

Deliver a Better Shopping Experience: Consumer Products and Retail

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Millennials
are in the
driver's seat

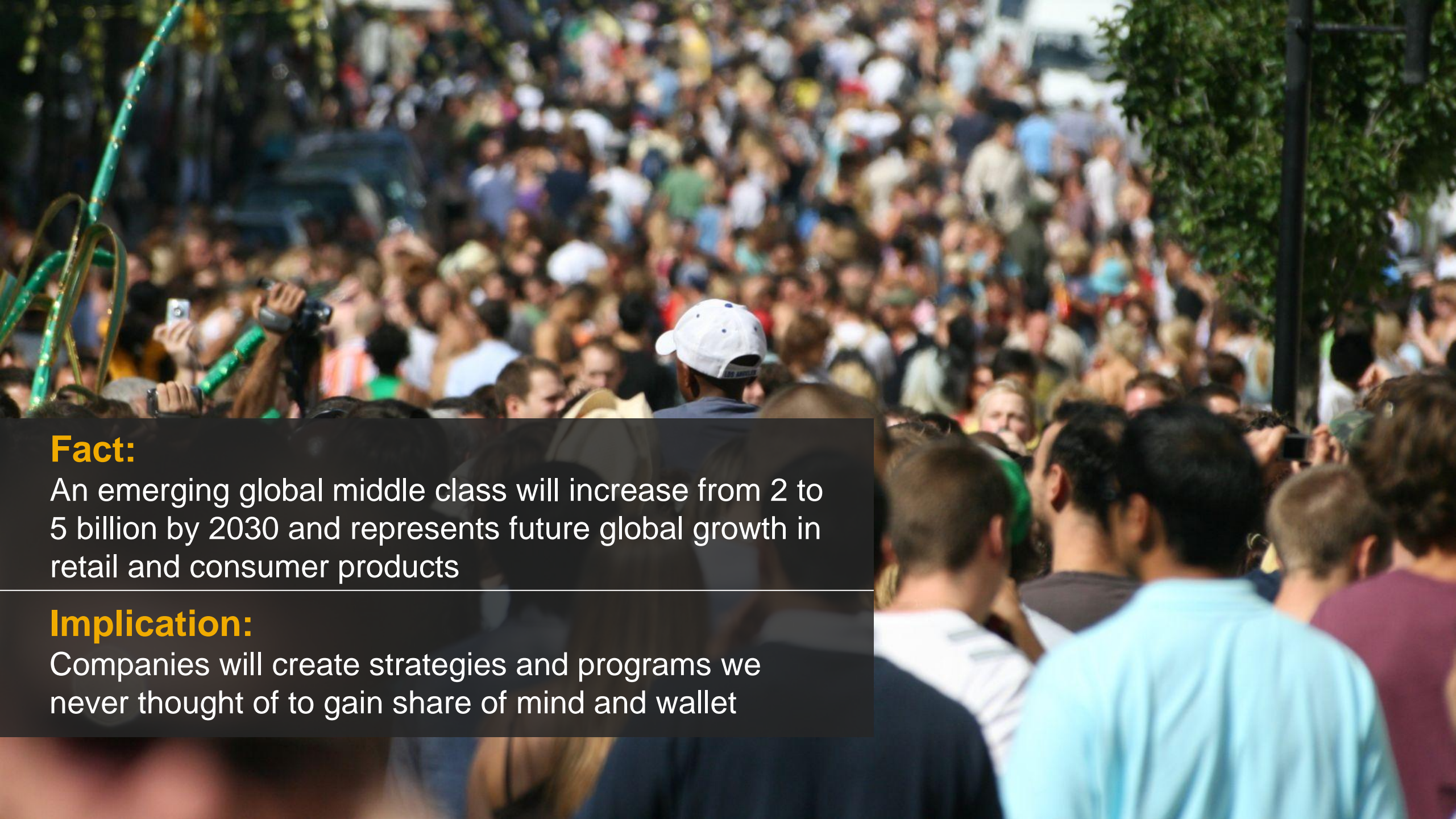
Consumers
are living a
mobile life

Global middle
class is
booming

The path to
Purchase is
dynamic



TRUE PEOPLE POWER



Fact:

