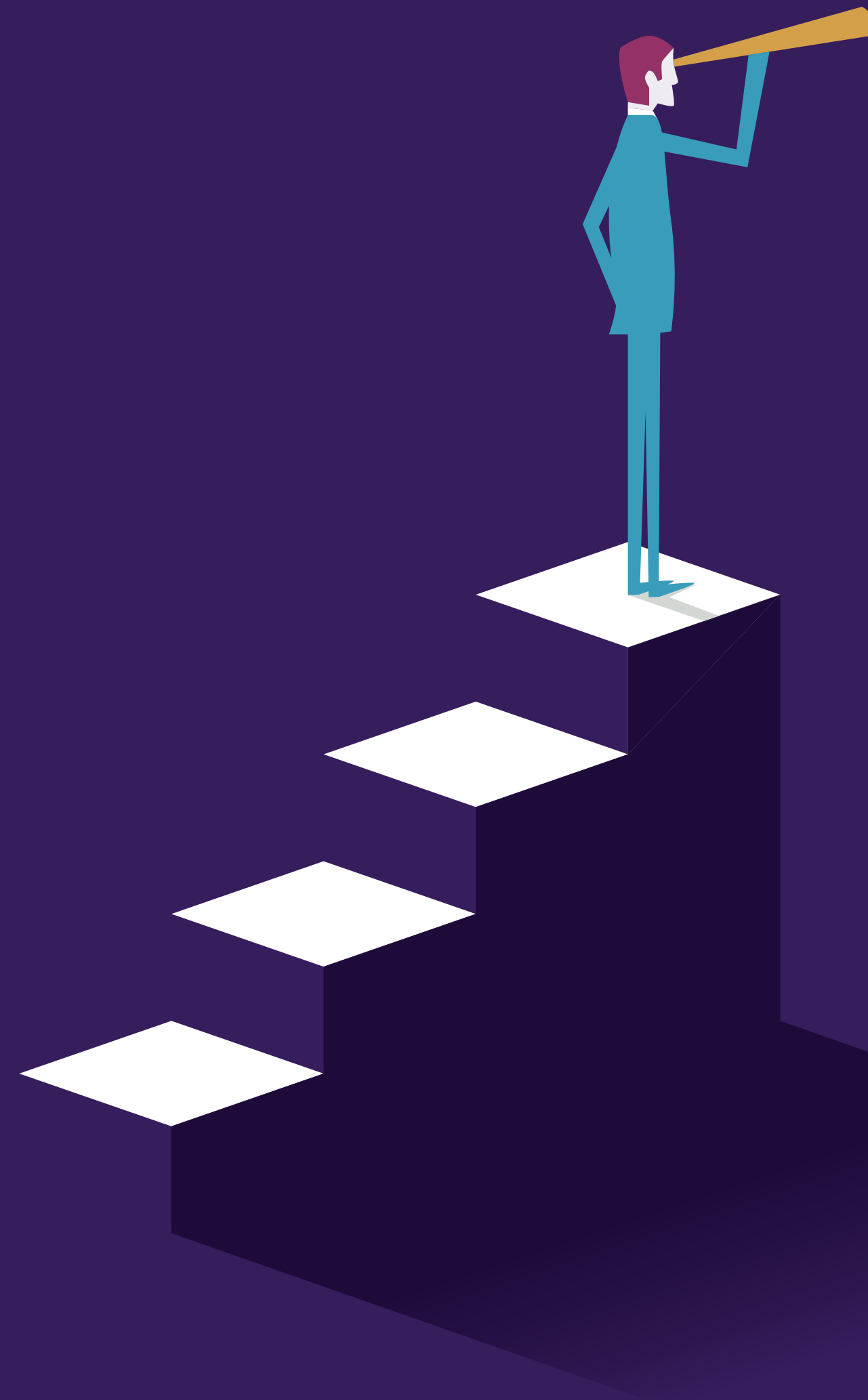


An abstract geometric design on a dark purple background. It features several overlapping circles and arcs in light blue, yellow, and red. A solid red circle is positioned near the top center. The design is minimalist and modern.

# Statement of Direction



# Our vision for the future

The future of retail, hospitality, and food service is personalized, convenient, and frictionless.

The industry leaders of tomorrow will be those who can stay ahead of consumers, delivering the right product at the right place and time, without any complexity and friction. To do this, they will need technology that is designed for their industry, reliable, always up to date, and which keeps their data, and their customers' information, secure.

We believe that **unified commerce software that runs in the cloud** is the most effective solution to operators' challenges.

