Smart Stores:
Transforming Physical Retail for the Future

Your Trusted Partner for Unified, Intelligent, and Innovative Retail.

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01

SECTION

Who We Are

OUR MISSION

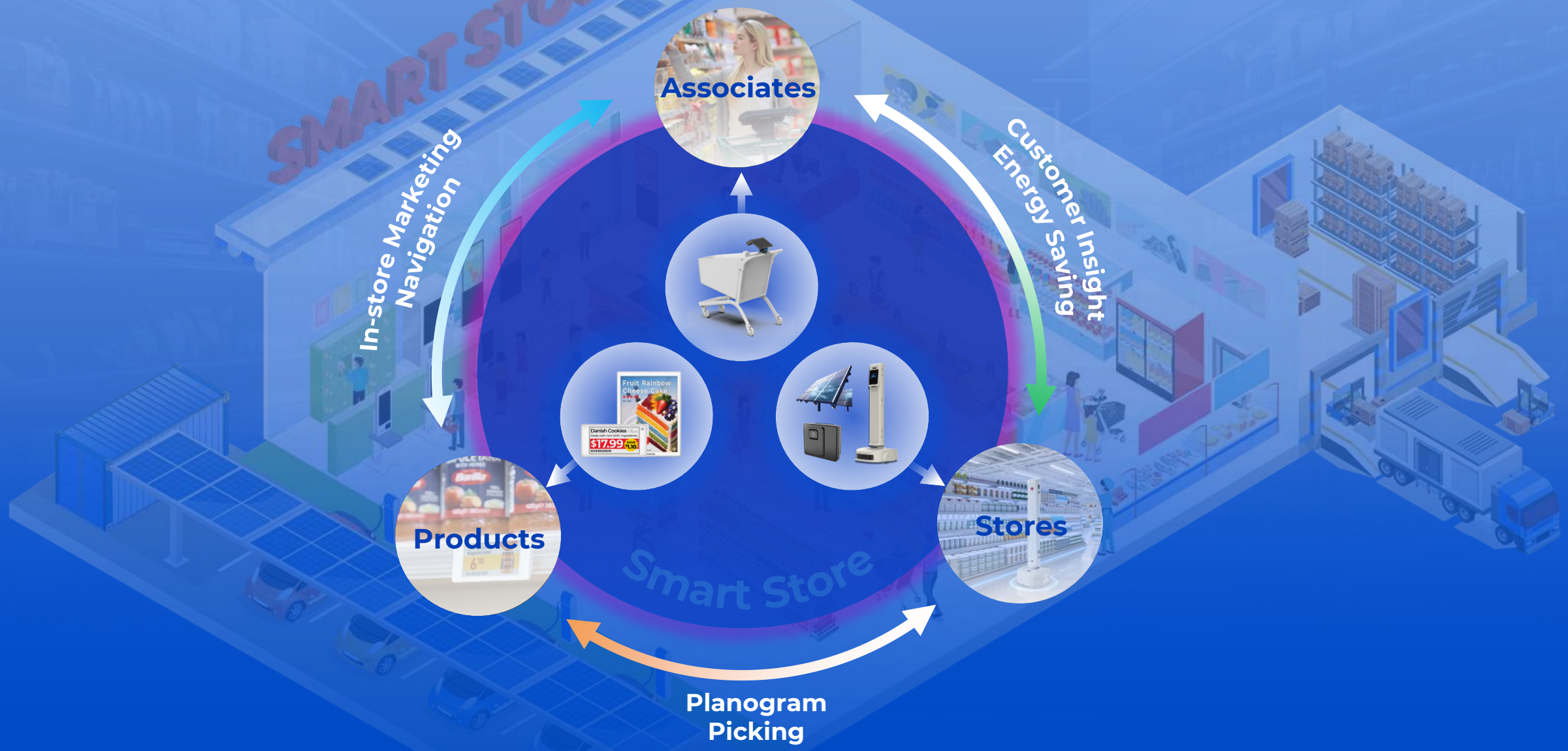
BRIDGING THE DIGITAL DIVIDE IN RETAIL

Unified Ecosystem of Agile IoT Solutions

Global Leader of R&D in Retail IT Architecture and Optimization

Dependable Data Insights to Improve Operations and Shopper Experience

Powering the Connected Store



Trusted by The Best

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02

SECTION

Digital Transformation in Retail

Harnessing AI, IoT, and ESLs to streamline operations, boost efficiency, and optimize pricing