An emerging global middle class will increase from 2 to 5 billion by 2030 and represents future global growth in retail and consumer products

Implication:

Companies will create strategies and programs we never thought of to gain share of mind and wallet



Fact:

The millennial generation will reach their late 30s in 2020 and overtake Baby Boomers in numbers and spending power

Implication:

Millennials are **masters** of the Internet, social media, and mobile mediums – they are redefining your engagement model



Fact:

Consumers are living a mobile life and expect engagement on their own terms

Implication:

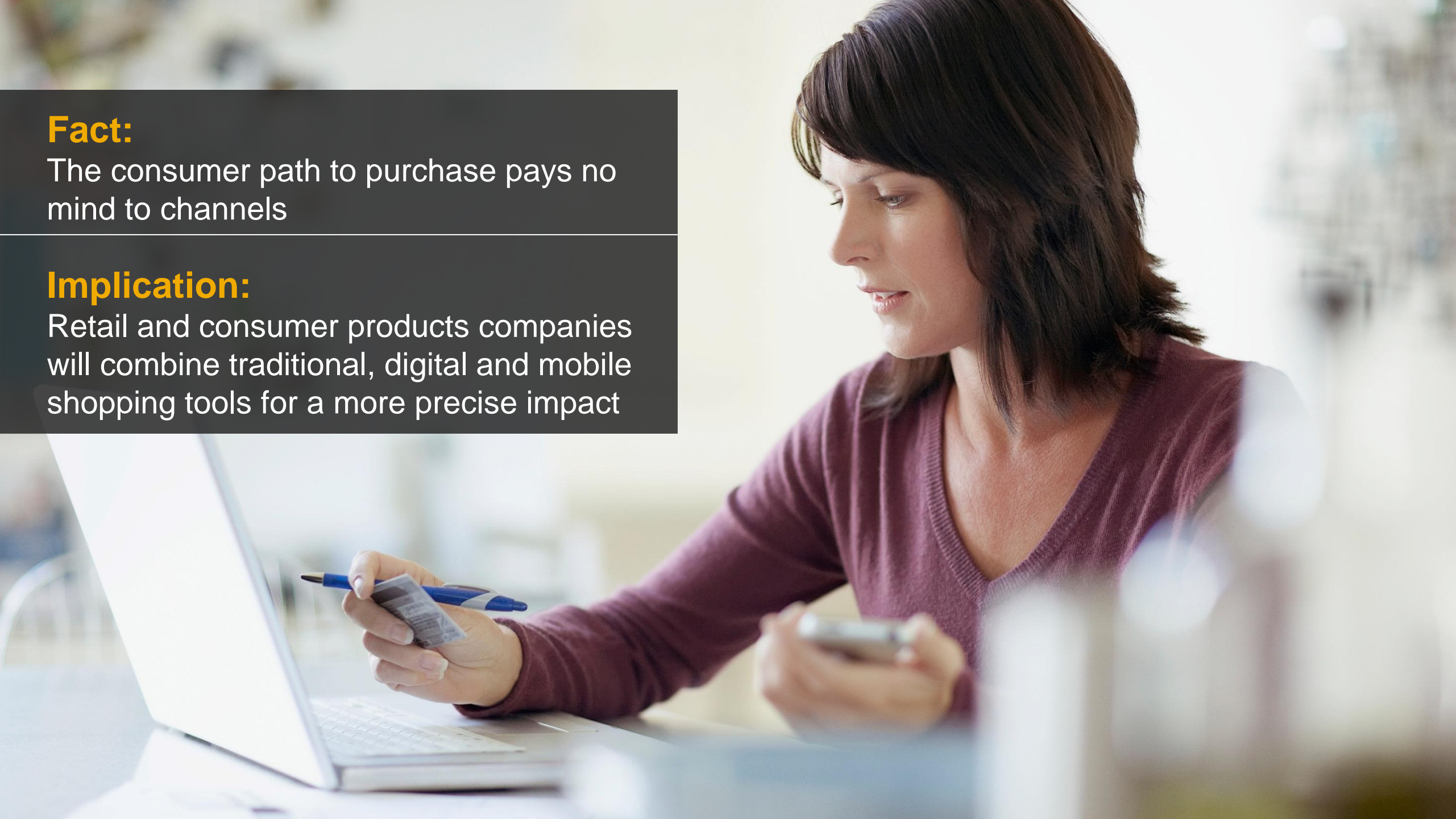
How retail and consumer products companies sell to consumers has changed forever

