

# „Smart Shopping Cart“

Sunmi & Smartstore  
Customer Journey for Store Concepts

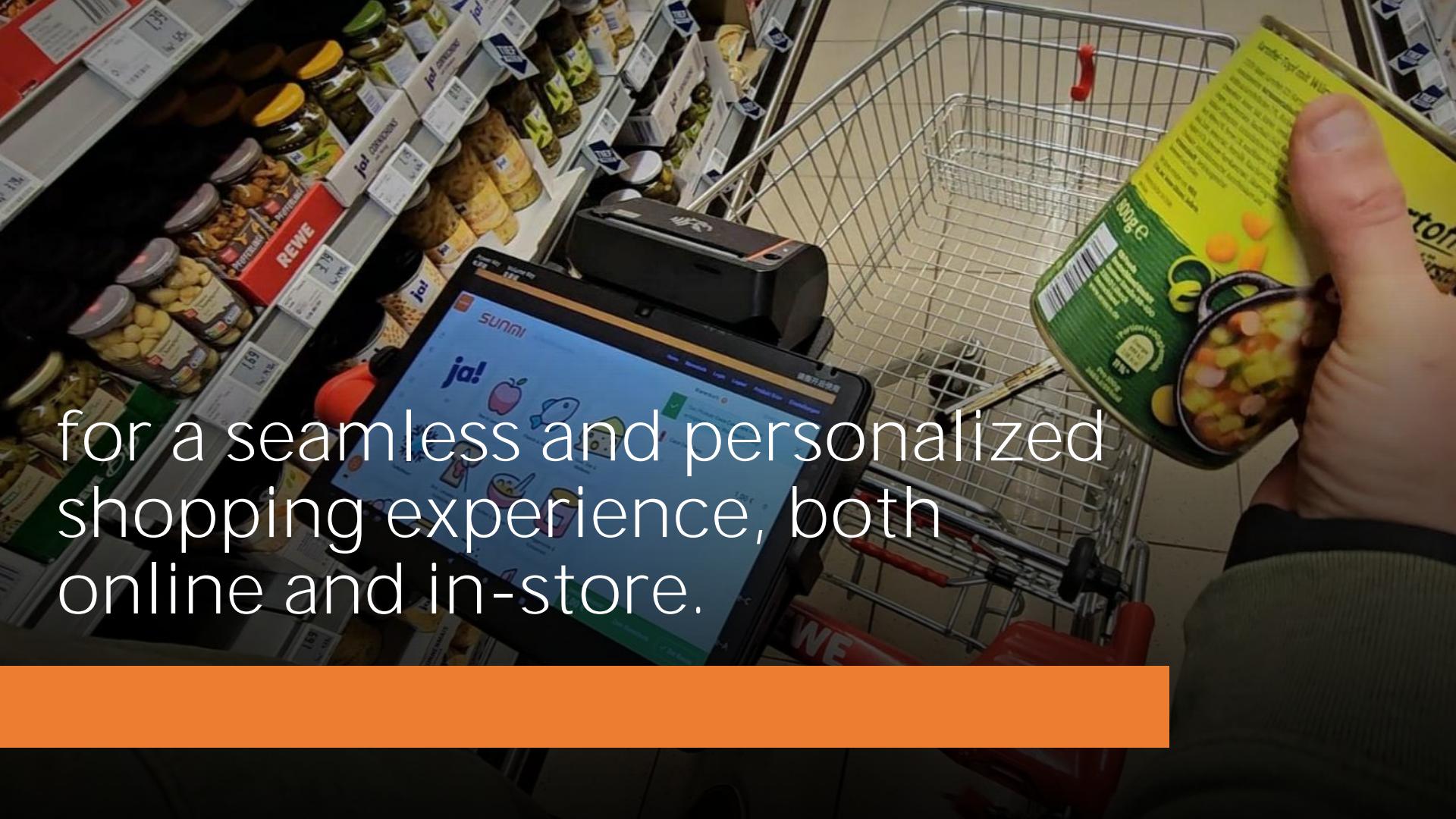


# Turn Shopping into Magic





with the SUNMI V3 MIX and  
Smartstore as a 'Smart Shopping Cart'  
Solution



for a seamless and personalized shopping experience, both online and in-store.

