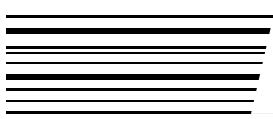




## WHY IS RETAIL TRANSFORMATION IMPORTANT ?



THE PACE OF CHANGE **IS ACCELERATING**

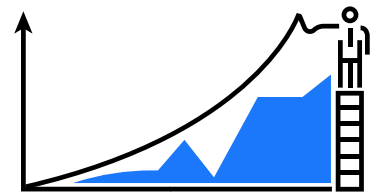


Consumer choices are driving the market today resulting in a faster time to market & lower price points for goods and services.

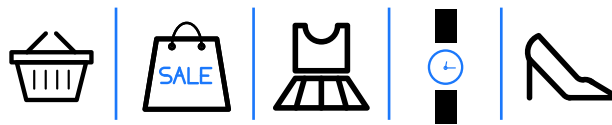
THE NUMBER OF **PRODUCTS CATEGORIES & BRANDS**



**10,000+ NEW PRODUCTS PER SEASON**



COMPANIES NEED TO **REMAIN COMPETITIVE AND SET THE FOUNDATION FOR FUTURE GROWTH**

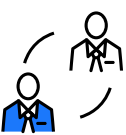


Source: The "Zara Gap", Dr. Warren H. Hausman, professor of management science and engineering at Stanford University



## WHAT IS CENTRIC PLM ?

Centric PLM is innovative technology that helps brands, retailers and manufacturers



**GET CLOSER TO THEIR CUSTOMERS**



**GAIN A STRATEGIC OR OPERATIONAL ADVANTAGE**



**STIMULATE INNOVATION & NEW PRODUCT INTRODUCTIONS**

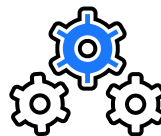


## WHY DO OVER +600 BRANDS TRUST CENTRIC SOFTWARE ?



### Most Innovative Technology

With an R&D team based in Silicon Valley, Centric delivers a steady flow of new innovations to market. Centric PLM offers seamless connections to other business systems such as ERP, DAM and more. Even create your own apps for use with Centric solutions!



### Best Experienced PLM Team

Centric's hard-working, innovation-driven and fun-loving team includes over 170 IT & industry specialists that speak 25 languages to support you 24/7 around the globe.



### Happiest Customers

Outstanding support from Centric customers has clearly positioned us as the PLM innovation leader. We are very proud that over 2/3 of our customers have taken the time to publicly endorse Centric and over 95% have done so privately.