Fact:

The consumer path to purchase pays no mind to channels

Implication:

Retail and consumer products companies will combine traditional, digital and mobile shopping tools for a more precise impact





The collective result of these trends is the unprecedented power of people – as consumers, as employees, as citizens, and as societies.

A close-up photograph of a hand with a finger pointing towards a glowing blue digital screen. The screen displays abstract, blurred light patterns in shades of blue and white, suggesting a high-tech or futuristic environment. The lighting is soft and focused on the hand and the screen.

Fact:

More than any other time – life is now about change and how to keep up

Implication:

Make a difference that matters for the shopper and you'll build truly strong meaningful consumer loyalty



Appeal to the Millennial Generation

Provide Shopping Convenience

Capitalize on Emerging Global Middle Class

Engage with Mobile Shoppers

Create Social “Advocates”

Invest in Technology and Associates



***Largest home improvement
retailer outside the U.S.***





Connecting Inspiration To Action



“Our mission is to save your world from boring food.” - Alan Wilson

McCormick Brings Passion to Flavor™





Kingfisher

Mike Bell, CIO

McCormick

Jerry Wolfe, SVP, CMO, CIO

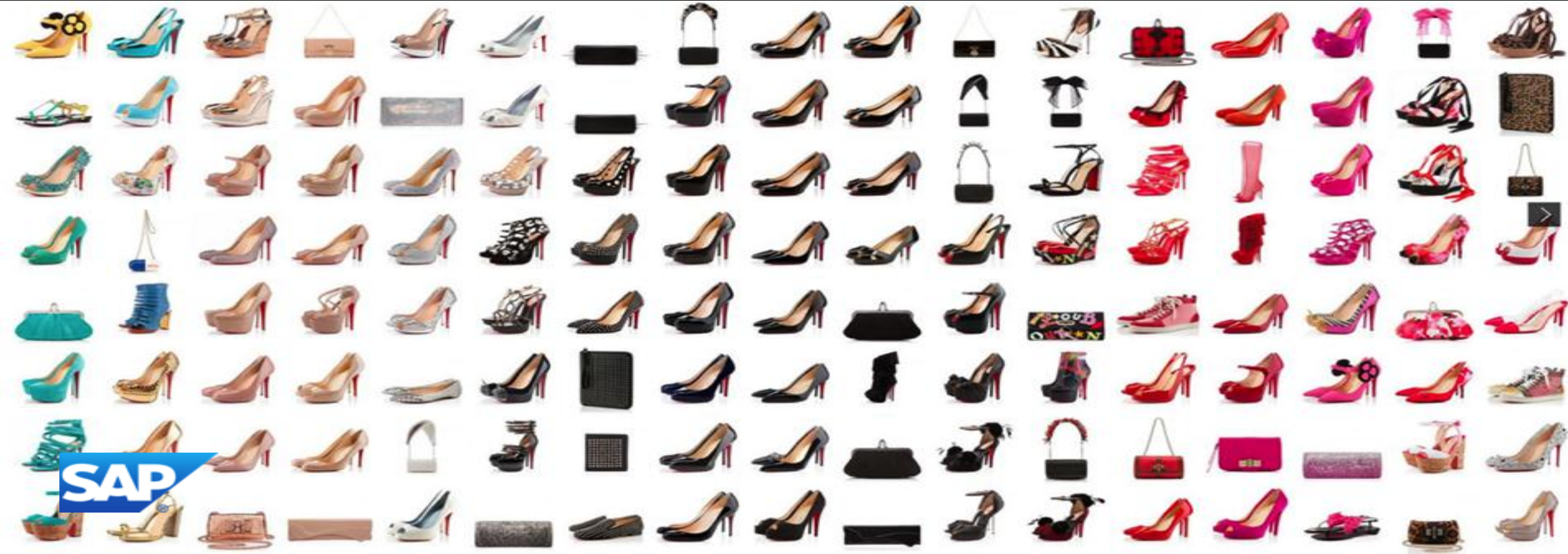
SAP

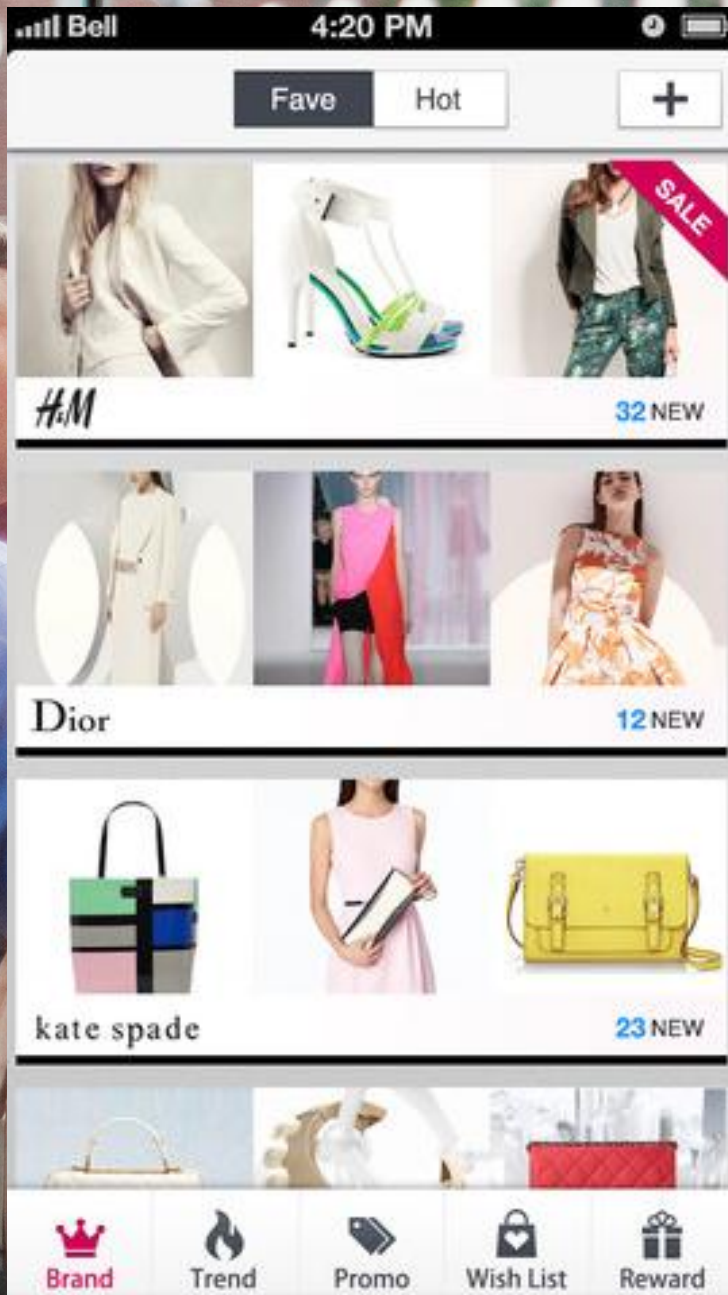
Lauren Shanley, Graduate Academy

My Runway

Drive Social Likes to In-Store Shopping

apphaus





My Runway:

A new social fashion shopping experience for Millennials

Co-innovate with SAP:

Let's collaborate to refine My Runway for your brand

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