Retail Industry Challenges

Retailers are grappling with shrinking profits due to a confluence of challenges, including **reduced consumer spending, shrinking margins,** and **increasing operating costs.**

Store Optimization

- Declining consumer purchasing power
- Rising labor costs
- Increasing demand in e-commerce-like integration in-store

Enhanced Shopper Experience

- Inflation and emphasis on value
- Higher standard for speed and convenience
- Personalized CX is expected

Achieving a Greener Future

- Consumers expect retailers to be more sustainable
- Controlling food, energy, and other waste is essential
- Using tech adoption to achieve sustainability goals

We Are Powering the Connected Store

STORE OPTIMIZATION

- Pricing
- Planogram
- Geolocation
- Merchandising
- Shelf Availability

SHOPPER EXPERIENCE

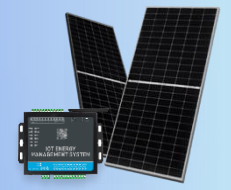
- Promotion
- Navigation
- Self-service Checkout
- GenAI Copilot

IN-STORE MARKETING

- Multi-touchpoint Media
- Integrated Marketing
- Performance Tracking
- RMN Revenue
- GenAI Enhanced

GREEN STORE

- Photovoltaic Systems
- Energy Management System
- Reduce Food Waste



Hanshow ESL- The Most Interactive and Advanced on the Market

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Upgraded wireless communication system

Intelligent location & automation capabilities

More sizes, more scenarios

- 8 pages of storage
- Integrated chip
- 7 colors of flashing
- 60000+ updates/hour
- Multi color screen display
- Multiple sizes
- Flexible placement
- Anti interference

HANSHOW NEBULAR

- Up to 15 years of battery life
- Unibody design
- Highest Water & Dust Resistant IP68
- Screen Hardness 3H

HANSHOW POLARIS PRO

- Replaceable battery
- Highest screen to body ratio
- Ultrathin design
- More sizes
- Cost efficient

Our ESL in the Leroy Merlin Stores in France

PROJECT HIGHLIGHTS

- Customer reviews on the ESL
- NFC redirection to product details
- Chat with an advisor
- Product geolocation integrated in the APP
- LED Flashing to help customers find products

By integrating ESLs into a mobile application, French retailer Leroy Merlin **enables customers to efficiently navigate their extensive product range.** Since deployment, one in four visitors—over one million users—has used the app for guidance. Integrated with their client app, Leroy Merlin saves high amount of service costs per store per year with accurate item finding without the need for extra labor costs.

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03

SECTION

Seamless & Personalized Shopping

Enhancing customer experience with Retail Media and Smart Carts for frictionless, engaging in-store journeys tailored to consumers.

Retailer Will Be the Controller of RMN

Retailers

TESCO

Sainsbury's

Morrisons
Since 1899

ASDA

Boots

DOOH/AdTech Shrink

SSP

adform

ad.spruce

ADCOLONY

ADMIXER

12.5-20%

Ad Exchange

theTradeDesk

PLACE EXCHANGE

7-18%

DSP

ADMEDO

acuity

adcash

ADELPHIC
BY VIANT.

