



DECATHLON



”
**TO EASE AND SERVE
OUR OMNI-CHANNEL
SPORTS LEADERS
EFFICIENCY AND
SPORT USERS
EXPERIENCE**



WE ARE RETAILERS

- 1 500 stores in 50 countries
- > 1 B product sold
- 12 B of turnover
- Integrated Supply chain



WE ARE DESIGNERS

- 70 Passion Brands
- 200 Signed Sports
- Around 800 partner factories



WE ARE ALSO AN IT COMPANY

DECATHLON IN A NUTSHELL
...Free the game

GENESIS OF A PROJECT

**Face New competitors
emerging at an increasing
pace**

- Real need to strengthen sport user experience
- Omnichannel, platform concept

**Create Competitive
Advantages**

**Sustain Decathlon growth
with Efficient Technologies
driving economies of scale**

Keep on innovating
–
(Quarter of an hour of advance)



**Concept of interactive
sport product with unique
ID coupled with
contactless Technology**

–
Choose the right one(s): NFC,
RAIN RFID, BLE...

THE DECATHLON RAIN RFID PROJECT

Complete "Creaval" defined & monitored :

- > Increase of turnover
- > Decrease of shrinkage
- > No more fiscal inventory
- > Efficiency at cash tills
- > EPV reduction
- > Logistics efficiency

Impact in stores, warehouses, factories, in all countries, On most IT systems...



Many additional benefits
(customer interactivity, ship from store,
Traceability, Product Removal....)



THE DECATHLON RAIN RFID PROJECT

A Project driven directly by the Shareholders & Top management

A Phased Go/No Go Approach during 3 years, leading to ww launch in 2013

Going to Full Automatization of non creating value tasks



Change management program:
Benefits for teammate & Online training

PLEASURE
AND TEAMS
EFFICIENCY



100% RFID



ENCHANTMENT
OF USERS



100% RFID
=Economie



ECOLOGIE

INDUSTRY

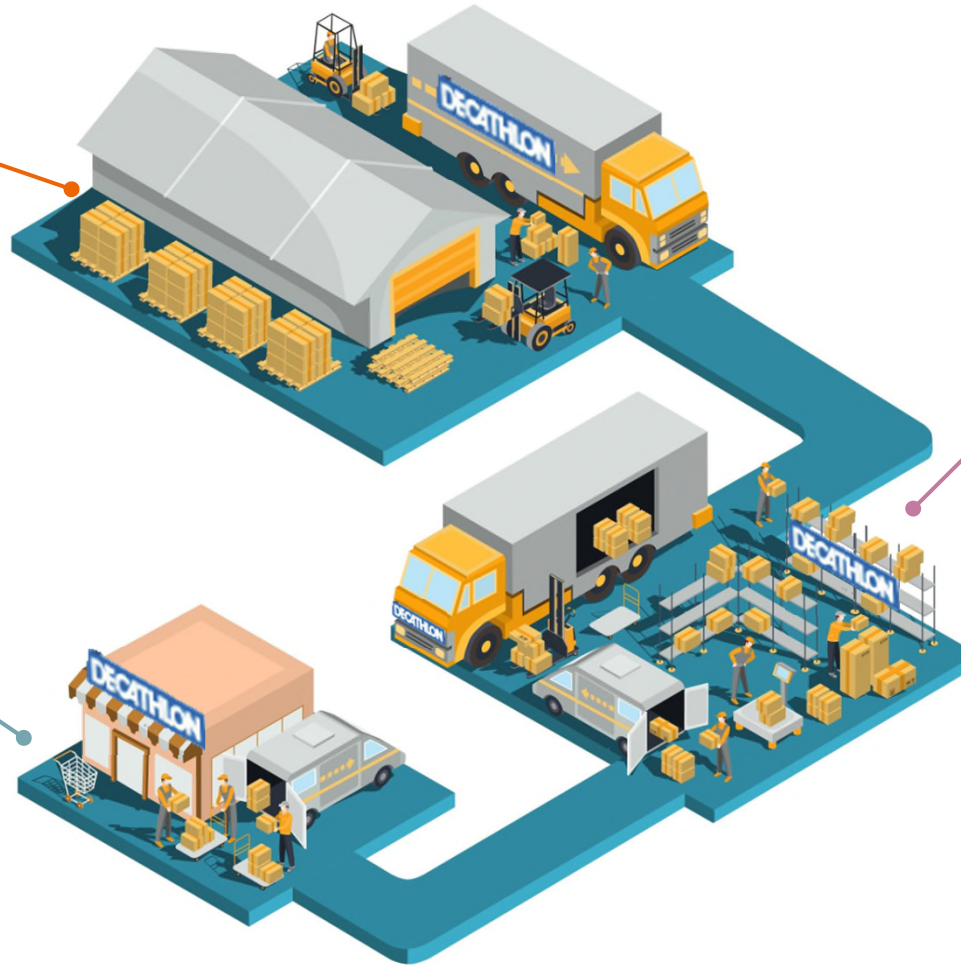
- > Tagging of product
- > Shipping control

**STORE**

- > Inventory
- > POS
- > Anti-theft
- > Interactivity with sport user

**WAREHOUSE**

- > Receipt control
- > Inventory
- > Shipping control
- > Picking control
- > Picking logpad rfid
- > Security setup



In the second half of 2018 we reached a second step in the project. 100% of products sold by Decathlon bear a RAIN RFID Tag.

This means that we are going to intensify RAIN RFID usage to the benefits of sport users and our teammates.



DECATHLON
VILLENEUVE D'ASCQ

The Decathlon logo, consisting of the word "DECATHLON" in white, bold, sans-serif capital letters, centered within a solid blue rectangular box.

QCO EXPERIENCE
(Movie)



- **Increase all processes efficiency**
- **Enable and support Omnichannel**
- **Increase automatisation of tasks without added value to free our teammates**
- **Secure the future and Promote RAIN RFID technology**
- **Facilitate RAIN RFID Usage and integrability all over our IT ecosystem**
- **Bring new usages generating value**
- **Increase pleasure of sport user with fun and interactive experience**



A 2.0 PROJECT



- **We need Technology Convergence to increase Sport Product Interactivity**
- **We want Rain RFID readers implementing the latest European Regulation (915-921 with 4W)**
- **We push for mass adoption of RAIN RFID in Consumer electronics world (Phone, Tablets)**
- **We ask for Miniaturisation and Embeddability of Tagging solutions**
- **We want low cost, simply connected reader solutions**



CHRISTMAS SHOPPING LIST

QUESTIONS ?



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