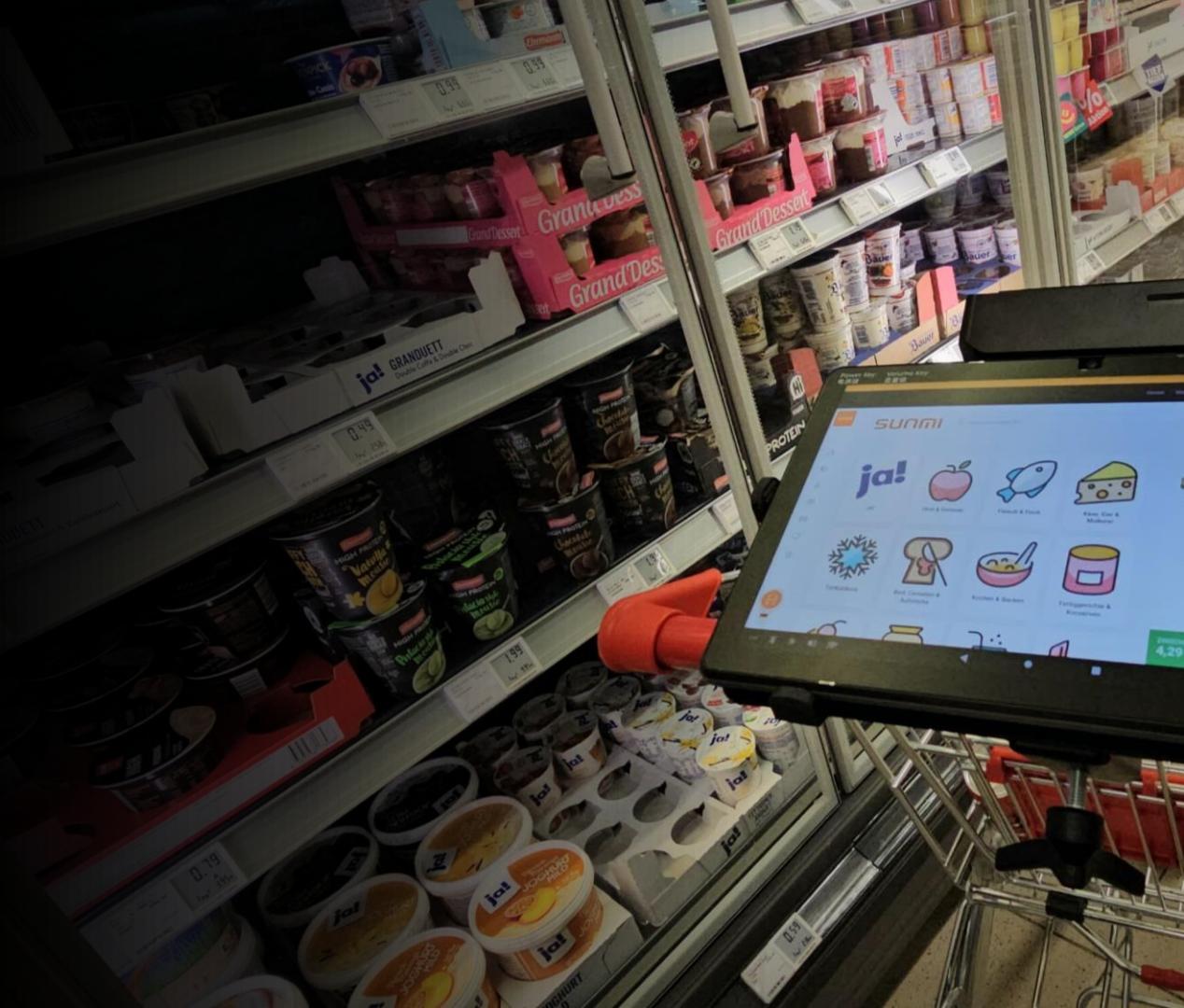
# Customer Benefits

The checkout of the future is fast, contactless, and sustainable.