8-22%

40¢-52¢ capture by retailer

1£ spend by brand

Brands

Coca-Cola

Unilever

P&G

Mondelēz International

KraftHeinz

Retail Media Network Solutions

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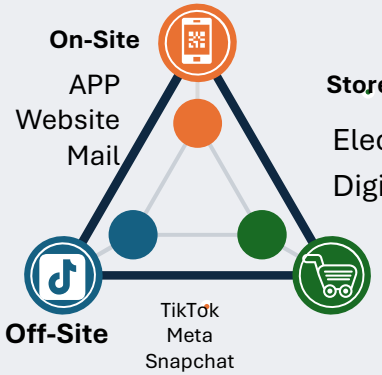
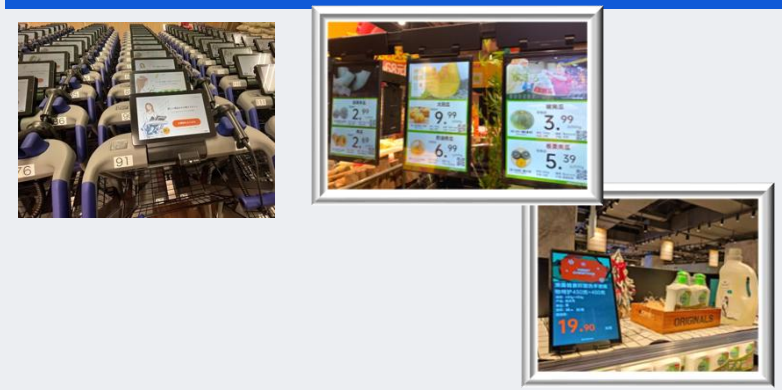
The entrance to connect with consumers

On-site, Off-site, In-store together form a complete media network



Store has become the key part of the retail network



Consumer

Retailer

In-Store

On-site

Off-site

YouTube TikTok

Digitalization → Shopping Data

Omni-Channel ← Precision Marketing

Social Media ← Integrated Marketing

Consumer Insight

Omnichannel Marketing

Marketing Plan → Data Insight

Media Mix + Marketing Strategy ←

Brand

Hanshow Confidential

Multimedia Touch Point

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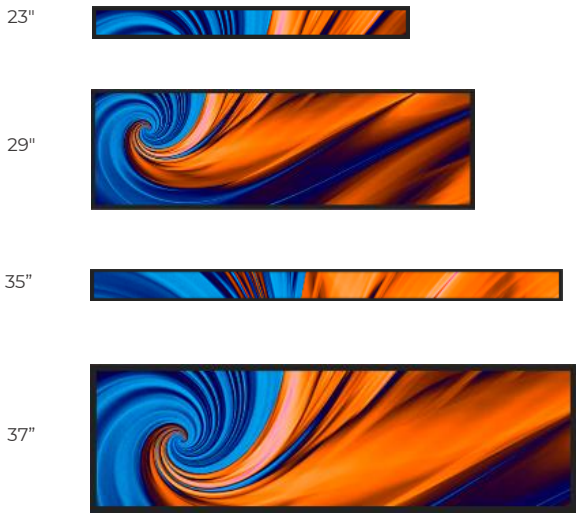
Polaris EPD

Lumina Aqua 700 & Lumina Aqua 1010

Lumina 1010-2X & Lumina 1010-1X



Full-color IPS LCD

IP65 dustproof and waterproof

Instant Price Refresh

Lumina Aqua 7 inch

Lumina Aqua 10.1 inch

Ultra-slim double side display*

Full-color IPS LCD

Stripe-shaped display

Ultra-slim double side display*

New stream of revenue right up the aisle

Multi-mode Marketing

Supports advertising based on a variety of information and modes such as location information, shopping behavior and shopping history

Product Finder

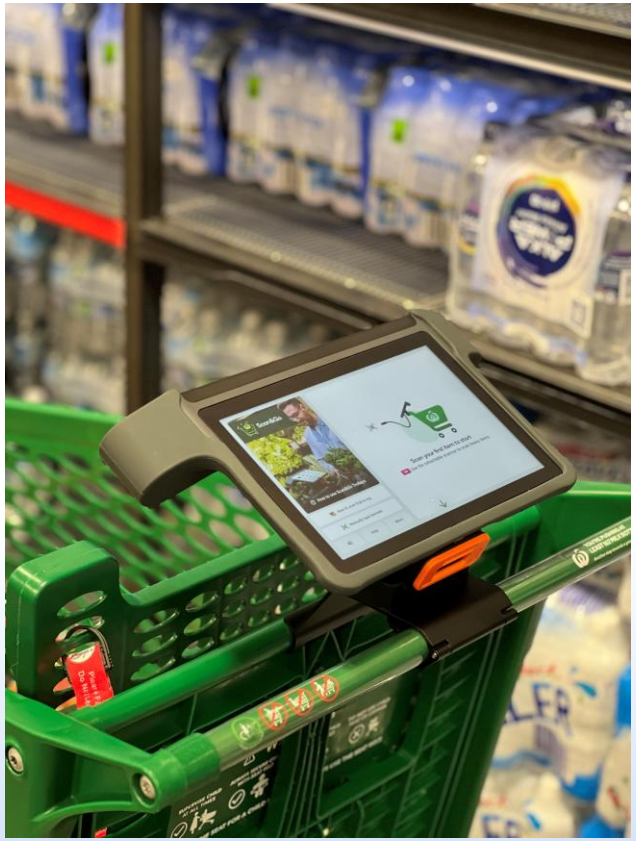
Automatically get product location information, combined with ESLs flashing lights, help to complete shopping journey

