



# Retail Crime Intelligence platform

Helping retailers report, solve, and prevent crime.

## The problem Auror helps to solve

Retailers lose on average 2% of revenue through theft, wastage, and process error, commonly referred to as “shrink”. Over half of this loss is typically malicious loss, such as shoplifting and internal fraud. Retailers spend a significant amount of capital on technology to try and combat this loss. However, there has been no effective platform to help retailers report, solve and prevent this loss. Until now...

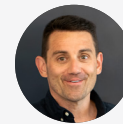


## Our competitive advantage

### We stop retail crime

Advantage	Outcome	Case study
Quickest, simplest and most intuitive reporting platform in the world.	3X increase in reports from stores vs previous/ competing systems	<b>200%</b> increase in reported crimes
Focus on the people committing the crime, not individual events	10% of offenders account for 50% of the crime.	<b>800% ROI</b> from their organized retail crime program
Real time surfacing of intelligence to prevent loss and safety incidents	50% of all incidents are prevented by Auror retail partners	<b>20% reduction</b> in shrink in two years

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**Andrew Koiumanis**  
Head of Security & Fraud,  
Coles Group

*“It’s quite simply the easiest model I’ve ever operated in, in 19 years of loss prevention”*



**Daryl Blackmore**  
Director of LP,  
Rexall Pharmacy

*“Now we have real time visibility of what’s occurring which allows us to better coordinate initiatives. It’s a real game changer.”*

# Auror customer profile

## Target Customers

Auror's target customers are retailers that reside in Australia, United States, Canada, and the United Kingdom with 100+ stores within a single geography (e.g. USA). Any retail vertical benefits from using Auror and especially retailers in the following verticals:



**Supermarkets**



**General Retail**



**Home Improvement**



**Fuel Sites**  
*(non-prepay)*

We typically partner with the Loss Prevention / Asset Protection function, who have responsibility to reduce loss. They tend to report to Operations or Finance.

## Commercial Offering

Auror is a SaaS offering and provides customers with an annual enterprise license for the service. This price is based on the number of stores and the size of the stores (proxy for loss per store).

- Deal size is typically between \$200k and \$2m USD per year.
- Average ROI for Customer = 400%+

## Current Customers

Auror works with 90% of the Enterprise Retail Market in New Zealand and 3 of the top 5 retailers in Australia. We're expanding into the US and UK, and are working with the largest retailer in the world.



For more information please contact our Chief Customer and Commercial Officer - Rhod Thomas [rhod@auror.co](mailto:rhod@auror.co) who can provide more information.

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