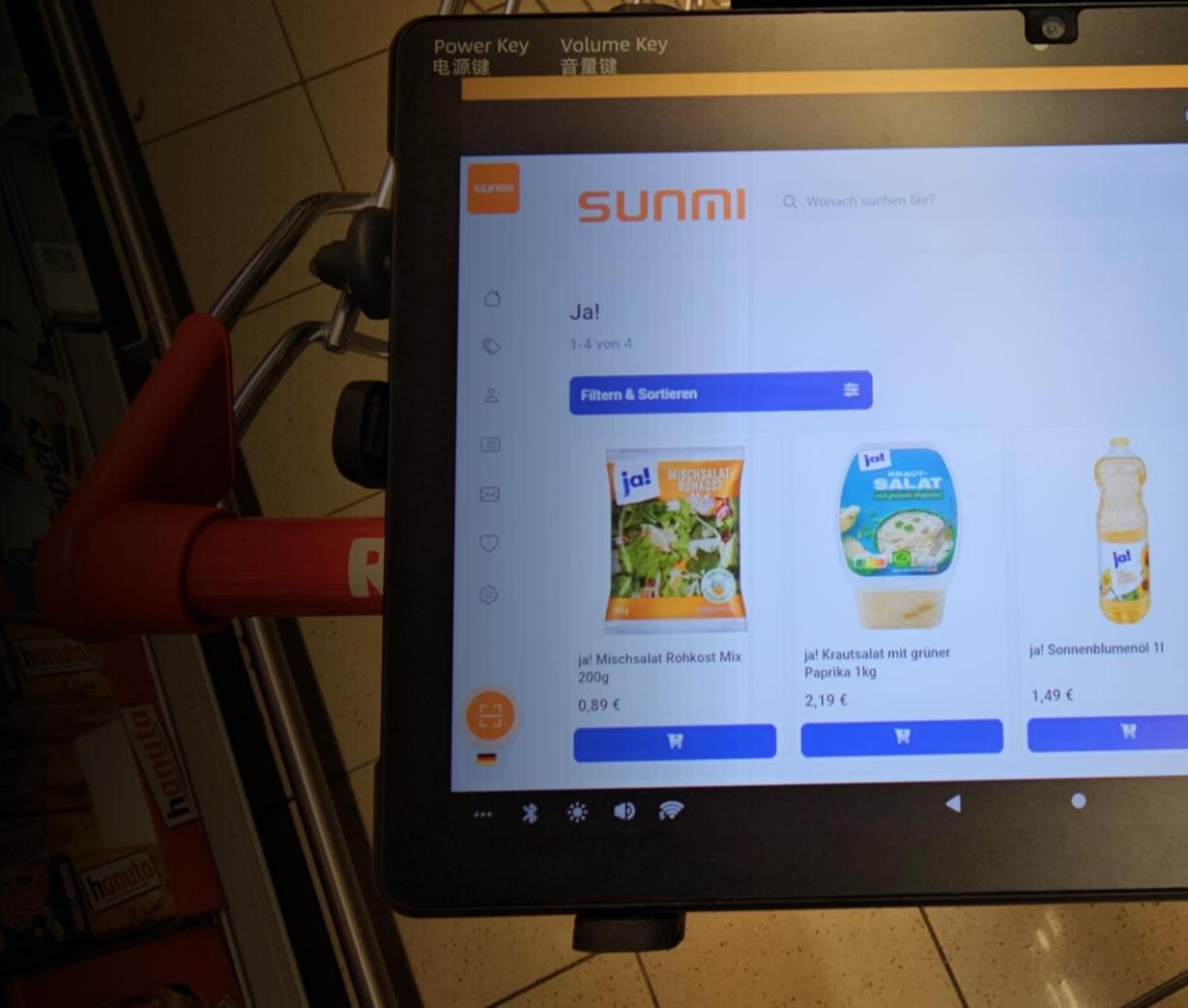
## Personalization

While using the online shop, your customers can log into their account simply by tapping the 'SUNMI V3 MIX' via NFC or scanning a QR code with their smartphone. Their saved shopping list can be added directly to the cart by scanning.



## AI Recommendations

With the Smart Shopping Cart, shopping becomes not only more efficient but also smarter. The system automatically detects discounted items, such as products nearing their expiration date, and proactively notifies the customer.



