

RFID JOURNAL LIVE!


The background features a dark blue gradient with white and yellow abstract circuit lines. These lines are composed of horizontal segments connected by diagonal steps, creating a sense of movement and connectivity. Some lines end in small circles, resembling solder points or data nodes.

MAY 9-11, 2023 | ORLANDO, FLORIDA

USES RFID TO ENABLE OMNICHANNEL EXPERIENCE

ALEXANDRE RIBEIRO
Chief Risk Officer

LOJAS RENNER S.A.

 **CMICADO** youcom realize repassa

LOJAS RENNER S.A

RFID

- > Founded in 1965.
- > First Brazilian corporation with 100% of the shares traded on the stock exchange and listed on the Novo Mercado (New Market), a special listing segment.
- > Deliver the best experience in fashion and lifestyle to the medium/high segment, enchanting our customers with quality products and services at competitive prices, with an innovative and sustainable ecosystem.



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WHO WE ARE

RFID



Leader in Omnichannel fashion retailing



6 BUSINESS

(Renner, Camicado, Youcom, Ashua, Realize and Repassa)



672 STORES

(422 Renner, 123 Camicado, 114 Youcom, 13 Ashua)



4 DISTRIBUTION CENTER



26.2 THOUSAND EMPLOYEES



Dow Jones Sustainability Index

(DJSI): World leader in retail industry



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TIMELINE

- Soft tag alarm sewn
- **RFID Pilot**
- Pilot at 5 stores and 5 suppliers
- Textiles and footwear rollout
- **Cycle Count and replenishment through RFID in all stores**
- Perfums and cosmetics rollout
- **Sale and alarm's deactivation through RFID in all stores**



- Hard tag alarm **applied at origin**
- Project's approval and strategy - **RFID and alarm at the same sewn tag**
- Partner's definition and contract
- Textiles and footwear rollout at UY and AR
- **Self checkout** operations expansion
- Pandemic freezing
- Operation stabilization
- Winner as **best case of the year** at Prêmio Abrappe

FIRST VIDEO

RFID)
BEM-VINDO AO FUTURO



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TECHNOLOGY AND STRATEGY

- Stock management and alarm in the same tag
- **Sewn and adhesive serialized tags** applied at origin
- **Suppliers benefited** by the technology
- Sensormatic's combined solution - **Software and tags**
- APP Renner for replenishment

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MAIN RESULTS

- > **87% of reduction** of stockouts in sales area
- > **64% of increase in accuracy**
- > **Costs** with alarm tags and outsourced cycle count **eliminated**
- > **79% of ROI**
- > Increase of sales in the first year:



Projected: 0.5%
Fulfilled: 1.8%

Comparable stores

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MAIN BENEFITS

- Increase of items' availability for **Omnichannel's** sale
- **Sale and alarm's deactivation** in any location of the store
- **Receiving** process using RFID
- Product traceability

