

Problem

**Still based on 90's logistic,
Retailers can't move
to omnichannel**



Tomorrow retailing will be omnichannel but
Pure Players lead the way while Retailers fall
behind.

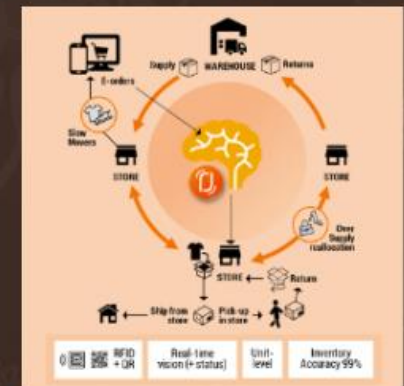
Solution

**Retail Reload bring the
logistic disruption they need
to make up for lost time**

We help them to move...



**from a warehouse silo's
based approach...**



**to an agile circular
store-based approach**



**Retail logistic
omnichannel IoT
conversion**



**SaaS Reccurrent Revenue
for SW providers**

**6
competitors**

A €B 30

Annual TAM
Total addressable Market



A €B 3.6

Annual TAM
Total addressable Market

Our ambition

Becoming the sales Force of Stock management

salesforce

Moved CRM
to SaaS age



retail reload

Moves stock
management
to SaaS age

**An end-
to-end SaaS
Solution**

**We deliver
strong
value**

An end-to-end SaaS Solution converting stock-management to omnichannel

SaaS delivery

An operating expense,
not an investment ready
to use

Not disturbing

Easy to integrate with
IT SW legacies
No overlap

Scalable

Technological and
international
partnerships

Best performing

Real time exclusivity
(USP)

100% mobile & omnichannel

Ready for challenges
of connected retailing

Big Data upgraded

Data science activation
leveraging data value



FACTORIES

Manufacturing

Serialization



WAREHOUSE

Supply

Shipment and
expeditions: Unit-
level real time
follow-up



STORES

Sales operations

Unit-level real time
move and status
follow-up

E-orders picking and
expedition



e-CHANNELS

E-commerce

Real time view on
unified stock
available for sale



HQ

Supervision

API for Legacies
integration (IT)

New value added
business item
unique-level data
(BI, CRM)



App front-end for Sales
Associates Mobility

We deliver strong value

Etam

462 stores

undiz

160 stores

Comparable stores Sales uplift

M€ 14

M€ 5.2

Omnichannel savings

M€ 1.7

M€ 0.7

BI activation (additional gross margin)

M€ 2.2

M€ 0.9

ROI achieved in

9.4 months

11.4 months

A SaaS model with strong TCR per client

Upstream one-shot revenues



SaaS MRR per store

105 € to 150 €

3 years contract
+ cross sell

Total Contract Revenue

| | | |
|------------------------|------------------------|--------------------------|
| 150 stores retailer | 500 stores retailer | 1 000 stores retailer |
| M€ 0,81 | M€ 2,34 | M€ 3,7 |

An high scalable model

**We focus
on SW & SaaS**

**One single robust
and versatile Software**

Adaptable to every sales
model and sectors

Low COGS

**We rely on powerfull
partners for fields
prestations**

**Physical deployment
& maintenance**

EU



USA



Hardware RFID manufacturers



nordicid

RFID Tag manufacturer



**We build
a big players
commercial
ecosystem**

SW providers



Intégrators



Five experts in Retail or engineering



François Baillet

Chief Operating Officer US
36 years old

Degree in engineering - Ecole Supérieure de Mécanique et d'Electricité (ESME) - 2006

10 years of experience in IT project management and quality assurance. He is based in the US since 8 years and has recently run the first successful RFID program in the US with American Apparel. During this experience, he had to manage both the IT and operation teams and has become a subject-matter expert in RFID technology.



Guillaume Verne

VP - Pre-sales Manager
53 years old

Graduate of Institut d'Etudes Politiques de Paris - 1986

Worked in French administration (1988-1991), Corporate communication (1992-1995) and as strategic planner (1995-2000). In 2000, joined, as managing Partner, the CRM company Yves Curtat has founded- developing a strong expertise in pre-sales approach. In 2007, became Managing Partner of the Retail Innovation consulting Company cofounded with Yves Curtat. Has become a subject-matter expert in omnichannel and IoT strategy for retailers.



Yves Curtat

CEO and Founder
54 years old

Graduate of the Institut supérieur du Commerce de Paris - 1986

Founded in 1986 an above the line communication company specialized in retail activities bought by BBDO group. Then founded in 1999 a CRM company that create many loyalty programs for retail bought by Havas group. Then Yves acted as independent High level strategic retail innovation consultant Expert in omnichannel transformation (Nespresso 14 years Orange 5 years). Yves has become a subject-matter expert in business value delivered by using technology in retail activities.



Frédéric Garzon

Chief Technical Officer
44 years old

MSCS - Ecole Supérieure d'Electricité (SUPELEC) 1996

Frédéric has more than 20 years of experience in software development, information security and software technical sales. He spent 5 years in the US for IDnomic, a French Software vendor, to develop technical partnerships and indirect sales for Cloud solutions. He is passionate about helping customers make the best of the technologies Retail Reload provides. He also understands the complex organizational & business challenges that come with large software projects.



Hervé Lecart

VP, Information Systems
53 years old

Mastery - Applied Computer Science, Paris IX Dauphine University 1991

MSCS - Network & System Engineering, Pierre & Marie Curie University (Paris VII) 1992

25 years of experience in software product management and SaaS services (see achievements at www.opentrustmft.fr and www.letreco.fr) with entrepreneurial background. He recently spent two years working in the international product design team at DocuSign, the worldwide leader in cloud digital signature (www.docusign.com) based in San Francisco, CA USA.