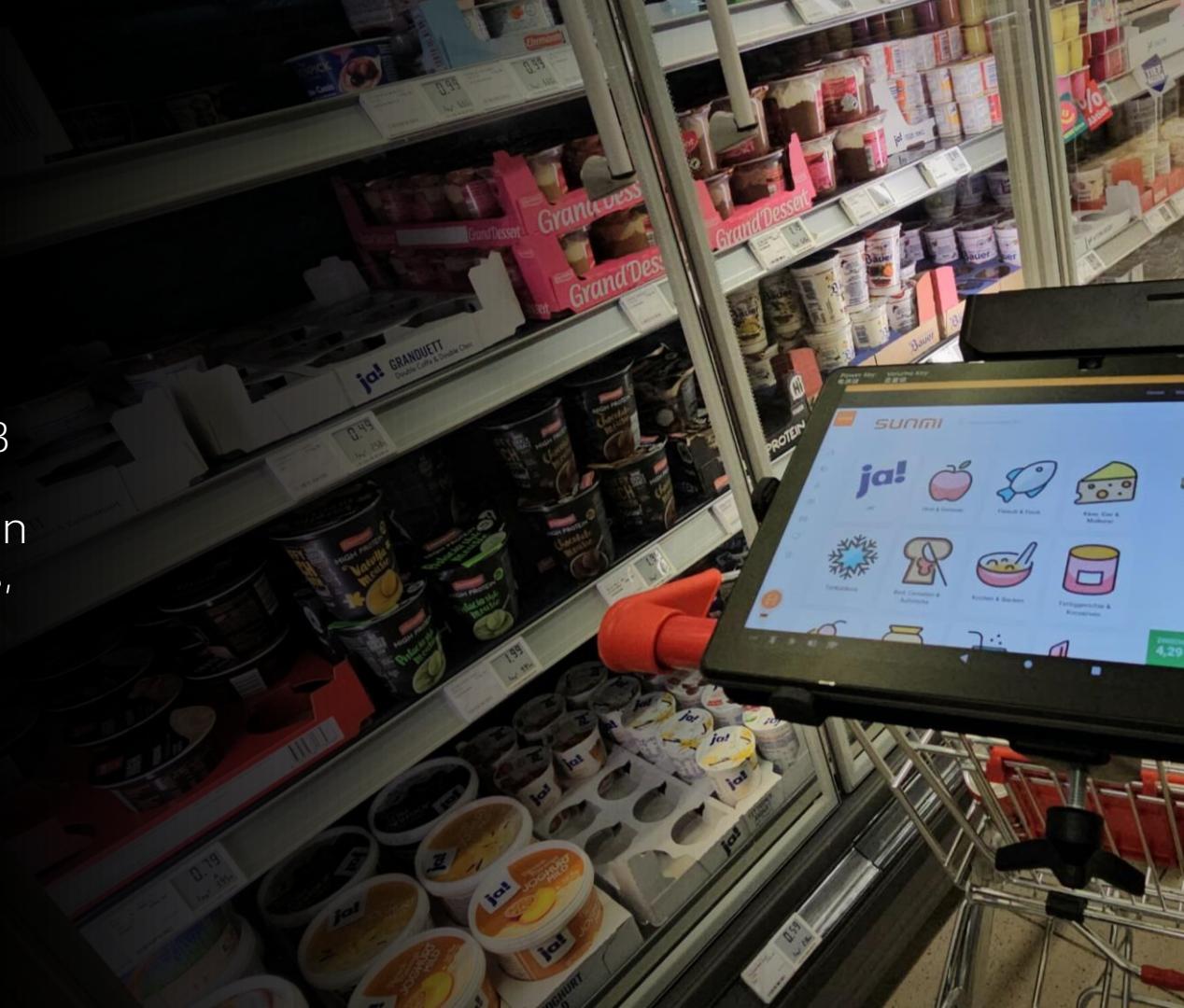
## Personalized Advertising

One of the biggest advantages of the Smart Shopping Cart is the ability to deliver personalized advertising in real time. By integrating the V3 MIX into the shopping cart, retailers can present targeted offers, product recommendations, and advertisements directly to the customer-tailored to their shopping behavior and interests.



