

End-to-end digitality to boost our omnichannel growth and efficiency

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Chief Technology Officer



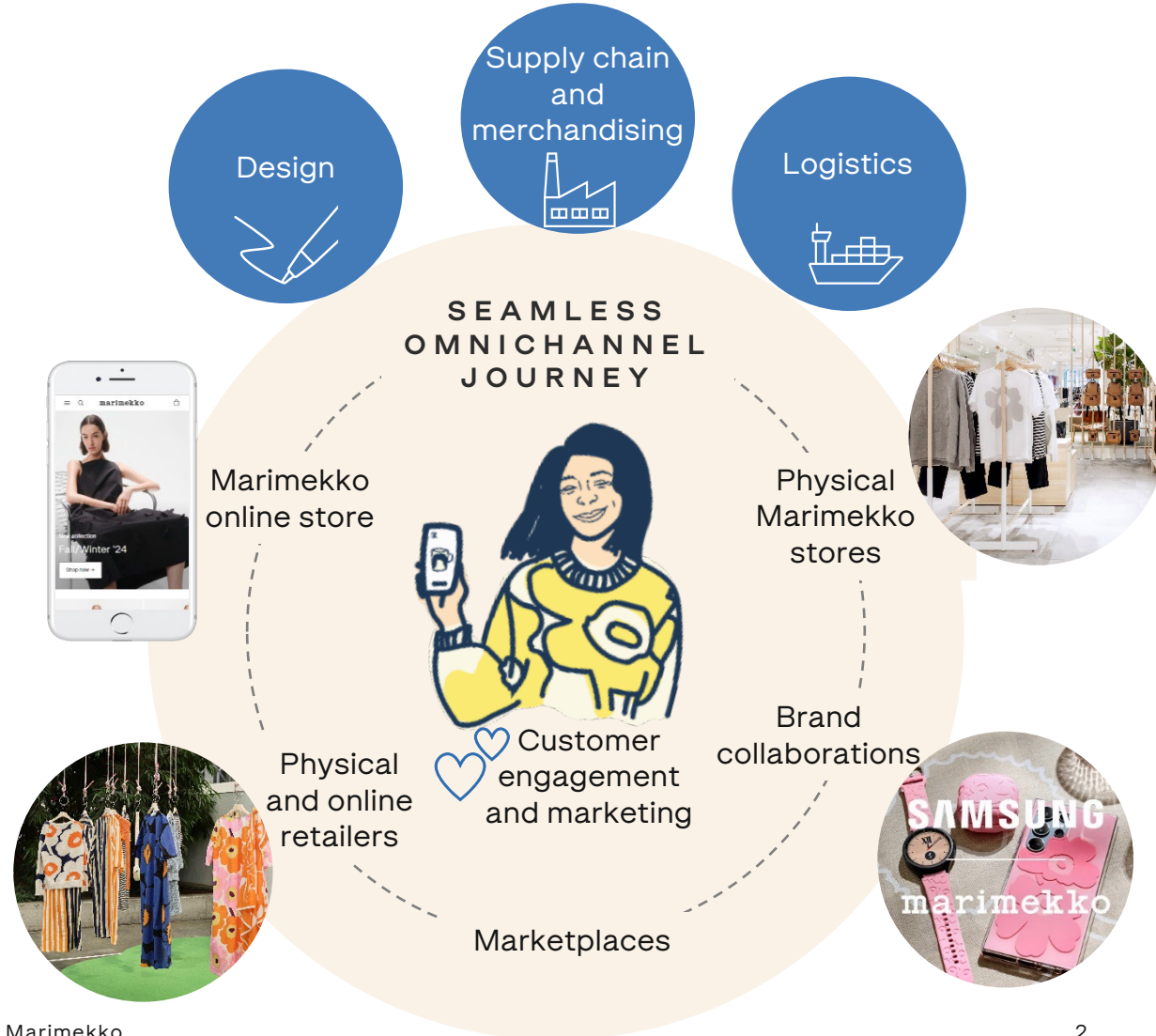
Accelerating the wider digitalization of Marimekko's value chain

Digital first mindset in market entry strategies and ecommerce an important **driver for growth** – fueled with our focus on ensuring that customers get inspiring, frictionless and tailored omnichannel experiences wherever they meet us.