# Key trends

**The winners in the retail, food service, hotel, and pharmacy industries are the ones who are prepared to think ahead.**

**Here are the main trends we believe will continue to shape the future, changing the way companies do business and use technology:**

- ▶ While physical locations will remain a core component of retail, **eCommerce** should be a key component in the strategy of any retail food service, and hospitality business. Businesses need a solid integration of all sales channels, so they can be where their customers are, and deliver seamless, consistent experiences from discovery through purchase, to post-purchase. **Unified commerce** software will remain a key technological investment for businesses.
- ▶ The **future of the point of sale (POS) is unattended**. Functionality that has traditionally been part of the POS device in the hands of a sales associate will move to the customer's device. We can already see this trend making waves across industries, from restaurant ordering apps, to online appointment booking, to self-scanning and self-checkout via Scan & Go apps. As customers increasingly demand autonomy, we will continue to see a growth in contactless and self-service technologies like **self-ordering, self-checkout, contactless payments and touchless delivery**.
- ▶ Companies are moving away from general and custom-built IT solutions, opting instead for **industry-specific, verticalized systems**.
- ▶ **Data remains one of the greatest assets for businesses**, especially as supply chain challenges become more frequent. Affordable advanced analytics technology running in the cloud is empowering more companies to use their data to see gaps, optimize operations, and understand their customers.
- ▶ Businesses are moving to the cloud, and in specific to **software as a service (SaaS)**, to increase secure and resiliency. The cloud is an indispensable part of a business's technology strategy to stay competitive, secure, and innovative.

# Unified commerce

## Beyond omni-channel

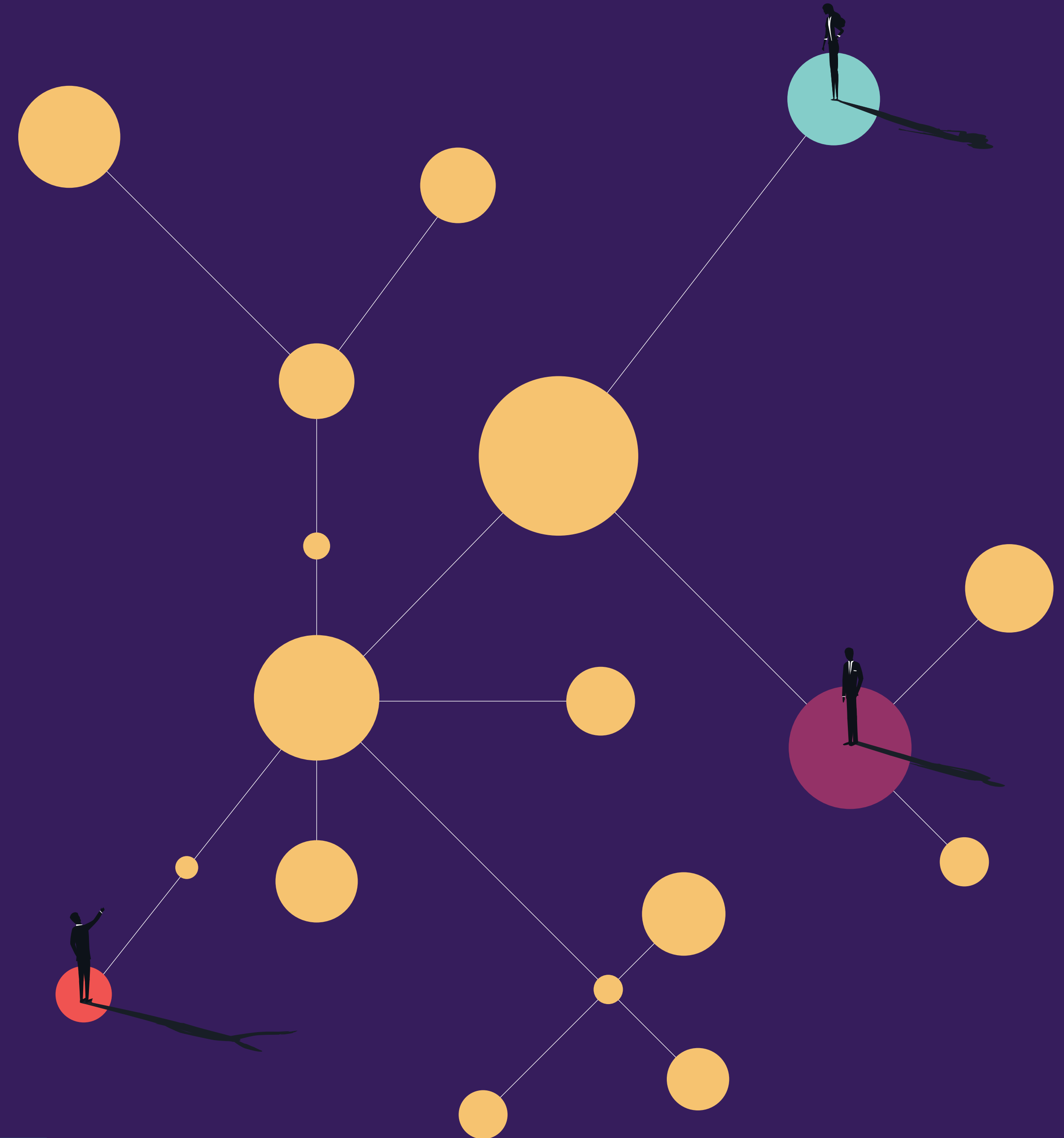
Today, the most successful businesses consider their physical retail and eCommerce as one, because that's how consumers think too when they shop.

