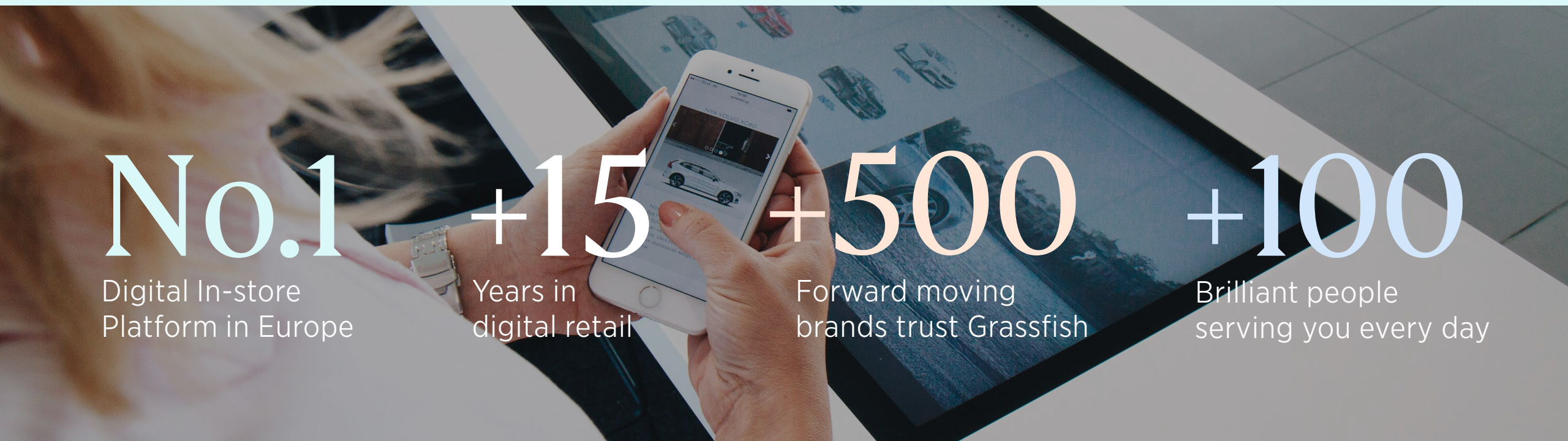


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GRASSFISH



No.1

Digital In-store
Platform in Europe

+15

Years in
digital retail

+500

Forward moving
brands trust Grassfish

+100

Brilliant people
serving you every day



Our offering

IXM Platform



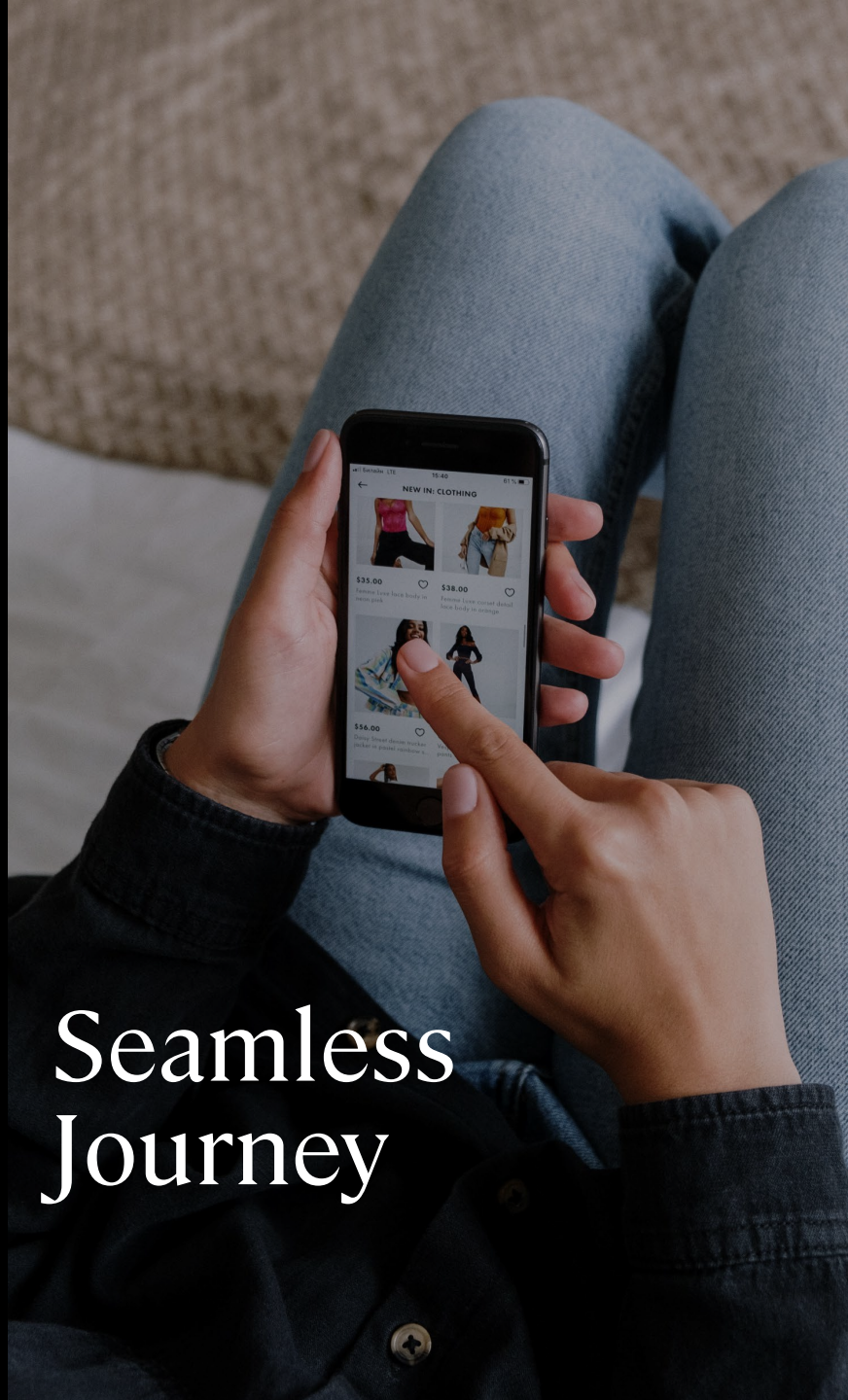
Expertise



Brand
Experience



Personalised
Communication

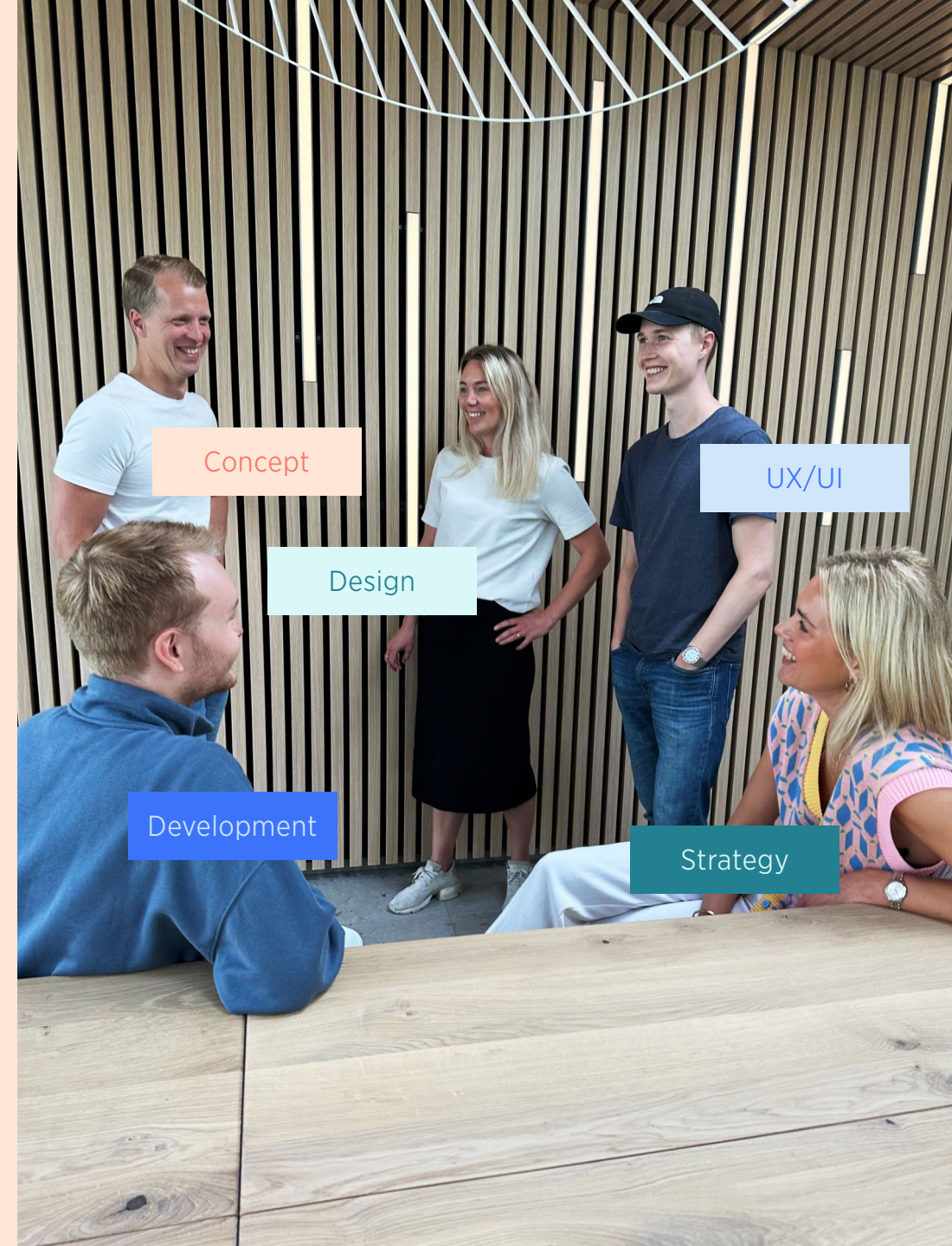


Seamless
Journey

Your own Digital In-store Squad

Way of working

- Start with the full customer journey
- Clear purpose for every touchpoint
- Working together with all stakeholders
- Continuous evolvement in an agile way



Channel strategy

A clear purpose for every touchpoint in-store

Purpose

Define a clear purpose for every specific touchpoint in the solution.

Situation

Describe the situation and customer context. i.e. zone, distance, dwelltime etc.

Communication

Specify the communication and interaction with the customer, based on the overall strategy and touchpoint specific purpose.

Display

Define the display and on-site technology needs. Display size, orientation, positioning, interaction and how to integrate in the interior concept.

Goal

Set clear goals and how to measure performance, giving you insights on how to evolve the specific communication over time.



In-store Experience Management





Schindler

Calvin Klein

COMMERZBANK 

Lindt 
MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845

Swedbank 



LINDEX


Stena Line


J.LINDEBERG


PORSCHE



HUGO BOSS

Sams^onite[®]





IXM - In-store Experience Management

Part of the digital ecosystem

IXM | CRM | MRM
ECOM | PIM | DAM



Grassfish IXM Platform

- Tool set for dynamic experiences
- Part of the Eco-system
- Enterprise-grade solution
- Open architecture
- Analytics and insights
- Broad feature set
- Customisable





The value of Grassfish IXM Platform

- A stronger brand experience
- Relevance in every situation
- A seamless customer journey
- Empowerment of the people in-store
- Expanded in-store offering
- Sustainable retail





