

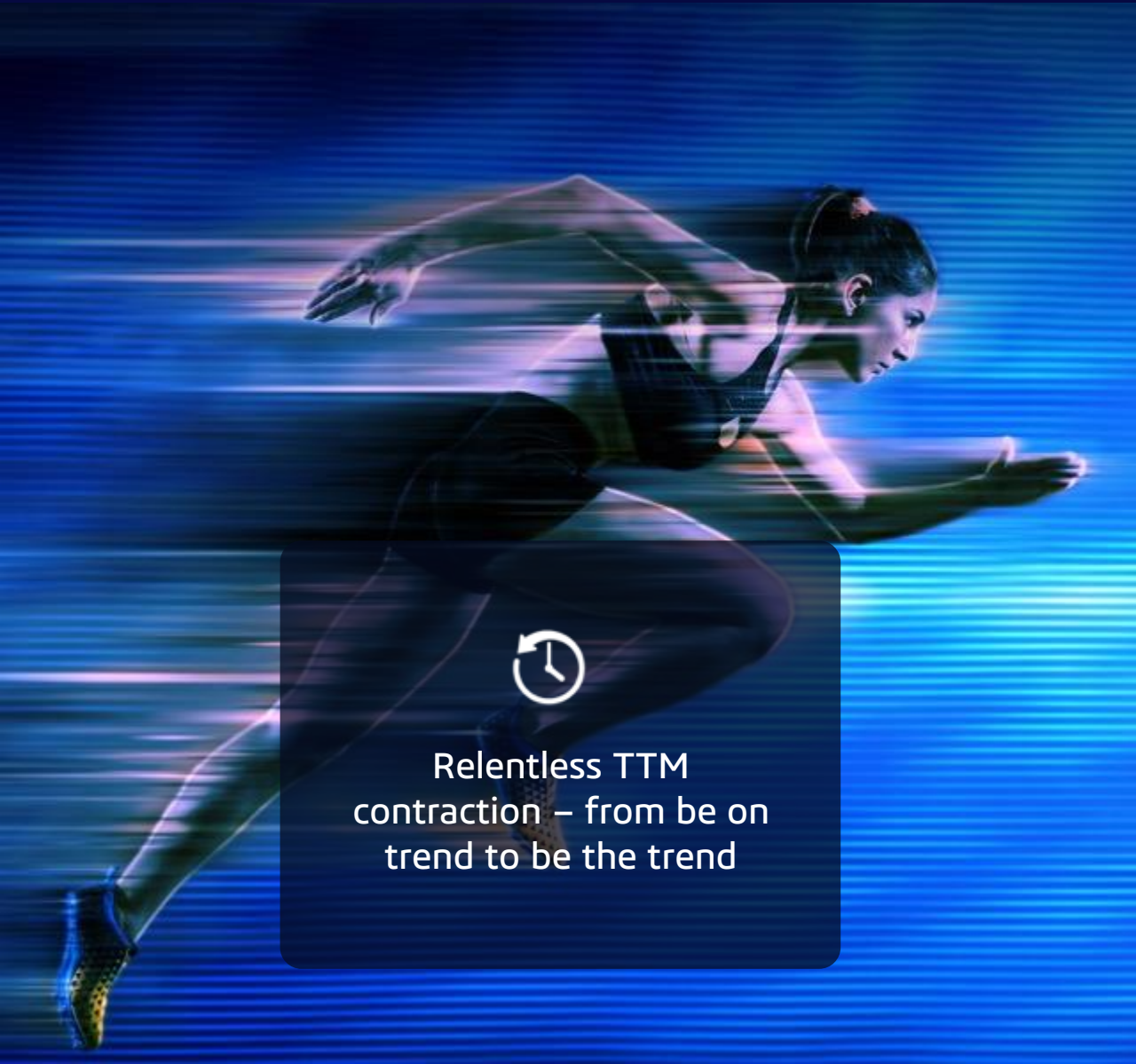
CAPITAL MARKETS DAY 2025



Capital Markets Day
Centric Software Strategy
6 June 2025



Emergence of Consumer as a Lifestyle Innovator

