RFID Coalition

Meeting #2, 2019

Sean Sloan (GS1) & Gary Stones (Myer)
29th May 2019
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Who</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Welcome &amp; Introductions</td>
<td>All</td>
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<tr>
<td>9:15</td>
<td>Group Update</td>
<td>All</td>
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<td>9:30</td>
<td>AP21 – TBC</td>
<td>LH</td>
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<td>10:00</td>
<td>Break</td>
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<td>10:15</td>
<td>RFID Coalition Activities</td>
<td>Sean</td>
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All Retailer update
Retailer Update

- Looking at commercials
- Positive internal
- Supply Chain use cases under review
- How to use data internally?

- Nike US on road to implementation in selected sites
- Global plan to rollout
- AU plans / dates not announced yet
- Locally seeking to trial a self service terminal
- (Updated 29/5/19)

- Samples pilot project
- Budget approval
- ERP upgrade will impact
- New warehouse
- Puma Global upgrading to RFID enabled POS
- (Updated 29/5/19)
Retailer Update

- Supplying to Macy Online
- Low volumes
- Avery Dennison apply labels for them
- Not used locally but could with Myer / DJ’s
- No significant benefits realised so far
- Compliance

- Definitely moving ahead
- Initial focus on internal supply chain
- Retail coming later
  (Updated May 2019)

- Looking at ROI (robust discussion)
- Current metrics are excellent (got own stores)
- Concessions are challenging

(Updated May 2019)
Retailer Update

- Initial trials completed
- On hold until further notice
- (Updated 28/5/19)

- Unable to begin trials
- Implementing new ‘foundational (old)’ system elements first
- Passively participating

- Begun discussions with limited vendors
- Keen to do trials
Retailer Update

- General acceptance that RFID tagging costs has decreased which makes it more viable.
- Global expansion plans have halted local projects like RFID.
- Temporarily on hold
  - (Updated 29/5/19)

Tagging at source is being reviewed
- Positive feel that RFID will deliver positive benefits
- Senior support for project

Trials underway
- Focus on small range of product? TBC
Retailer Update

- Trials completed
- Trials at Eastland on hold
  - Were focussed on Inventory accuracy
  - Seeking to pivot to a more customer centric approach
  - Temporarily on hold
  - (Updated 29/5/19)
- Simple POC being investigated
  - Software, hardware and tags procurement being reviewed ahead of this
Retailer Update

- Begun ‘Discovery’ phase internally
- Definitely interested and looking to expand

- High levels of interest
- Begun early ‘Discovery’
- Identified ERP as foundation needs updating
- Waiting for this to be completed
- Looking at opportunities with vendor

- Focus is on securing key elements of the Supply Chain
- Keenly watching and actively participating!
Retailers / Brands

- POC with Myer
- Working on next steps
- Work back into own retail footprint and supply chain
- Reviewing POS options as well as hardware
- Standardising labelling across business
- Hanes US is BAU
- (Updated 29/5/19)

- Fully rolled out; have completed the hardest part
- Fine tuning operations
- Looking at new use cases
- (Updated 29/5/19)

- Apple pilot completed; seeking to repurpose equipment due to Apple exit
- Sheridan POC going well
- SuperDry POC challenging but seeking to talk directly to Brand Collective
- Reviewing new category / product options
- Stakeholder engagement work to be completed by Gary
- (Updated 29/5/19)
Welcome to the group these new retailers / brands...
Global retailers in Australia

Un-validated update

- Lululemon – US / CA fully rolled out; overcome legacy system issue; poised to begin
- H&M – Advised market in US that RFID will be a cornerstone of business
- Zara – Active in AU though apparently not as well executed here as overseas; this will change
- Decathlon – Overseas rolled out; yet to hear of AU plans / updates
- Hanes US – Active
Learnings in innovation
(see separate slide deck)

Luke Haites, Managing Director, AP21
RFID Coalition Activities
Global Retail Webinars

Done
- Lululemon (Avery)
- River Island (UK)
- Macy’s (US)
- Uniglo (AU)

For consideration
- Decathlon
- Zara (Inditex)
- H&M
- C&A
- Company tagging at source
- Consumer Electronics retailer
Events

• Apparel 21
  - 50+ attendees
  - All apparel brands
  - Many interested

• Ragtrader Live Sydney
  - Silver sponsorship
  - Highlighting group to wider audience
  - Was yesterday!
## Working with other associations / groups

### PPFF
- Good alignment
- Recently did a podcast with Gary / Sean around the RFID Coalition
- Part of a larger Profit Protection series of podcasts
- Due for release 13\(^{th}\) June

### ASGA
- Building engagement
- Planning forum for ASGA members (GS1 members in category)

### NRA
- Re-engaging
GS1 Training (again)

• Once again, we’re bringing some all day training to Melbourne & Sydney

• Dates: October 24th (Sydney) & October 29th (Melbourne)
• Members Cost: $195 + GST (was $295); Non members $365 + GST (was $495)
• To book: TBA

• Testimonial: Omar?
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<th>March</th>
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<tbody>
<tr>
<td>Event</td>
<td></td>
<td>• 19th Coalition meeting</td>
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<td>• 2-4th RFID Journal Live (Phoenix, USA)</td>
<td>• 14 + 17th GS1 Nexus (Bi-annual conf) • 29th Coalition meeting</td>
<td>• 25-27th RFID Journal Live! Retail 2019 (Chicago, USA)</td>
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<td>Oct</td>
<td>Nov</td>
<td>Dec</td>
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<tr>
<td>Event</td>
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<td>• 27th Coalition meeting (GS1 offices)</td>
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<td>• 24 + 29th GS1 All Day Training • 29-30th RFID &amp; Wireless IoT (Frankfurt, Germany)</td>
<td>• 27th Coalition meeting (Syd Tech Expo?)</td>
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Other business

• Case Studies
  - Superdry 07/02/19
  - Voice Norge 25/2/19 (200 stores / omni channel focus)
• Website..
• Next Meeting Presentation
  - Intel (Aug)/ Solos (Nov)
• Tech Expo Syd Nov
• Events:
RFID COALITION

Working together to improve visibility and inventory accuracy in the Australian retail marketplace.

MEETING SCHEDULE

Meeting Schedule
WELCOME
SYDNEY
FRIDAY 17 MAY 2019
International Convention Centre

GS1NEXUS2019

SOCIAL MEDIA
#GS1NEXUS2019

WI-FI ACCESS
Network Name: M Connect

SLIDO EVENT CODE
GS1NEXUS
Stacey Shulman has over 2 decades of experience in retail focused technology. She is currently the Chief Innovation Officer within Intel’s IoT/Retail Solutions Division. Just before that Shulman was the Vice President of Global Technology at Levi Strauss where she focused on areas touching the Brands, Wholesale and Direct to Consumer. Prior to Levi’s she was the CIO for American Apparel where she was named an Industry CIO of the Year for her work in store focused technology.
Keynote Speaker

NATHAN ALEXANDER
IT Director, Seafolly

Nathan has been with Seafolly since January 2016 and led it through an intense transformative period. With 20 years retail experience, Nathan is excited to see where this development will take Seafolly, and the wider LVH Group.

GEORGE MONEMVASITIS,
CEO, Solos

George has over 20 years’ experience in the anti-counterfeit and RFID technology industry, specifically within international business and high technology asset identification and protection. George is also a member of the Aust. Institute of Company Directors.