

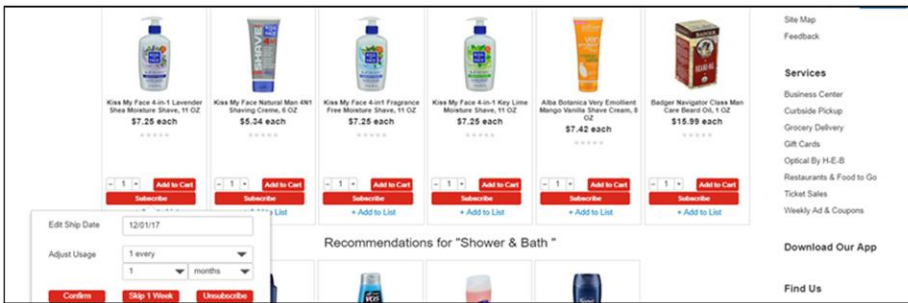


# Replenishment shopping made easy.

Predictive and powerful tools fundamentally improve routine shopping tasks by allowing customers to discover, select and replenish products with little effort.

## Replenium Auto-Replenishment Platform

Increase basket size and frequency within your branded experience as shoppers discover products and schedule replenishment through an AI recommendation engine and flexible tools. The platform helps customers find solutions, set replenishment schedules, capture IoT demand signals and manage preferences.



## Retailers and Brands rely on Replenium to:

- Capture their fair share, or more, of the move toward automated shopping and replenishment, while helping to improve profitability.
- Deploy constantly refreshed, best-in-class capabilities with minimal IT development complexity and cost.
- Set the stage for expanded IoT and predictive shopping as these become more mainstream.

## Grow Sales & Share

- AI-based recommendations increase volumes per customer.
- Scheduled replenishments drive predictable volume and profit.
- Locked-in volume reduces share loss to ecommerce leaders.

**40% of packaged goods sales will become automated.**

## Reduce Shopping Friction

- Routine reorder tasks are automated.
- Customers confidently have control and visibility.
- Opens capacity to focus on new products & services.

**Customers free up to focus on more services and categories.**

## Increase Brand Loyalty

- Prompt trial and drive repeat sales.
- Directly engage & convert consumers.
- Deepen brand-retailer partnerships.

**Directly turn digital shoppers into repeat customers.**

***We see auto-replenishment as a key growth driver for our brands. Our team at Replenium has a strong track record of results, delivering billions in replenishment volume. Initial results on our sites and with our retailer customers have shown double-digit conversion rates, well above typical averages.***

- Anne Zybowski, Team Leader, Omnichannel Retailing, The Clorox Company