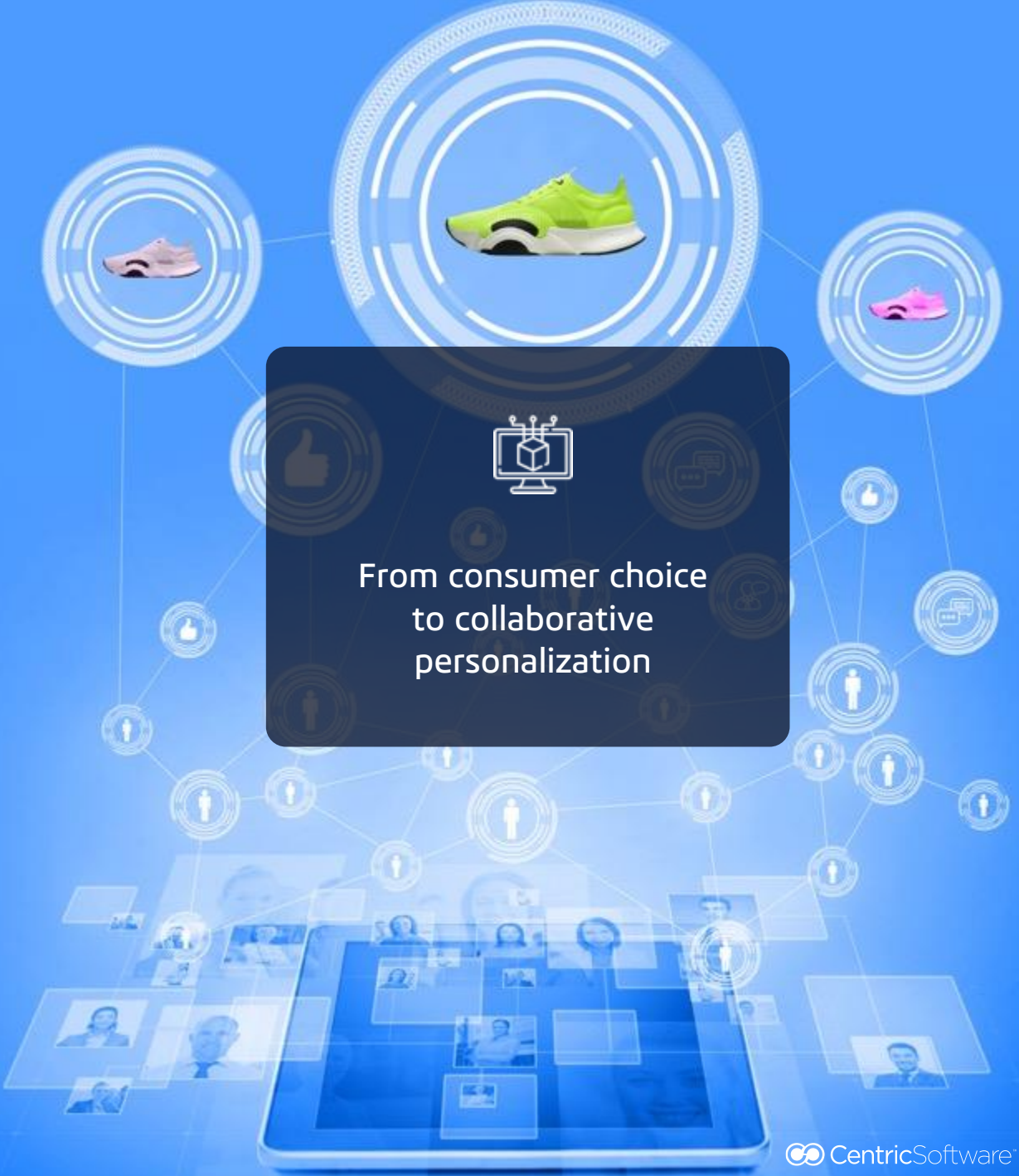


Relentless TTM
contraction – from be on
trend to be the trend



Automation
of innovation
realization