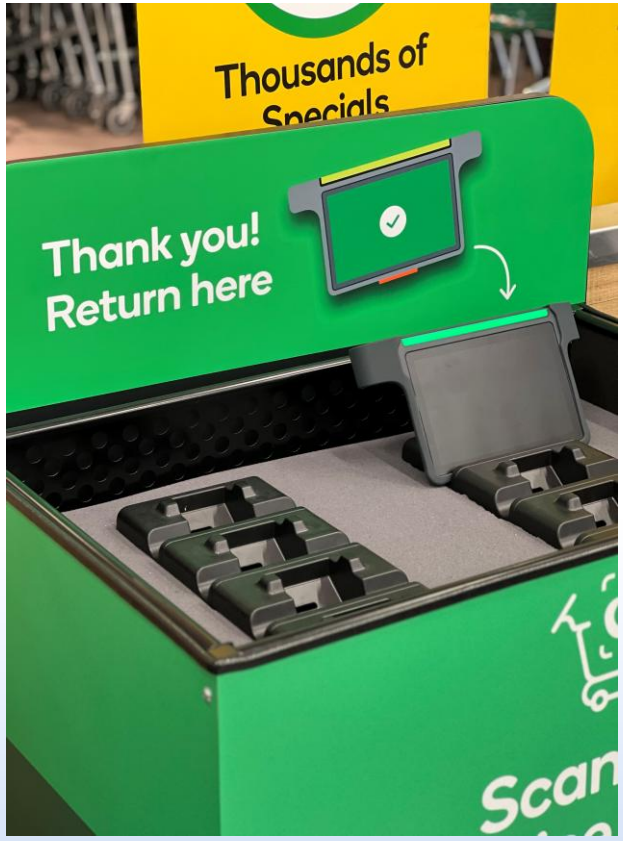
Consumer Data Insights

All consumption and location information can be retained, creating deep consumer insights for more business growth

Woolworths Trials Smart Carts from Hanshow

Woolworths Supermarkets is piloting an innovative scan-as-you-go trolley system at its stores in Sydney, marking a first for Australia.





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SECTION

Smart & Profitable Growth

How AI, IoT, and ESLs drive revenue, reduce waste, and improve inventory management to support the success of retailers