Customer's shopping experience improvement



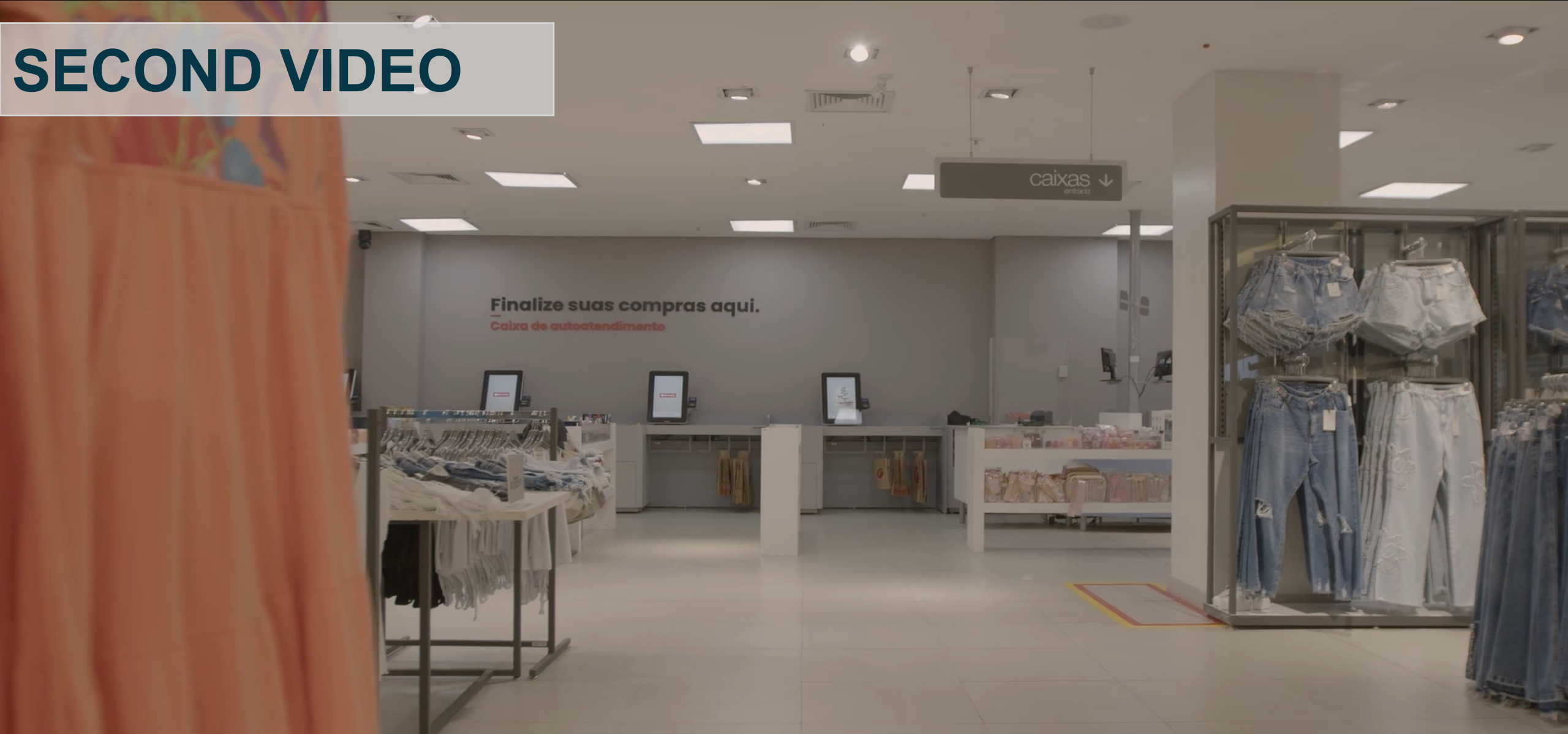


MAIN BENEFITS

- > **Data generation** for commercial management
- > Control of items carried to the **fitting rooms**
- > RFID data employment in **loss prevention**
- > Reduction in suppliers' orders devolutions
- > Frequent and assertive **replenishment** of products

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SECOND VIDEO



CHECKOUT OPERATIONS

- > + 500 self checkout equipment operating with RFID, representing 30% of store's sales
- > + 3,500 checkout equipment operating with RFID
- > + 5,000 handheld and SLEDs equipment
- > Line time reduced

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THIRD VIDEO



LUCIA FLORES

STORE MANAGER
SHOPPING BOURBON WALLIG

RFID PILOT STORE



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MAIN CHALLENGES

- > Cultural adjustment
- > Rollout of all stores in 4 months
- > Perfumery and cosmetics' tags
- > Pandemic

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RFID NUMBERS



- > ~ 4 millions RFID reading per day
- > + 700 millions tagged products with RFID
- > 99.5% retailer suppliers applying tags in origin
- > + 5,000 alarm pedestals replaced in store
- > + 20 thousand hours of face-to-face and online training for store employees

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NEXT STEPS

- > Experience improvement at fitting rooms
- > RFID in **E-commerce and DCs**
- > **Transition Door** (backroom to sales floor)
- > Pilot of **automated inventories**
- > Evaluation of RFID in the other brands

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THANK YOU

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