Emergence of Consumer as a Lifestyle Innovator



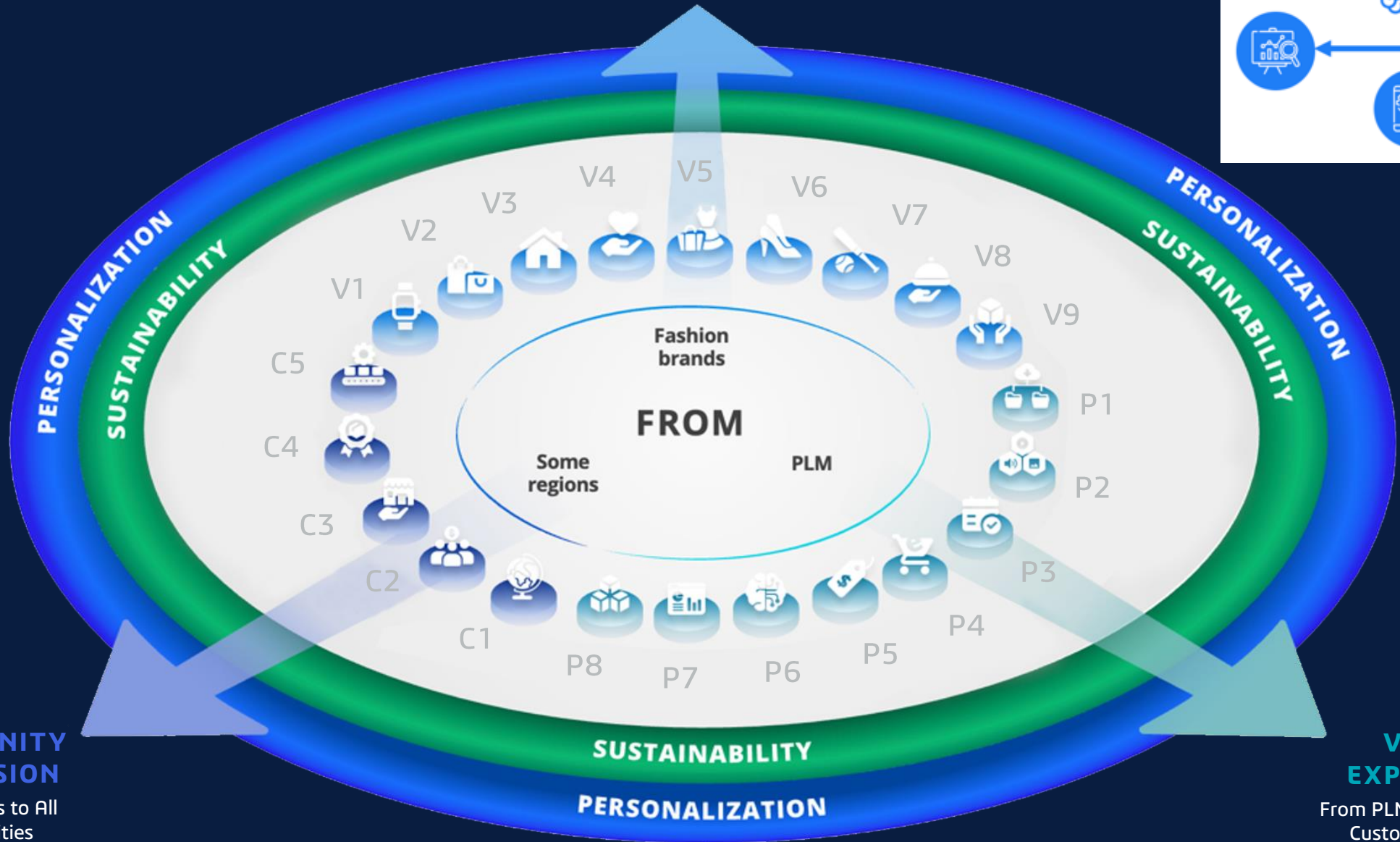
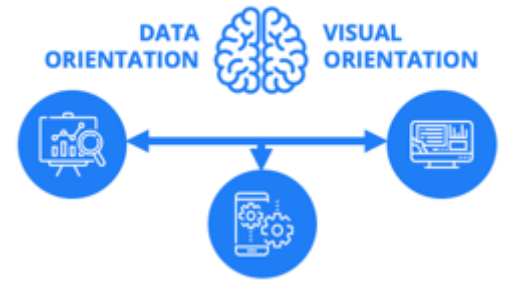
From consumer choice to collaborative personalization