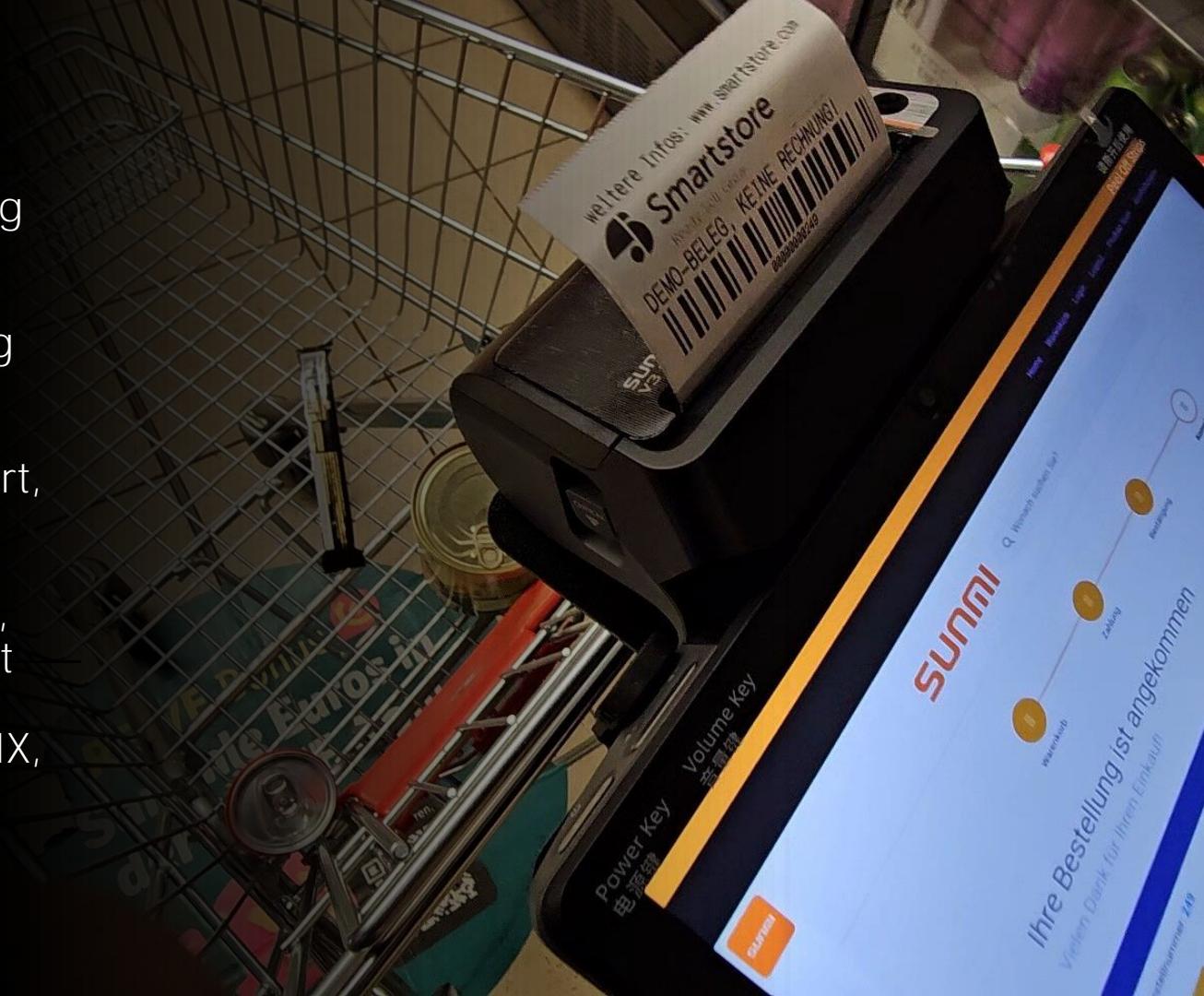
## Gamification

Customers can earn points by scanning specific products or reaching shopping goals (e.g., "Buy 3 products from the fruit category"). These points can be redeemed for discounts, rewards, or other benefits.



