RFID Coalition Meeting #4 2019

Wednesday 27th November 2019
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Welcome &amp; Introductions</td>
<td>Sean</td>
</tr>
<tr>
<td>9:15</td>
<td>City Chic / RAMP</td>
<td>Glenn Kelly, City Chic</td>
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<tr>
<td>9:45</td>
<td>Lululemon / Tyco</td>
<td>Simon Wile / Steven Schenk</td>
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<tr>
<td>10:15</td>
<td>Break / Tech Expo</td>
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<tr>
<td>10:45</td>
<td>Seafolly / Solos</td>
<td>Nathan Alexander / George Monemvasitis</td>
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<tr>
<td>11:15</td>
<td>Myer Strategic Update</td>
<td>Alex van Diggelen</td>
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<tr>
<td>11:40</td>
<td>RFID Coalition Update</td>
<td>Sean</td>
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<td>11:45</td>
<td>Close</td>
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Who are the RFID Coalition partners?
Why is GS1 involved in this group?

- Promote EPC RFID to Australian retailers & our members
- Highlight the benefits of global standards as the base
- Collaborate with local solution partners
- Bring a global feel to Australia in terms of case studies and contacts
The Impact of RFID is deep..

- Cost of Goods
- Labour Costs
- Rent
- Crime
- Channels
- Competition
- IT Projects x lots
- Returns Management
- Quality
  - Disengaged Associates
  - Better informed consumers
  - Discount Sales Cycle
  - Changing demographic (consumer & associate)
- Wholesale v Retail
- Finding Items Instore
- Fulfil from stores
Samples benefits from around the world (published)

River Island (UK Department Store)
70 – 95% inventory accuracy
5% Sales increase
Tip: Engage employees early

Southern Fried Cotton (US SME)
Order Accuracy increased to 99.54%
Chargebacks reduced by 98.8%
Payback inside 8 months

The Foschini Group (South African Group, 4000+ stores inc RAG in AU)
1 Brand (Markham) 10%+ sales growth

Stadium Sports (European Sports Retailer, 170+ stores)
65-97% inventory accuracy
Sales uplift clear; 3-4 articles extra per day using the Geiger function
Samples benefits from around the world (published)

Decathlon (9.2B EUR, 1000+ stores, 70K staff)
Sales increase 10%+
Increased margin
Decreased shrinkage

Lululemon
7M tags per annum (in 2017)
Revenue up 13%
Profit up 28%

C&A (Euro Dept Store, 5.5B sales)
5.25+% Sales increase (RFID stores)
Data aggregated into a local event data base for full supply chain visibility
What are key executives in the apparel sector are saying:

- "If you walk into our stores and said you're going to take RFID away, our associates would probably kill you."
  Jonathan Aitken, (Ex)Director IT - Lululemon Athletica

- "On-floor availability is directly correlated with size availability, speed of service is faster with RFID integrated into POS."
  Tobias Steinhoff, Senior director, business solutions, global sales, direct to channel and franchise - Adidas Group.

- "RFID gives us the most complete view of our inventory that we have ever had. It's quickly becoming the most precise tool in our arsenal to meet an individual consumer specific need at the exact right moment,"
  said CEO, Mark Parker - Nike
Tips for today

• Make some connections
• Take what is relevant to your business
• RFID can work across the entire supply chain, inc pallets / cartons
• Make 2020 the time to make a start, even if small!

Good luck!
Tech Expo

Why?

- Lots of experts in one room
- Easy to compare
- Create a network
- Help educate
- Bounce off ideas
Case Studies for today:

Insert title, Glenn Kelly, Group Inventory Manager, City Chic & Kevin Cohen, BD Director, RAMP

Insert Title, Simon Wile, RFID IT Engineer, Lululemon & Steven Schenk, Sales Director ANZ, Sensormatic Solutions

Insert Title, Nathan Alexander, IT Director, LVMH & George Monemvasitis, CEO Solos

I.A.I. Plan, Alex van Diggelen, LP Manager, Myer
city chic collective

LEADING A WORLD OF CURVES

(See separate presentation)
RFID x lululemon

Simon Wile
RFID IT Engineer
Australia | New Zealand

(See separate presentation)
Pause
I.A.I PLAN

INVENTORY AVAILABILITY IMPROVEMENT

(See separate presentation)
Proposed meeting dates for 2020

- Wednesday February 26th
- Wednesday May 27th
- Tuesday August 25th
- Wednesday November 25th

- One of these will be open to all members and resemble a meeting like this (in Melbourne)
Contribution to a global RFID activity database

Approached by University of Parma to contribute local RFID activities

Will provide previously unseen data on Australian activity for research purposes only

Results are shared via the “RFID Barometer”

40 number of attributes
Ongoing Group Review

Reminder:

Group is voluntary

$0 cost to join

Aim is solely to assist, connect and educate

Privacy is a key concern

Circumstances can change

Will seek to add / remove accordingly and update for 2020
What has the RFID Coalition done locally?

- Had 15 meetings
- 1 Extra ordinary meeting with visiting RFID exec from Lululemon / Avery
- 17 Vendor presentations from 10 different companies
- Developed case study inc video
- Attended / sponsored 2 Ragtrader Live events
- Podcast with the Profit Protection Future Forum
- International retailer webinars (River Island, Macy’s; C&A; seeking H&M & Decathlon)
- Changed names from Australian Retail RFID Alliance to RFID Coalition
- RFID Guidelines have been downloaded by 144 individuals
- LinkedIn group now has 185 members inside 1 year
- Website is a great source of reference material as well!
RFID Coalition resources

Website
- https://www.rfidcoalition.org/resources

Email
contact@rfidcoalition.org

LinkedIn (Now 185 members so far)
- https://www.linkedin.com/groups/13573463

Phone
- Gary Stones (Myer / Chairperson)
  - 0408 528 340
- Sean Sloan (GS1)
  - 0407 567 240
Have a great Christmas!