Expanded Vision to \$1B+

MARKET EXPANSION

From Fashion / Apparel / Sporting Goods
to All Consumer Products

CENTRIC DUAL DIGITAL BRAIN



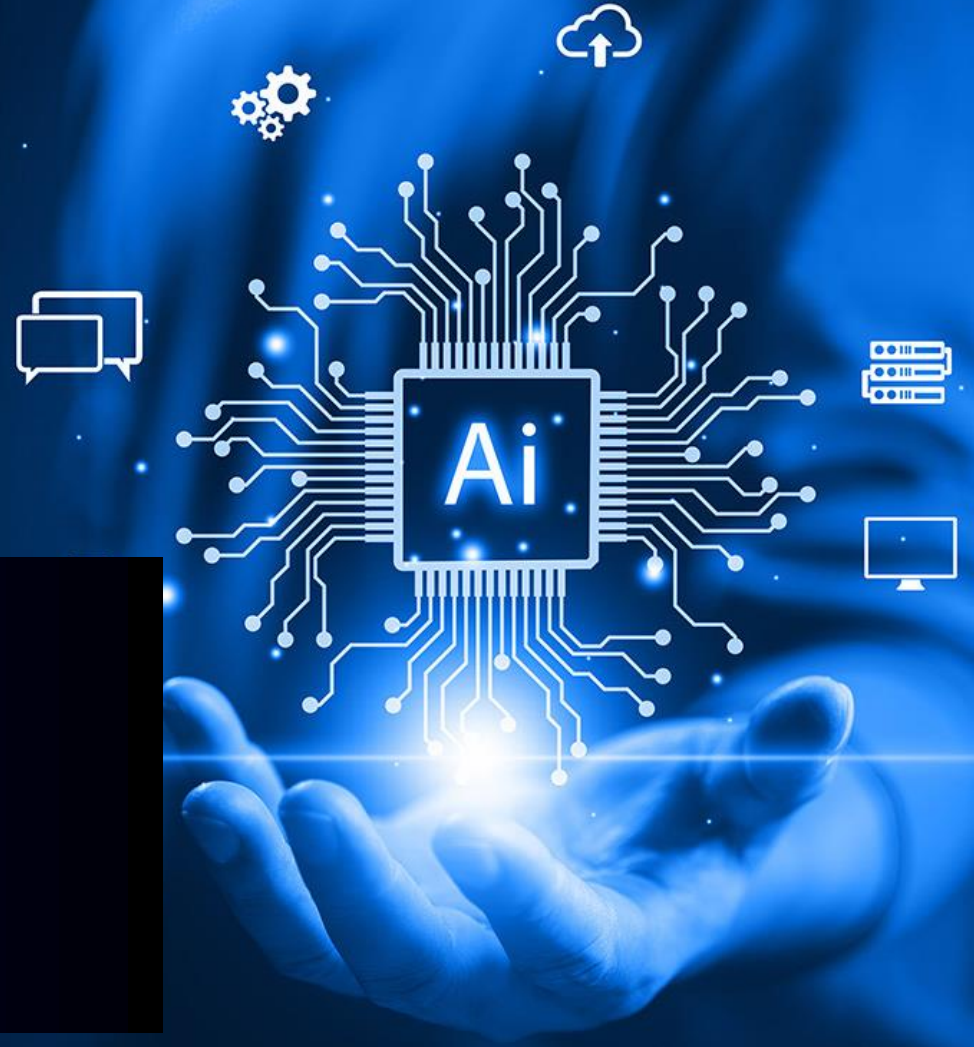
COMMUNITY EXPANSION

From Brands to All
Communities

VALUE EXPANSION

From PLM+ to Concept to
Customer Platform

Centric AI Leadership



Centric Seamless Experience: Product Concept to Commercialization PLM, Planning, Pricing and PXM on One Platform with Embedded AI Technologies

Across the **FULL Product Lifecycle**
Pre-season – in-season – post season

Artificial Intelligence & Machine Learning: AI/ML Forecasting, Predictive Analytics and Automation

Centric PLM



- Product Specifications
- Material Management
- Product Sourcing
- Quality & Compl. Mgmt
- Line Planning
- Calendar Management

Product-Category Specific

- AI Fashion Inspiration
- Formulation
- Packaging & Proofing
- Workflow
- Engineering Change Mgmt.
- 2D & 3D Connectors
- Mobile Apps
- Sustainability Connectors

Centric Planning



- Merchandise Financial Planning
- Assortment Strategy
- Assortment Planning
- Allocation & Replenishment Planning
- Forecasting & Vendor Replenishment
- B2B Demand Planning
- Markdown Management

Centric Pricing & Inventory



- Lifecycle Pricing
- Allocation Optimization
- Dynamic Pricing
- Replenishment Optimization
- Competitive Pricing
- Re-Order Optimization

Centric PXM by Contentserv



- PIM (Product Info Mgt)
- DAM (Digital Asset Mgt)
- Product Feed Management & Syndication
- DSA (Digital Shelf Analytics)

Centric Visual Boards



- Visual Concept Board
- Visual Assort. Board for PLM
- Visual Sourcing Board
- Visual Whiteboard
- Visual Assort. for Planning
- Visual Showroom

Centric Market Intelligence



- Competitive Pricing, Styles & Assortments
- Consumer Trends & Buying Insights



ERP, PIM, DAM, CAD, 2D/3D, mobile apps, traceability software, carbon footprint software, compliance tools... and on to sell-in to retail & wholesale, e-com, etc.