Grassfish Business model

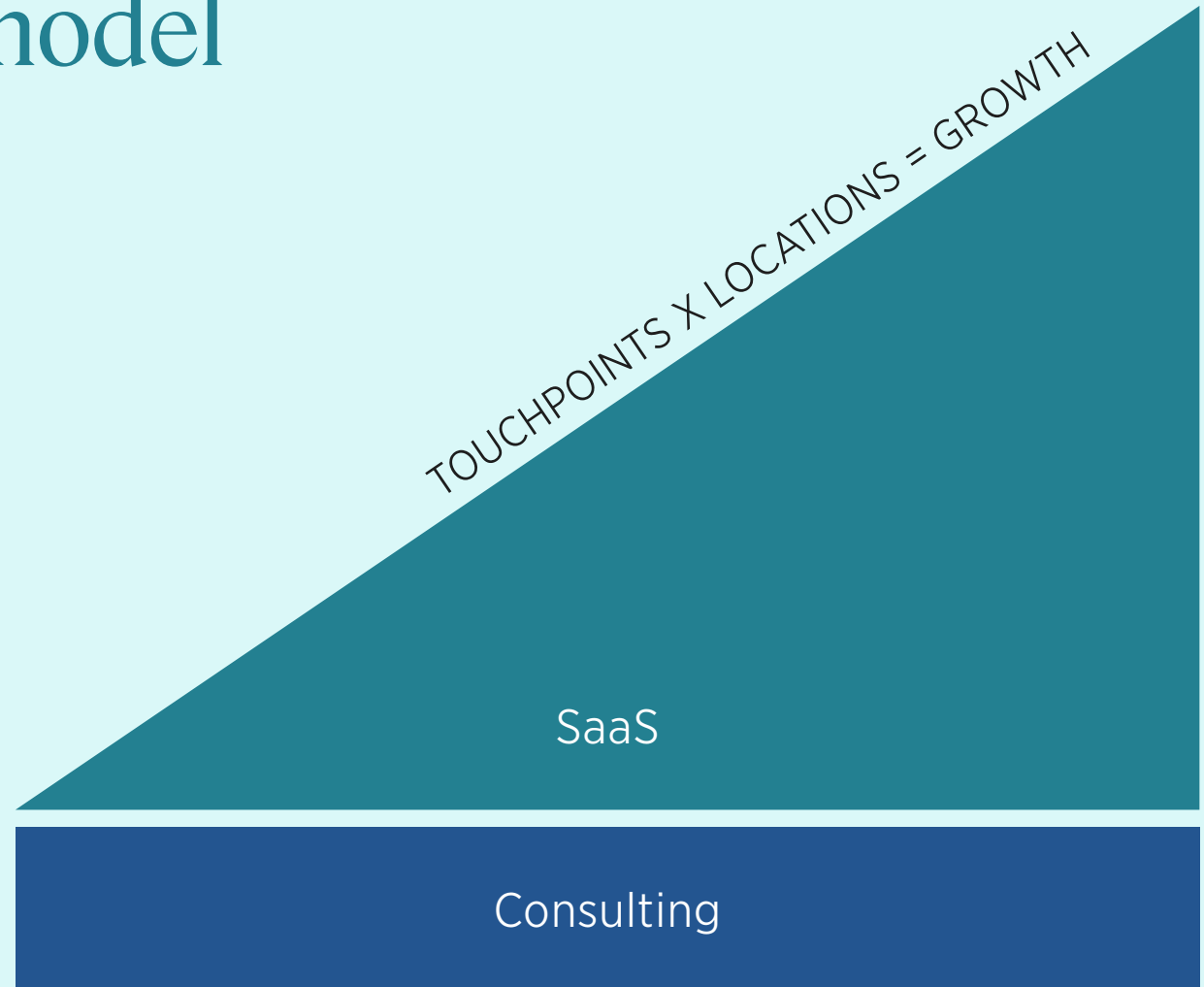
Long-term customer value is key

We focus on expanding our customers usage of our platform when we evolve the solution with more touchpoints.

- SaaS revenue
- Consulting Revenue

Together with partners for scalability

- Partner eco-system
- Driving the industry forward
- Scalability
- “Side by side”





Grassfish – Outlook

Focus 2024

- Continued growth on existing customer base
- Landing new brands in Europe
- Expanding our partner Eco system
- Exploring new markets in Northern America





Passion for experiences