**Unified commerce** software is necessary for businesses to offer seamless omni-channel experiences to customers, and to maintain a clear view of products, sales, and consumers across channels. Unified commerce is a **centralized platform that unifies all data in one database**, connecting information in real time. It is the future of business, as it gives companies a complete view of their operation, enabling them to make decisions based on information that is timely, complete, interconnected, and reliable.

## Experiences across industry lines

Unified commerce software with multi-industry functionality enables companies to **manage multiple functions, for example retail, food and beverage, ticketing, and accommodation, using just one platform**. By using one management system across the whole company, businesses can

- Simplify the technology stack and spend less time managing it
- Train employees faster and move them across positions
- Achieve brand consistency across multiple functions
- Accelerate speed of execution, as they can add new services without having to integrate new software
- Expand the business to new industries and concepts.





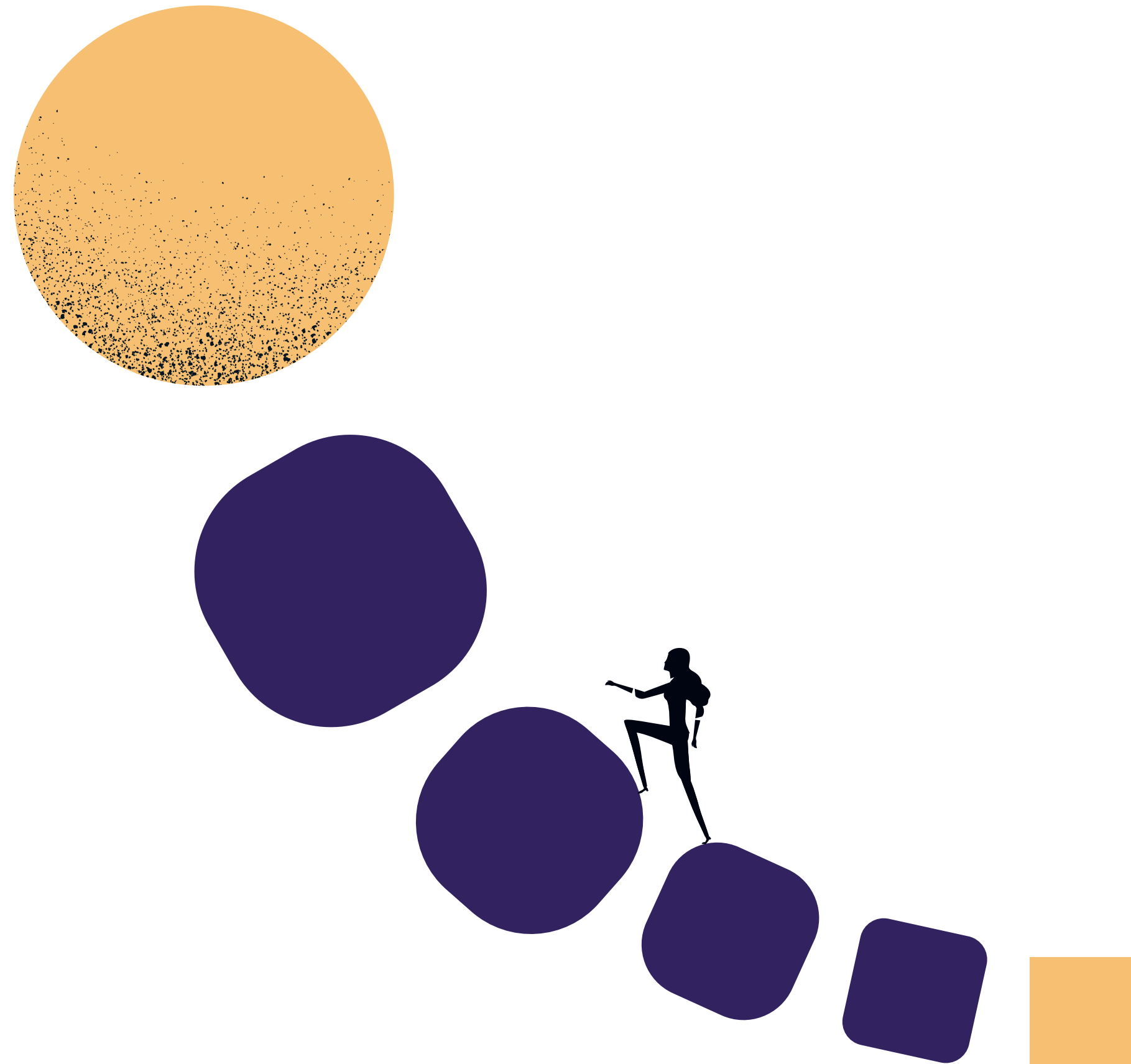
# Unattended point of sale (POS)