V+R for Product Design

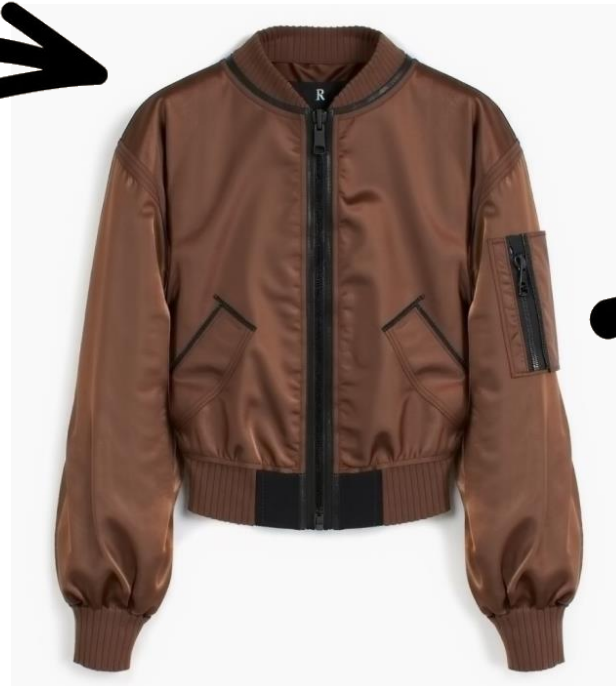


sketch

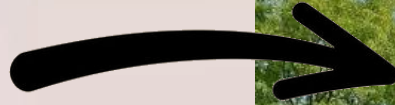
+

prompt

"Brown satin bomber jacket with black zipper, ribbed trims, and sleeve pocket."



V+R for Product Marketing



V+R for Bill of Material (BOM)

The image displays a software interface for creating a Bill of Materials (BOM) for a plush bear costume. The interface is divided into several sections:

- Design Canvas:** Shows a 3D model of a black bear costume with a tan belly panel. Above it are two sketches: a brown sweater with animal faces (monkey, elephant, lion) and a white long-sleeved shirt with the text "Mama's Little BEAR" and a bear face.
- Color Palette:** A section titled "W25 | BABY TREND STEER BOYS" showing various color swatches for different parts of the costume, such as "EXCELLENT WHITE", "EGRET", "ALMOND MILK", "OXFORD BROWN", "GINGER SNAP", "HARBOUR MIST", and "ASPHALT".
- Material Selection Panel:** A detailed BOM table for the "BEAR COLLEGE" costume. It lists components like "Main Body Fabric", "Contrast Belly Panel", "Bear Ears", and "Face Features", along with their placements, weights, and suggested materials.

Component	Placements	Weights	Considerations	Materials	Suggested Materials
Main Body Fabric	Body, Hood, Sleeves, Legs	Medium, Heavy	Softness, Warmth, Durability, Non-irritating for baby skin, Washability	Polyester Fleece, Plush Fleece, Sherpa, Teddy Fleece	Find Materials...
Contrast Belly Panel	Belly Panel	Medium	Color contrast, Softness, Matching texture to main body	Polyester Fleece, Plush Fleece, Sherpa	Find Materials...
Bear Ears	Ears		Shape retention, Softness, Safety (secure attachment)	Polyester Fleece, Plush Fleece, Stuffed Fabric	Find Materials...
Face Features	Eyes, Nose, Mouth		Safety (no small parts), Durability, Washability		