Leveraging **the opportunities of new technologies** and **data supports growth and brings efficiencies.**

Being **data-enabled throughout the value chain** improves our agility, productivity and product-market-fit, allowing constant customer success.

END-TO-END DIGITALITY THROUGH MARIMEKKO'S VALUE CHAIN



Key objectives to capture growth through inspiring, frictionless and tailored omnichannel experiences

GROW SALES

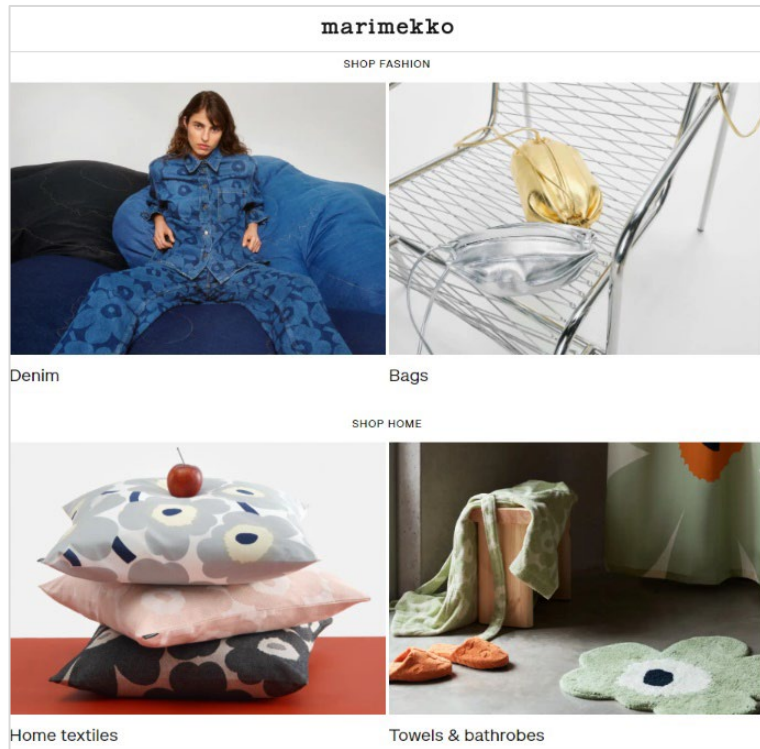
by increasing traffic and conversion with the help of our new composable architecture and other tools

INCREASE CUSTOMER LIFETIME VALUE

by inspiring brand loyalty and purchase frequency

IMPROVE OMNICHANNEL CAPABILITIES

by increased speed of innovation



We have the right building blocks and capabilities now in place for accelerating omnichannel growth

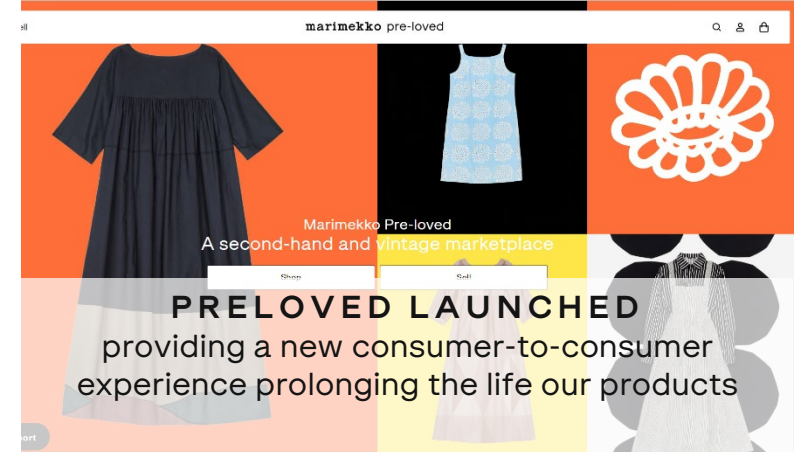
RENEWED GLOBAL B2C COMMERCE PLATFORM

- Modern composable architecture
- Marketing technology tools to optimize return on marketing investment
- Mobile-first experience
- Geared for performance, increased speed of development
- More local and personal experiences
- AI Large language model -powered Q&A to provide better customer experience
- AI driven visual merchandising

