

Brand Compliance

Protect Brand & Build Trust Through Transparency



CUSTOMER RESULTS

Oracle Retail Brand Compliance Management Cloud Service enables private label product growth, anticipates and protects brands against supply chain risks, and maintains consumer trust during a crisis. Examples from customers after Brand Compliance Management adoption:



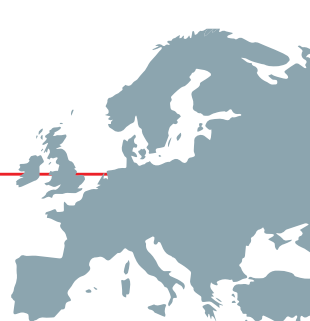
All 4 large UK grocery chains have seen significant growth in private label to over 60% of shelf



A leading Canadian grocery chain relaunched over 4,000 products, to meet new labeling laws, within 6 months



A major US family brand reduced the number of internal systems from 17 to 1, improving efficiency, accuracy, and job satisfaction



Leading European cash and carry drove standardization, transparency, and quality across 22 countries in 19 languages

EMPOWERED COMMERCE IMPERATIVES

Turn Data into Profit

Run Lean and Efficient

Drive Engagement

ANTICIPATE

SIMPLIFY

INSPIRE

RETAIL MARKET REALITIES



90%

of millennials are buying private label brands to **save money**

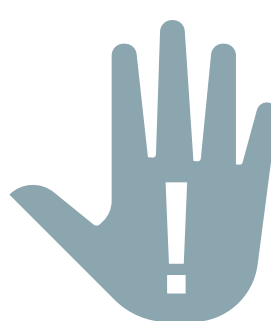
(Source: 2017 IRI Consumer Connect Survey)



65%

of consumers find transparency about product details, including **where materials are sourced** important

(Source: 2017 Oracle Research Study)



Last year, **47%** of product recalls were due to **mislabeling**

(Source: 2017 FDA & FSA)



Consumers spent **over \$450 billion** on web purchases in 2017.

(Source: U.S. Commerce Department)

OUR INVESTMENT



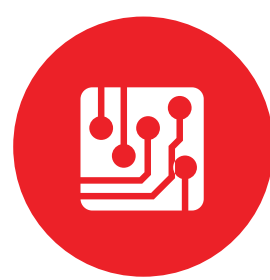
Cloud First

30+ new cloud services in 2 years across our Retail portfolio



Mobile Everywhere

Allowing retailers to work the way they live



Leverage Technology and Scale

Security and technical depth of Oracle brings 19 Data Centers serving 195+ Countries to retail-specific solutions



Better Together

Single view of the retail business, bringing technology and process together



Modern Retailing

Exception-based analytics and persona-driven dashboards means no one has to search for work

BRAND COMPLIANCE MANAGEMENT SOLUTION BENEFITS

Growth of private label brands from **10% to over 50%** of market shelf

Improved speed to market by **25%** by reducing administration by **75%**

12% increased revenue per product or portfolio growth of 1/3 more per year

Connection to over **250,000 suppliers worldwide**

Reduced R&D costs by 10% by anticipating risk, simplifying processes and collaboration

Increased confidence in product and supplier data to 95%, an **80% improvement**

Launch and protection of over **1 million products** worldwide

Reduction of food mislabeling recalls by 80%, **saving on average \$16M in risk**

Protects and builds trust through transparency of online brands.

With over 5,000 customers worldwide, Oracle is empowering commerce around the globe. Oracle Retail Brand Compliance sources, validates and continually checks all product attributes to ensure consumers have up-to-date transparent information, building trust in retailers' online brands. Let us show you what we can do.

LEARN MORE ABOUT PROTECTING YOUR BRAND INTEGRITY

www.oracle.com/retail