V + R Personalization



NORDIC POLES

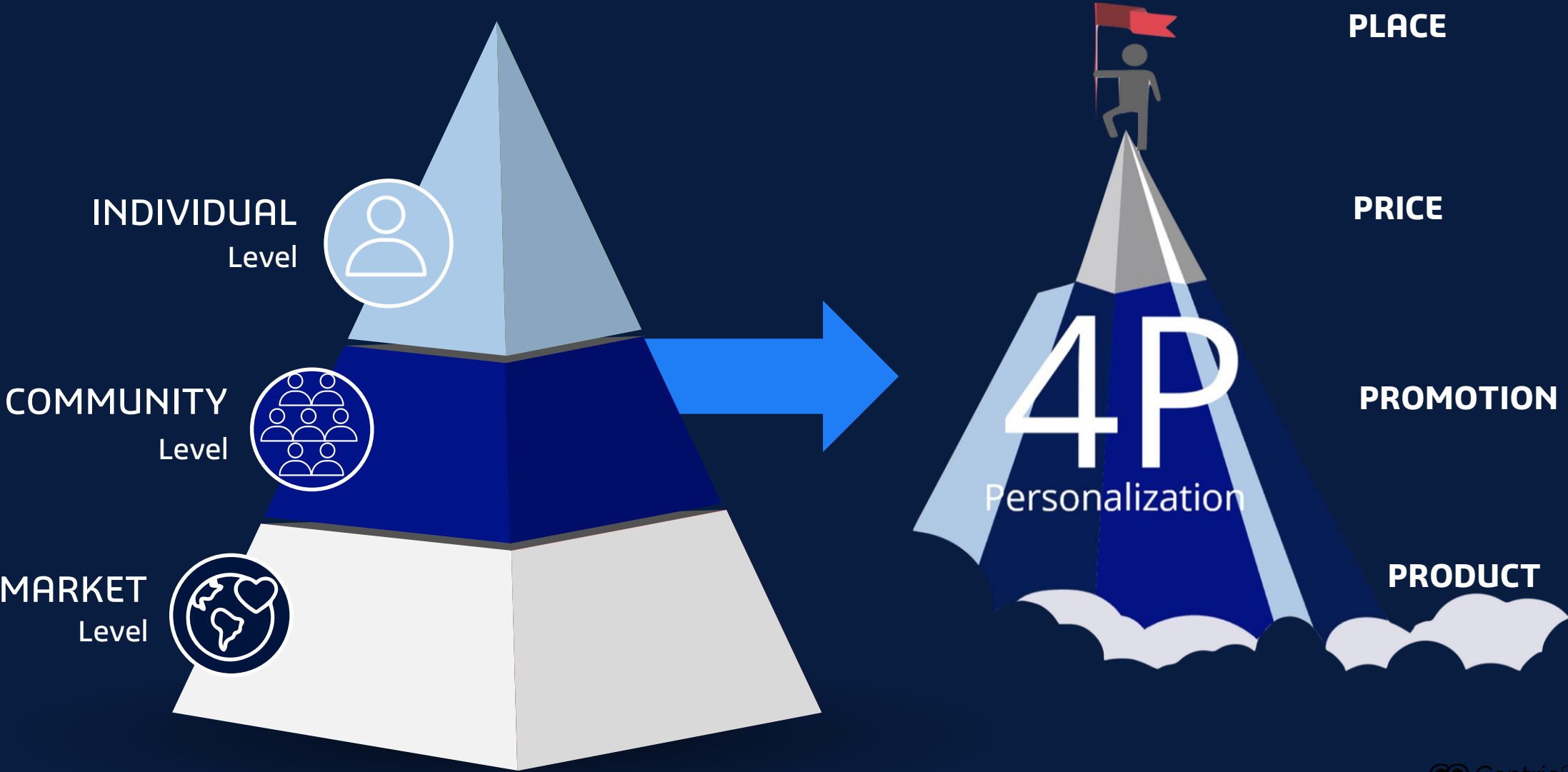


CLASSIC RACE BOOT



Personalizing The Product And Experience

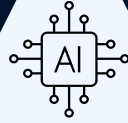
Personalization operates on 3 interconnected levels to maximize relevance and business impact.



Sustainability



From Regulatory Compliance to AI-Enabled Sustainability V+R Experiences



AI-Powered Digital Platform for Product Development, Planning and Pricing for Circularity