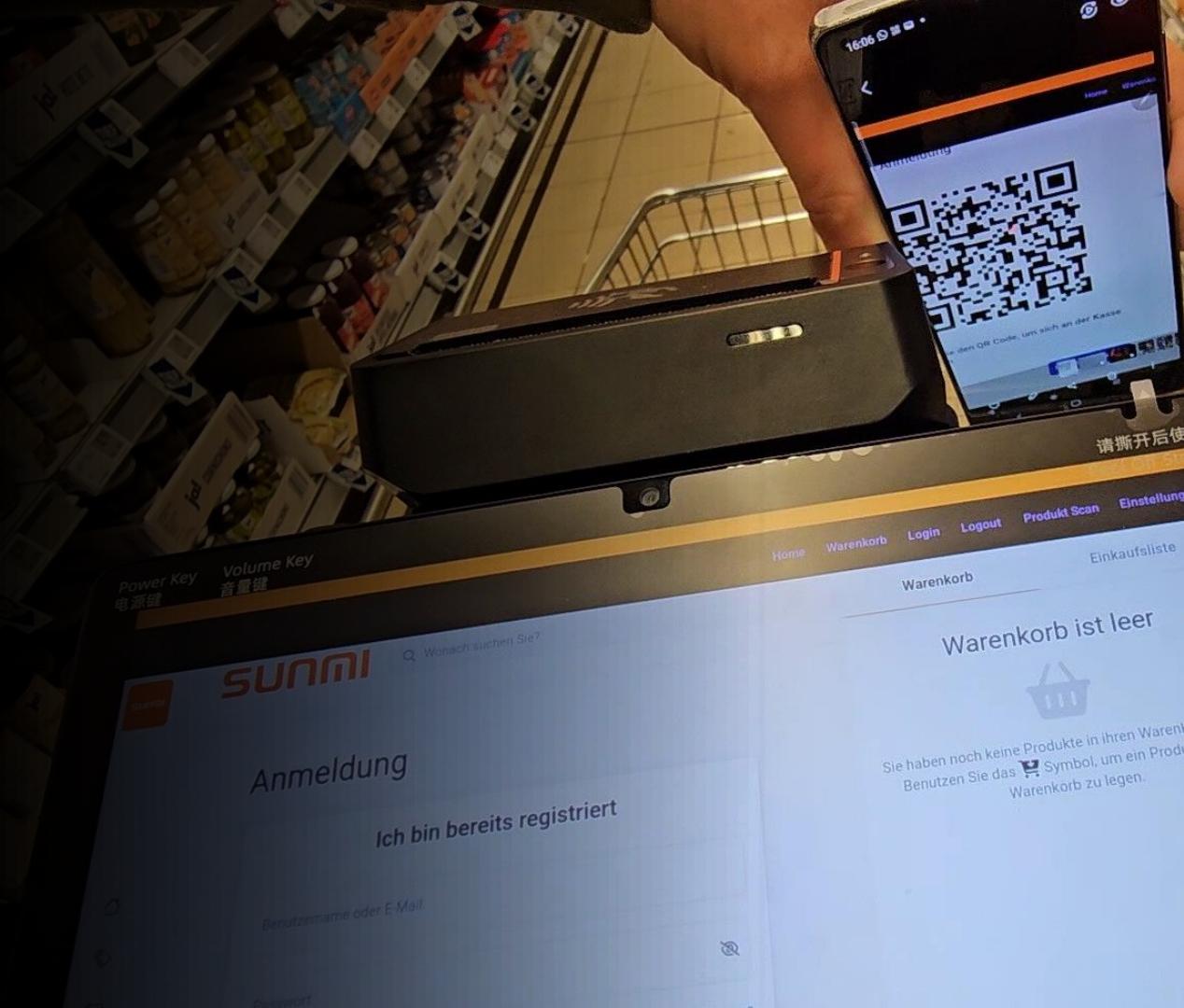
## Checkout Without Waiting

Once the customer has completed their shopping list and all products have been scanned and displayed in the virtual cart, they can skip the long checkout lines and head straight to the exit. There, they simply tap their debit card or NFC-enabled smartphone on the V3 MIX, make the payment, print the receipt, and go.



## Payment with Registration

If the customer has an account in the retailer's online shop and is logged in, they can complete their purchase with a single click. Payment information is already stored, allowing the amount to be automatically deducted from their account or preferred payment method as soon as they leave the supermarket.



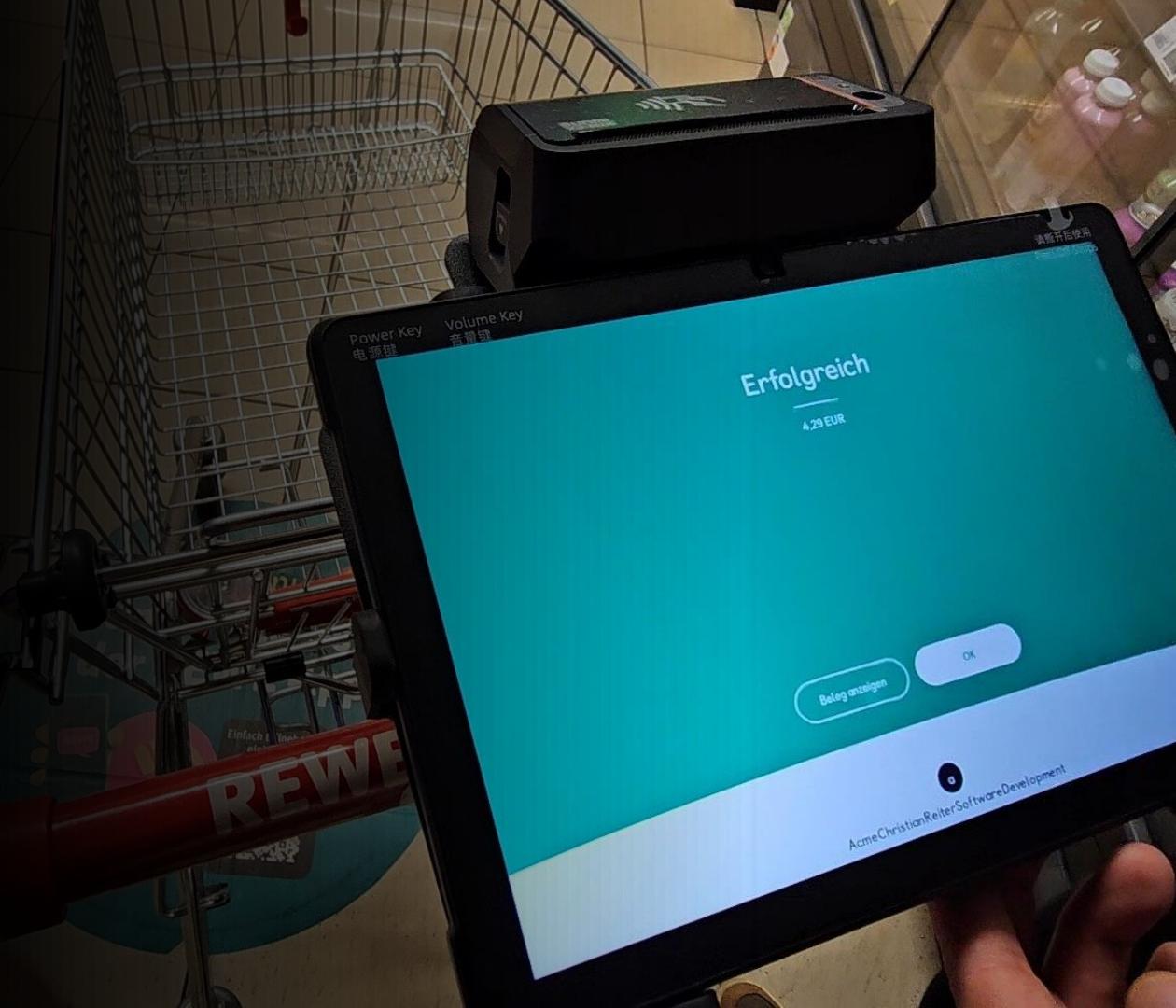
## NFC & Debit Payment Without Registration

