

Think forward. Think fresh.™  
The leading AI enhanced SaaS platform  
for Fresh Food Retail operations.

**Best in Fresh  
Measurable  
Outcomes**

**30%**

Shrink reduction

**5%**

Fresh sales  
growth

**3+%**

Labor efficiency

**100%**

Fresher product

**We Shape the Future of Fresh Retail**

For more than 30 years, the heritage of Invafresh has enabled fresh food retailers to create extraordinary store operations performance and differentiated consumer experiences. Invafresh is deployed in more than 25,000 grocery stores spanning a global reach of 15 countries, providing a software platform for omnichannel demand forecasting, merchandising, replenishment, sustainability and compliancy support.

We are a team of customer success driven Freshologists™ on a mission to empower food retailers with the industry standard for fresh food retail and accelerate the transition to fresher demand and supply. We are here to inspire the world to think forward and think fresh - one fresh food experience and operation at a time to contribute to a fresher, healthier, and more sustainable lifestyle for all.

**Market Leader of Fresh Food Forecasting**

Driven by real-time data analytics and enhanced by artificial intelligence and machine learning, our mobile-centric Fresh Retail Platform allows grocery retailers to optimize demand forecasting, merchandising, replenishment, and compliancy and sustainability for all their Fresh operations.

**Fresh Retail Platform**

The Industry Standard for Fresh Food Retail Operations

**1 Intelligent Forecasting**

One demand sensing forecast engine for all solutions to power workflow automation and data-driven operations and decisioning.

**2 Fully Modular**

Adaptive to changes. Enables incremental transformation with less risks.

**3 Unified Integration Model**

Connect to any data source, enterprise system, application or environment in the most easy, fast and flexible way.

**4 Cloud, Mobile and Actionable First**

Designed for cloud deployment, mobile UX and actionable insights.



## Leadership Team

### Tim Spencer

CEO & Freshologist™

### Patrick Leung

Chief Financial Officer

### Doug Iverson

Chief Revenue Officer

### Jocelyn VanPatter

Chief Human Resources Officer

### Joe Smirlies

Sr. Vice President,  
Product Management

### Stephen Midgley

Vice President, Marketing

### Paul Monaghan

Vice President,  
Cloud Engineering

### Laura Morgan

Vice President,  
Development  
& Quality Assurance

### Russ Newall

Vice President,  
Customer Success

## The Invafresh Solutions Portfolio

Every solution is purpose built, proven and highly flexible to cover all types of use cases, scale to any size of operations and be configurable. All solutions run on the same forecast and data engine, share the same UI, codebase, integration layers and can be centrally managed to provide holistic visibility.

### MERCHANDISING



#### DEMAND FORECASTING

AI enhanced fresh demand forecasting engine for live, accurate and granular forecasts from individual store and by item to corporate level.



#### RECIPE MANAGEMENT

Centrally managed recipe database solution for product cost and quality control.



#### SCALE MANAGEMENT

Instant, centrally managed, scale agnostic and user friendly solution to manage all price and product information in scales.

### REPLENISHMENT



#### FRESH ORDERING

Solution to automate the generation of orders for the replenishment of fresh items whether sold directly or used in production of other fresh items for optimal quality and cost effectiveness.



#### PRODUCTION PLANNING

Solution to centrally manage daily production plans across all stores and feed back production performance data.



#### COMMISSARY FULFILLMENT

Demand driven replenishment for both the stores and commissary based on maintaining a perpetual inventory of raw ingredients to finished goods.



#### INVENTORY MANAGEMENT

A solution to manage all perpetual inventory movement including markdowns, production, conversions and cycle counts powered by a forecasting engine that provides demand predictions further from the rest.

### COMPLIANCY & SUSTAINABILITY



#### FOOD WASTE REDUCTION

Solution used to match fresh food demand and supply to reduce waste and unnecessary produce, markdowns and promotions that are toxic to fresh.



#### FOOD TRACEABILITY

Solution to effectively track and trace all information of a given fresh food product or ingredients at the point of in-store production and sale.



#### NUTRITION LABEL PRINTING

Printer agnostic, intuitive to use and visually flexible solution to print custom tailored nutrition and product information labels.

# \$150M

Waste eliminated annually

# \$100M

Fresh revenue transacted daily

# 30+

Years in serving global grocers

# 25,000+

Stores on our platform

# 99%

Customer retention rate

# 500+

Years of industry experience



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