Data driven decision making and implementing holistic design for sustainability



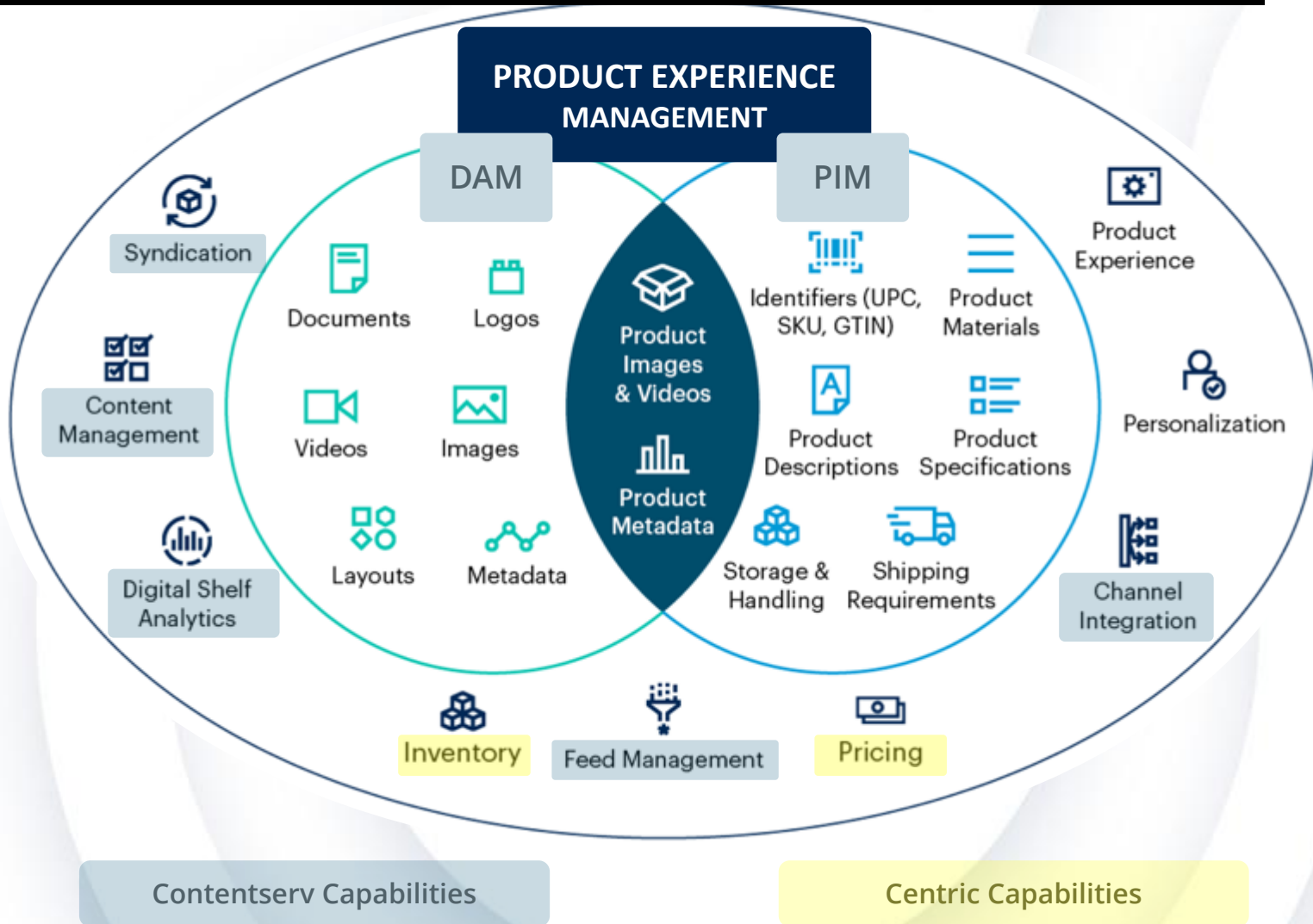
Sustainability Profile with Traceability, Certification & Env Impact Data to meet Regulatory needs



Foundational Elements for Product and Material Data granularity & Roll up

Product Experience Management (PXM)

V + R Targeting Collection Success



- Product Experience Management solutions help commercialize products.
- End-to-end platform, creating a closed loop for product commercialization across all digital channels.
- Merging of multiple point-solutions to create a complete commercialization solution.