Alternatively, customers can pay as guests using their debit or credit card or an NFC-enabled smartphone by simply tapping it on the V3 MIX. This payment process is just as secure as at a traditional checkout-while being significantly faster and more convenient.



## Digital Receipt

Since all purchases are stored in the customer's personal account, they can forgo printing a receipt and instead access it digitally. This reduces the carbon footprint and saves tons of paper in the long run-not only benefiting the environment but also lowering printing costs for retailers.

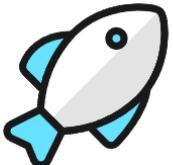




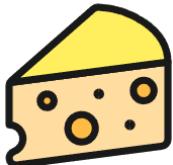
Ja!



Obst &amp; Gemüse



Fleisch &amp; Fisch



Käse, Eier &amp; Molkerei



Tiefkühlkost



Brot, Cerealien &amp; Aufstriche



Kochen &amp; Backen



Fertiggerichte &amp; Konserven



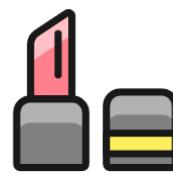
Süßes &amp; Salziges



Kaffee, Tee &amp; Kakao



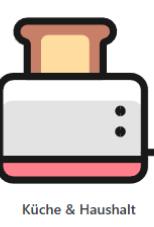
Getränke &amp; Genussmittel



Drogerie &amp; Kosmetik



Babybedarf

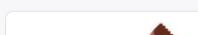


Küche &amp; Haushalt



Haus &amp; Freizeit

## Empfohlene Produkte



Erasco Kartoffeltopf mit Würstchen 800g

- 1 +

3,29 €



Coca Cola

- 1 +

1,00 €



Popp Bratkartoffeln mit Speck &amp; Zwiebeln 500g

- 1 +

2,49 €



Fairy Handspülmittel Ultra Konzentrat Zitrone 450ml

- 1 +

1,49 €



ja! Kondensmilch 7,5% 340g

- 1 +

0,99 €

ZWISCHENSUMME:  
9,26 €

Zum Warenkorb

✓ Zur Kasse



# Benefits for Retailers

Relief for checkout areas and  
reduction of waiting lines.

## 3rd Party Integration

Our open APIs provide developers with access to technologies such as IoT, machine vision, weight sensors, and barcode scanning. These powerful tools enable the development of innovative solutions for personalized experiences, optimized processes, and enhanced user convenience.



## Retail media

Smartstore's innovative solution creates a true win-win situation for retailers and brands by guiding customers throughout their shopping journey. The combination of smart technology and personalized marketing delivers a highly efficient shopping experience with measurable benefits for both consumers and retailers.