Offline Retail Is Still Dominant
We Help you Garb More Share of Offline Retail

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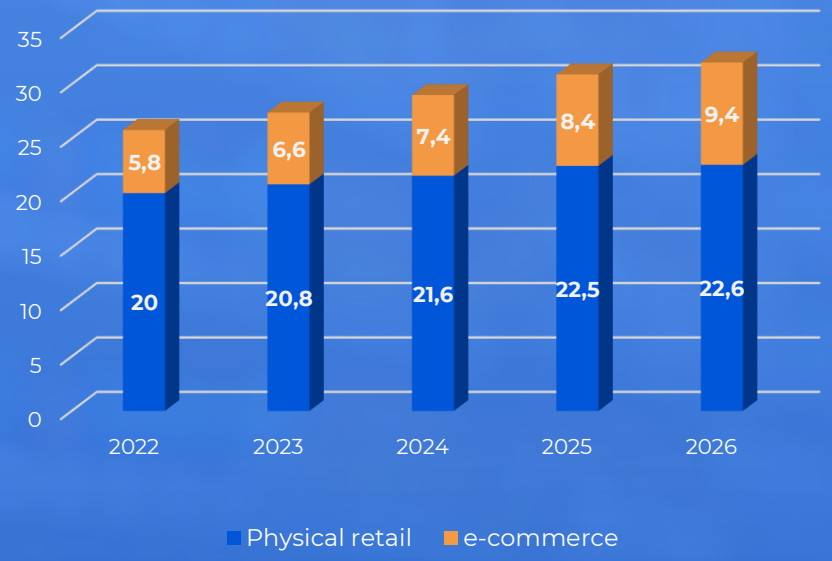
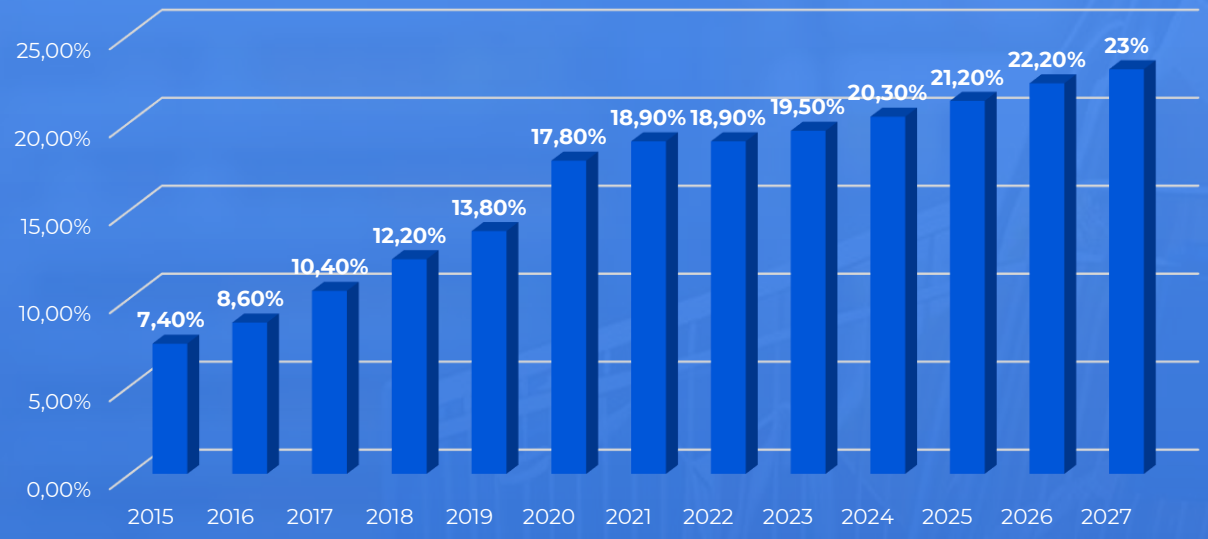
Estimated value of the in-store and e-commerce retail sales worldwide from 2022 and 2026 (in trillion U.S.dollars)



Sources
Activate; eMarketer: Research and Markets: Digital Commerce 360:Statista
@ Statista 2024

Additional Information:
Worldwide ; Activate; eMarketer: Research and Markets; Digital Commerce 360 ; Statista ; 2022; estimates

E-commerce as percentage of total retail sales worldwide from 2015 to 2027



Source
eMarketer
@ Statista 2024

Additional Infomation:
Worldwide: 2015 to 2027

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Ice Cream
HOT BUY
3.90
5.90
Wireless Headphone
299
FURNITURE COLLECTION
459
BOSTON LOBSTER
€86.99
518.90
239
Fresh Cherry
OFF 50%
$8.99
Fresh Peaches
$2.99
$3.99
$2.59
SPATROL

Efficient Operations

- Efficient in-store operations
- Accurate and flexible price management
- Improve picking and replenishment efficiency
- Increase shelf fill rate
- Reduced waste of products