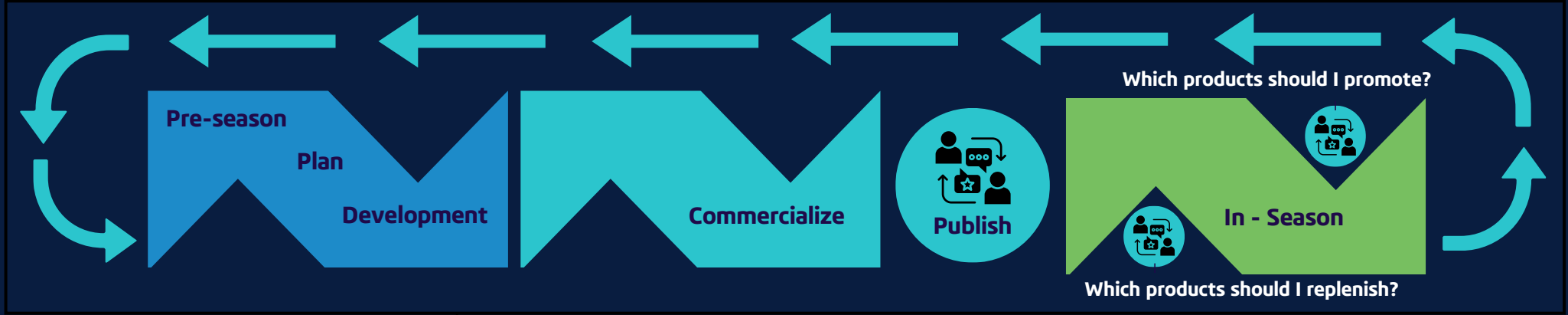
Output/Channels

- Print Catalogs
- Digital Commerce
- Marketplaces
- Social Channels
- Digital Product Passports
- Brand Portals
- Content Websites
- Internal Repositories
- Retail Media Networks

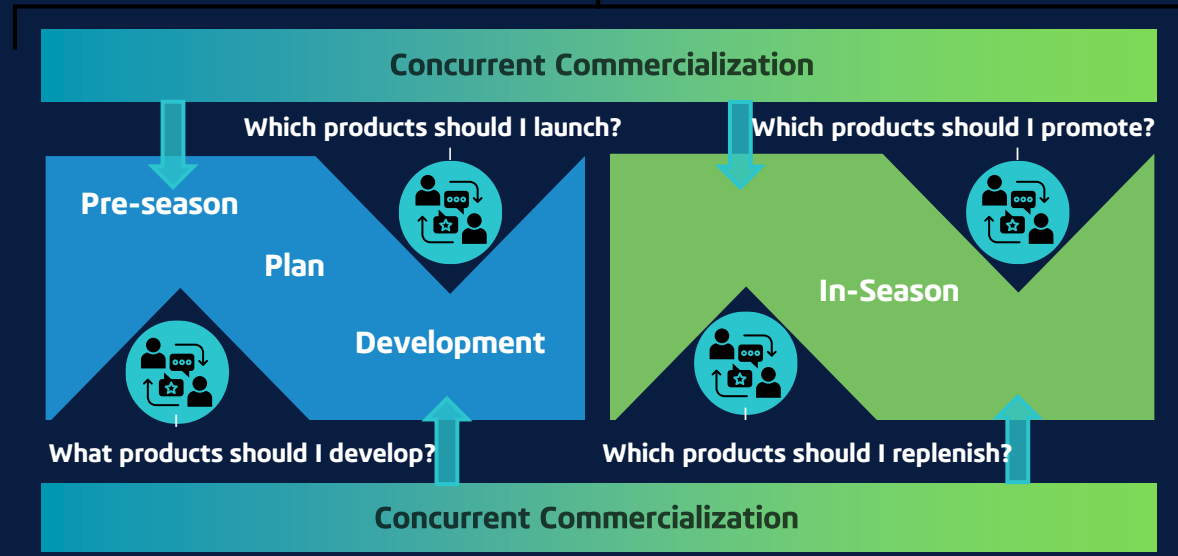
Centric + PXM Product Integration

V + R Transforms Go-to-Market

CURRENT STANDARD



PXM/PLM INTEGRATION ENABLES CONCURRENT COMMERCIALIZATION



Problems Solved

- Traditional process involves a lot of guess work
- Only 20% of the products sell
- Inefficiencies in design over production common

Benefits

- Leverage demand signals to inform which products should be developed and in what quantity and price
- Increase product success rate, sell-through and margins
- Collapses time to market and brings you closer to consumers

Over **162k Potential Companies/Customers** Identified

Market Leader in Large Market with **Penetration of <1%**

Customer Revenue Bracket (\$M)	Potential Market (# of co.)	Centric Customer Count (# of co.)	Centric Market Penetration
Mega 10,000 +	209	13	6.2%
Enterprise 1,000 - 10,000	918	28	3.1%
Mid-Market 100 - 1,000	27,036	242	0.9%
SMB 20 - 100	134,333	677	0.5%
	162,497	960	0.6%

**4 Different Customer Sizes
All on 1 platform**



Global Sales from Brands & Retailers hit \$28.2 Trillion in 2023

- Centric core market targets 82% or \$23.2 Trillion in sales
 - Centric TAM of \$54B is only 0.23% of total Industry Sales

Average IT spend at Retailers ~5%, Centric TAM is only 3.4% of total Industry IT spend

- Opportunity to expand product lines to increase share of wallet
- Opportunity to increase price and TAM over time

**Best Team.
Best Solutions.
Best Customers.**





THANK YOU