✓ **Increased conversion**

✓ **Record NPS**

✓ **High speed experience**



With modern capabilities in place, we are working to capture omnichannel growth opportunities with multiple levers



GROWTH OPPORTUNITY	Better understand and activate our customers utilizing data and our strong loyalty program	Deliver tailored, frictionless customer experiences at scale	Enable inspiring, desirable brand and product experiences	Explore new channels and new markets	Increase speed of innovation and constantly improve effectiveness of our operations
APPLICATIONS	<p>Increasing purchase frequency with heightened relevance</p> <p>Input for product assortment development based on data</p>	<p>Increasing conversion with frictionless, fast commerce and AI enabled personalization in experience</p>	<p>Utilizing data, tools and channels to deliver relevant inspirational content</p> <p>Further modernize wholesale tools for digital showrooming</p>	<p>Implementing a digital-first mindset in go-to-market</p> <p>Capturing localization opportunities with AI</p>	<p>New features out faster enabled by new architecture</p> <p>Elevated employee experience to attract key talent</p>

The activities listed above are examples.

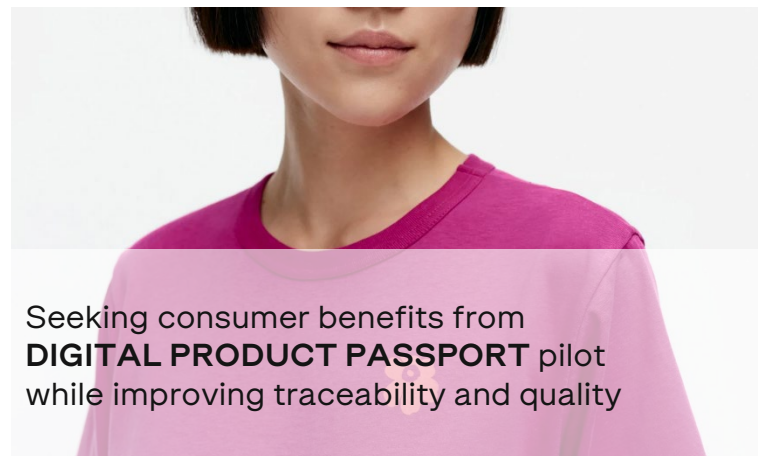
Key objectives to capture efficiency throughout the value chain supporting scaling up



Our pilot projects show we can unlock productivity opportunities through a more integrated workflow



3D DESIGN and PROTOTYPING streamlining the design process and reducing physical samples



Seeking consumer benefits from **DIGITAL PRODUCT PASSPORT** pilot while improving traceability and quality



MARIMEKKO STUDIO pilot with uniquely personalized items



Full-funnel **MARKETING ANALYTICS** and **OPTIMIZATION** to understand consumer trends faster



Improvements in **PRODUCT AND MATERIAL DATA MANAGEMENT** throughout the product lifecycle for transparent communications

We will focus on a wide array of ways to improve operational efficiency across value chain powered by digitalization



EFFICIENCY OPPORTUNITY	Improve time-to-market and reduce direct development costs	Data and analytics improve decision-making capabilities Improve transparency across supply chain	Improve product-market-fit	Optimize logistics flows and warehousing setup	More automated logistics processes	Support creative work as the core value generator	Localized and tailored experiences at scale	More automated sales processes
APPLICATIONS	Further tactical utilization of 3D design and AI generated 360 spins	Product lifecycle management system renewal to streamline the creative and product development process and optimize collections and buys	AI powered customer and collection insight tools to optimize product offering and assortments	Further develop centralized data platform and analytics tools	Process automation of backend processes	AI assisted content production process	Scalable localization of key growth markets utilizing AI	Increase value add of sales services

The activities listed above are examples.

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MARIMEKKO Capital Markets Day