ESLs

Geolocation

DIGITAL DISPLAYS

SMART SHELF

ALL-STAR PLATFORM

In-store Marketing

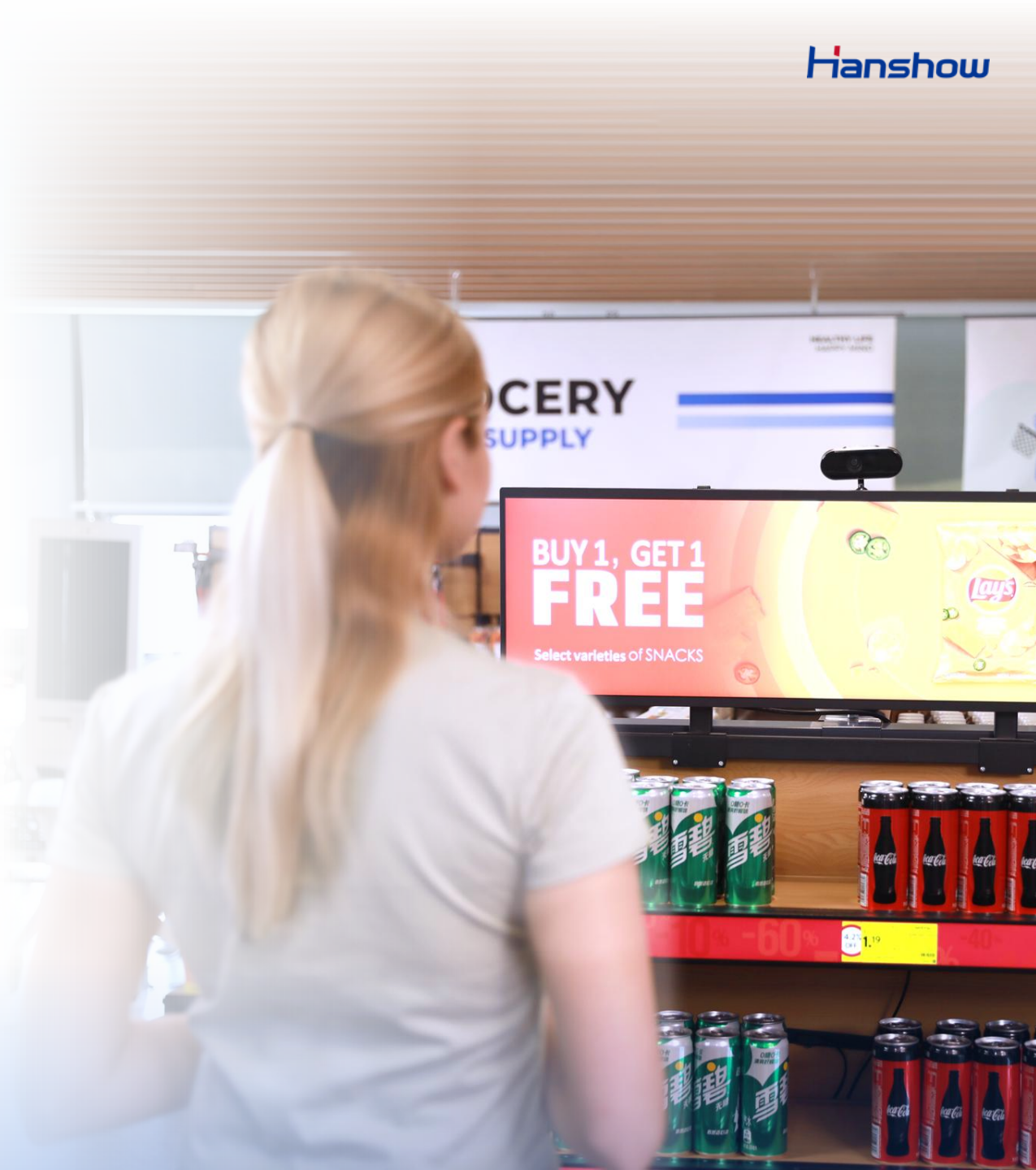
- Multiple in-store marketing touchpoints
- Increase marketing conversion rate
- Richer marketing content
- Evaluate marketing effect efficacy across scenarios
- More natural marketing interventions

ESLs

DIGITAL DISPLAYS

SMART TROLLY

ALL-STAR PLATFORM



Shopping Experiences

- Accurate product navigation
- Personalized product and offer recommendations
- Shopper spend and budget management assistance
- Product information at your fingertips
- Quick checkout and reduced wait times

ESLs

GEOLOCATION

DIGITAL DISPLAYS

SMART SHOPPING BuyBoost

ALL-STAR PLATFORM

Thanks!

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