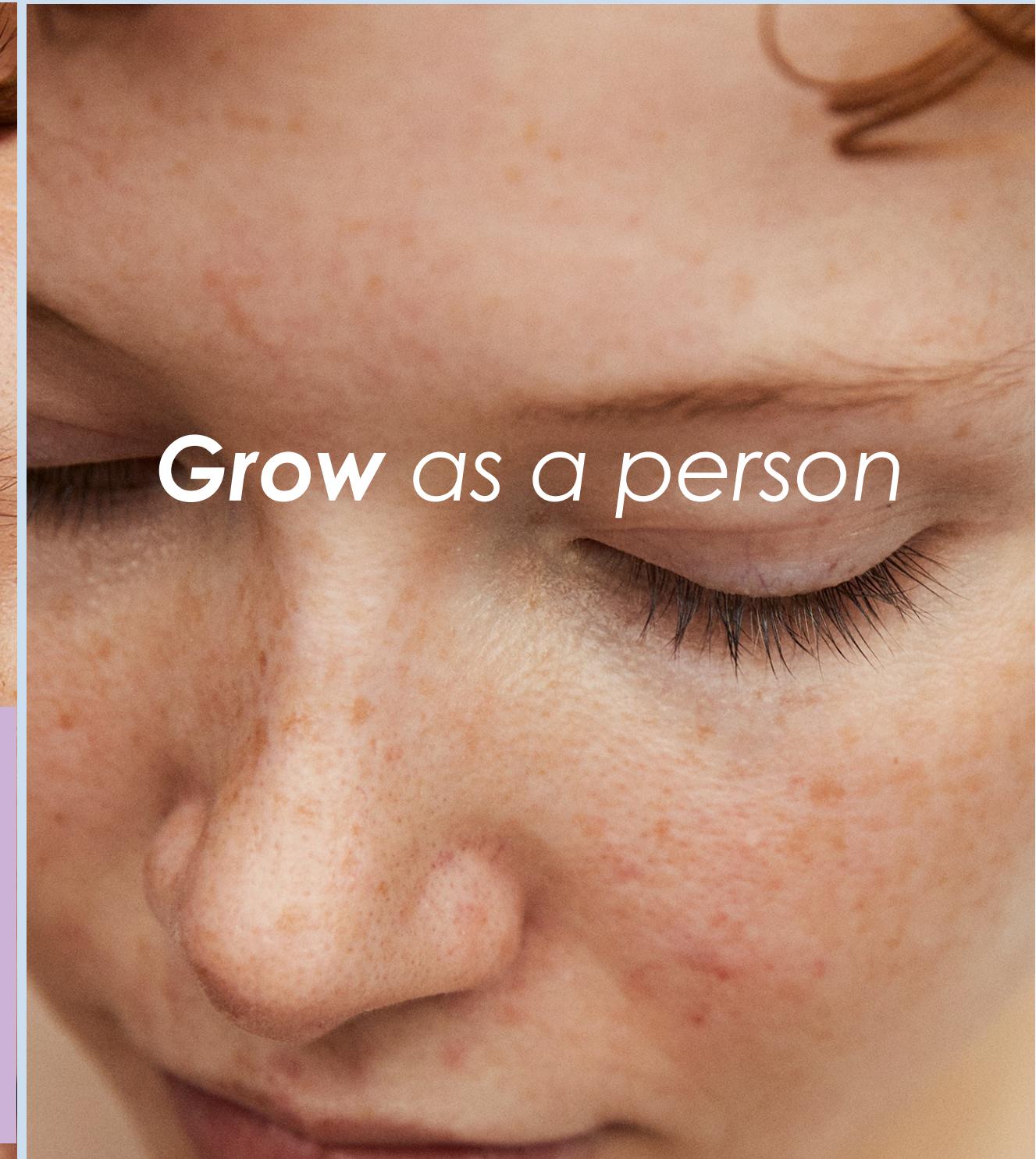
Matas People Strategy: “*The best place to grow*”



Build strong relations



Ensure the most AI-enabled employees



Pioneer mental health

A few examples
& results so far



Customer obsessed

New AI optimised in-store tool



Cost and customer obsessed

AI-driven efficiency transforms e-mail production

Key take-aways



Clear purpose and vision



Adopt a test & learn mindset

AI isn't a single project — it's an ongoing journey.
Start small, scale fast, and learn along the way.



Make AI a part of your company's DNA to speed up the strategy execution



Invest in people, not just technology



Oversight without overreach

– empower teams to act with autonomy



My own reflections after 2 years with AI...

“ A tool of automation > A tool of augmentation

“ Instead of replacing people, AI helps our employees become smarter, gives our customers excelling shopping experiences, and our business operates more efficiently

“ This is just the beginning



Thank you

A woman with long blonde hair tied back in a braid is leaning over a white wooden crib. She is wearing a light-colored, short-sleeved dress. In the crib, a baby is lying on its back, wearing a white onesie and a pacifier. A brown teddy bear sits next to the baby. The background shows vertical wooden paneling on the wall.

...for beautiful lives