

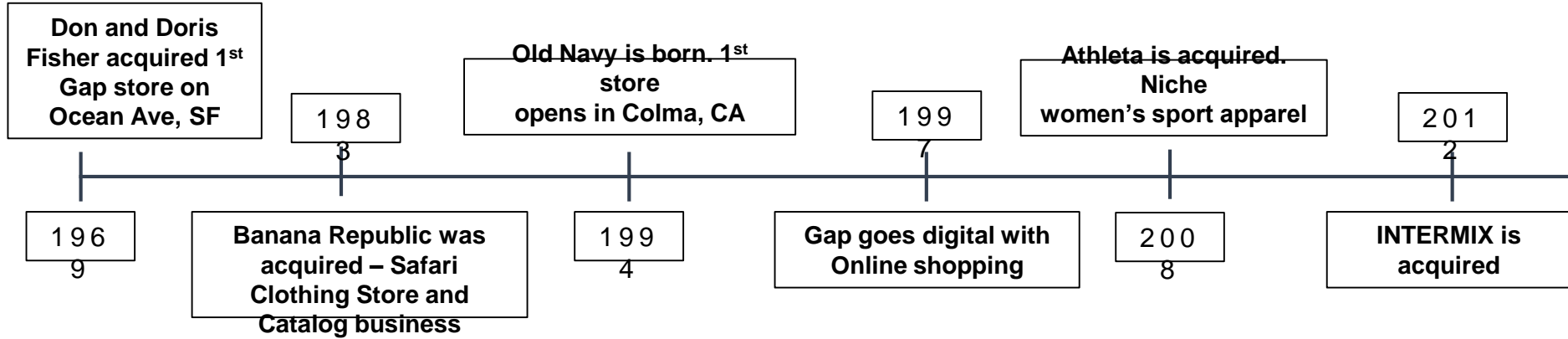


INTERMIX

Merchandising in the Cloud

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Gap, Inc. Overview



BANANA REPUBLIC



INTERMIX

WEDDINGTON WAY

Gap Inc. Geographic Footprint

Do Business > 90 countries worldwide
3,300 company-operated stores
400 + franchise stores

Europe

UK - BR, Gap, Outlet, Direct

FR - BR, Gap, Direct

IT - BR, Gap

IE - Gap

Franchises - BR, Gap

North America

US - BR, Gap, ON, Outlet, Direct, Athleta, INTERMIX, Weddington Way

Canada - BR, Gap, ON, Outlet, Direct

Mexico - Old Navy

Asia

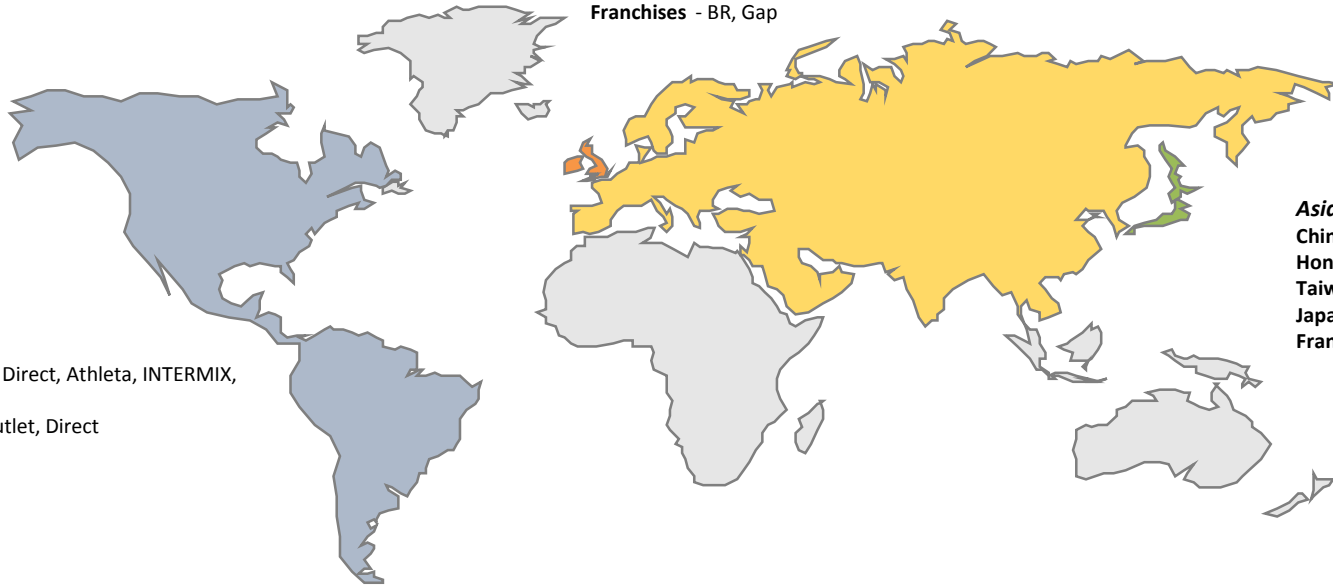
China - Gap, Outlet, Old Navy

Hong Kong - Gap

Taiwan - Gap

Japan - BR, Gap, Old Navy

Franchise - BR, Gap, ON



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Who is *INTERMIX*?

INTERMIX is a collection of women's specialty boutiques known for curating the most sought-after styles from a compelling and edited mix of both established and emerging designers

We deliver a highly personalized shopping experience across 38 boutiques in North America with a hand-selected assortment of merchandise reflecting the nuances of each individual neighborhood

Our e-com business is growing rapidly and our site, intermixonline.com, boasts features that directly relate back to our in-store services. Customers can book a complimentary personal styling appointment with a stylist of choice, gain access to view in-store-only designer product in detail and discover fully shoppable looks



Catalyst for Change

- Improve merchandising platform
- Streamline process of integration to other systems
- Create innovative ways to improve operations
- Desire to retire aging legacy systems
- Need for one version of the truth

Scope

- Oracle Retail Merchandise Foundation Cloud Service
- Oracle Retail Integration Cloud Service
- Oracle Retail Merchandising Insights Cloud Service
- Oracle Golden Gate Cloud Service
- Oracle PaaS, IaaS

*Requirements
Begin*

AUGUST
2016

JUNE
2017

*Item/Order
Live*

*Conversion &
Go Live*

SEPTEMBER
2017



Impact to the Business

- INTERMIX Buyers, Planners, Auditors, IT
 - INTERMIX Stores
 - Gap Inc. Corporate

Benefits

- New system supports Gap Inc.'s universality of brands providing flexibility for innovation
- Empowered merchants to synchronize end-to-end merchandising operations
- Simplification of environments
- Analytics platform with retail insights
- Exception-based dashboard notifications

Why Oracle?

- Oracle is the premier cloud provider
- They understand retail
- Have the ability to scale with your business
- Streamlined communication process
- Strong partners