**The point of sale of tomorrow** supports contactless, personalized (self-)service and runs on many different types of devices, including kiosks, self-service machines, and the customers' own phones. As consumers demand autonomy and service on their own terms, tomorrow's POS will also be multi-functional, enabling customers to do more than just pay: they will be able to look up product information or ingredients, request products from other locations, or connect to their loyalty program account.

For retail and hospitality businesses, it shouldn't be a question of whether they will implement self-service and unattended technology, but of when. In times of labor shortages, these technologies can allow businesses to serve more customers faster.

We have invested in several forms of unattended ordering and payment:

- 1. Self-checkouts**, which can be set up by using a simple scanner and a payment terminal, or by integrating to third-party self-checkout machines.
- 2. ScanPayGo**, a mobile application that shoppers can use on their own mobile device. Once the app is installed on the smartphone, the customer can use the phone's camera to scan items. When it's time to check out, they can either pay with the app's built-in payment integration, or using a (manned or unmanned) terminal in the store. The app can also be used to collect loyalty points and manage shopping lists and shopping history.
- 3. Ordering kiosks**, increasingly common in parks, museums, and quick-service restaurants. We have created a simplified user interface which allows the user to enter the order using a touch-screen interface. The kiosks can be set up to send orders straight to the kitchen.



# Verticalized, industry-specific solutions

Too many businesses are still stuck running their operations on many disjointed legacy systems. These software solutions often have no underlying vision or future roadmap, and become outdated shortly after implementation.

This kind of disjointed technology does not support the rapid decision-making that is needed in a world of quickly changing consumer habits. General and custom-built IT solutions are likely to become a thing of the past.

Companies are starting to realize that the only way to keep up with rapid change is to choose **industry-specific software solutions** that:

- Don't require costly and complex **integrations**
- Include all the **industry capabilities** that businesses need out of the box
- Can be easily **maintained, updated, and expanded**
- Are developed by **experts who know the industry** and understand its challenges
- Have a **clear roadmap**, with constant maintenance and development of the platform.

## Intelligent retail

Businesses no longer need to compare spreadsheets to make critical business decisions. **With advanced analytics tools available in the cloud**, businesses of all sizes can see their key information on intuitive dashboards and reports, with the most critical data highlighted for the stakeholders' convenience.

**This intelligence will drive the future**, enabling businesses to

- Turn disconnected data into **actionable information**
- Spot **risks and opportunities** without the need for a data scientist or analytics expert
- Know who to target with **marketing** actions and how to engage with every customer
- Get **alerts** and act quickly when it's critical.



# Cloud and software as a service (SaaS)

**Software as a service (SaaS)** running in the cloud has established itself as the most valuable technology to

- Minimize **upfront costs** when purchasing new software
- Simplify **updates** and shorten upgrade cycles
- Guarantee **security and compliancy**
- Speed up **innovation** taking advantage of other services in the cloud
- Support **remote work**
- Move at the pace of **consumer demand**.

We believe that moving to **software as a service (SaaS) in specific, is an urgent, necessary step for businesses – and an opportunity they cannot afford to miss.**





# Committed to quality and innovation

With consumer demand changing at exceptional pace, businesses need technology that is not only rich in functionality, but also **reliable and trustworthy**. At LS Retail, we are committed to understanding our customers' challenges and needs, and to developing technology that solves these problems.

At the same time, our strategy is informed by a long-term perspective. Our vision is to develop stable **technology that businesses can rely on**. We concentrate our investments in quality, and when we innovate, we focus on what we believe will have a **long-term impact**. This way we can help companies achieve and surpass their goals as regards customer experience, consumer engagement, reliability, and staff empowerment.