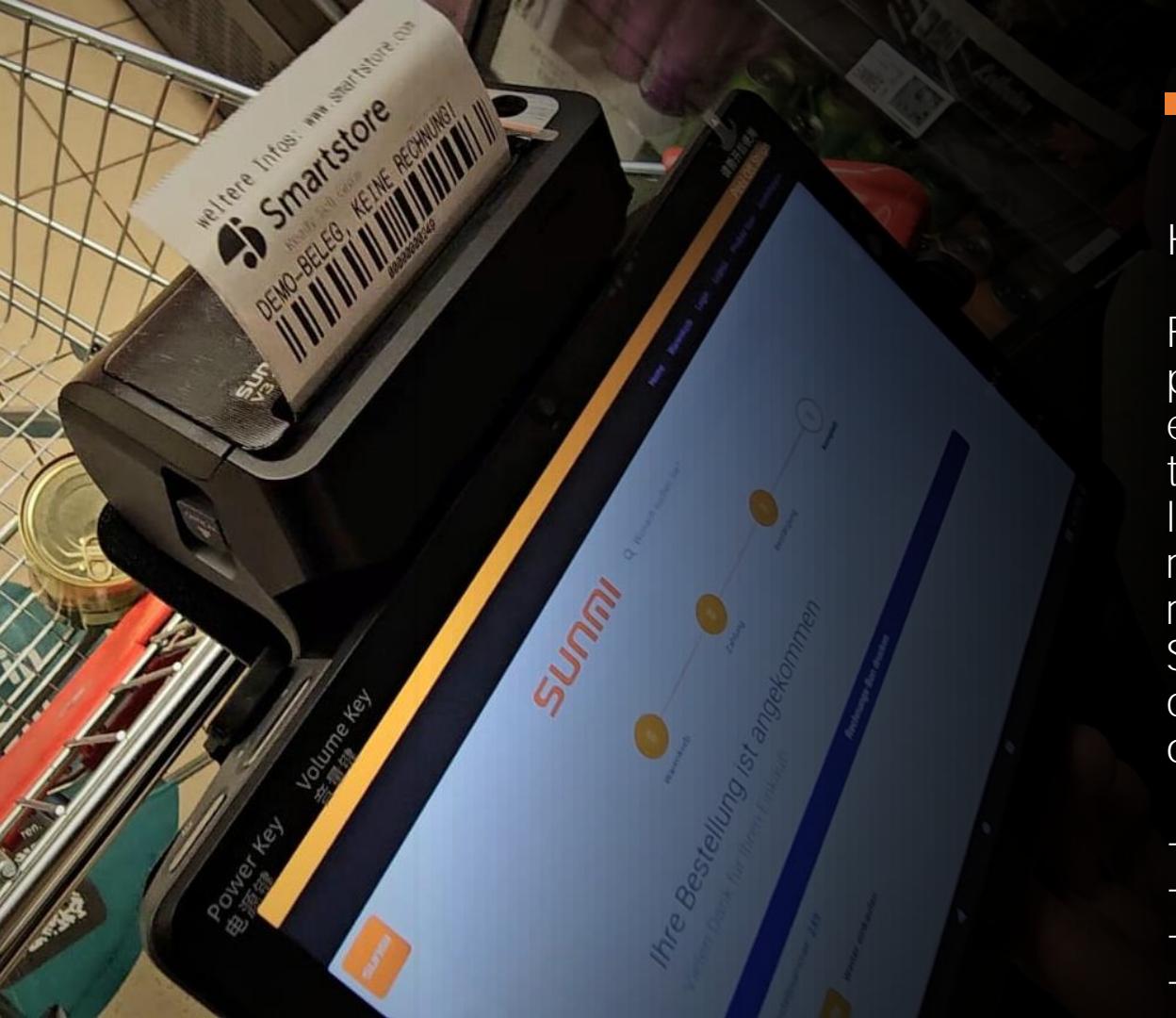
## In-Store Navigation

In-store navigation is one of the most innovative features of the Smart Shopping Cart, offering significant benefits for both customers and retailers. This smart technology makes it easier to locate products in the store, reduces shopping time, and creates a more structured and efficient shopping experience.



## Management System & Analytics

A key highlight of Smartstore is its integration via the SUNMI SDK. This enables seamless interaction with all SUNMI devices, optimizing their use in retail and self-checkout solutions. One of Smartstore's central advantages is real-time product synchronization.



## High Throughput

For customers, the top priority is saving time and enjoying convenience. No tedious product searches, no long queues, no need to rearrange items-everything runs seamlessly through the Smart Shopping Cart. The customer can simply walk out.

- Smart Cart Users: 44.8%
  - Visit Frequency: +13.8%
  - Store Throughput: 4x
  - Checkout Time: -74%

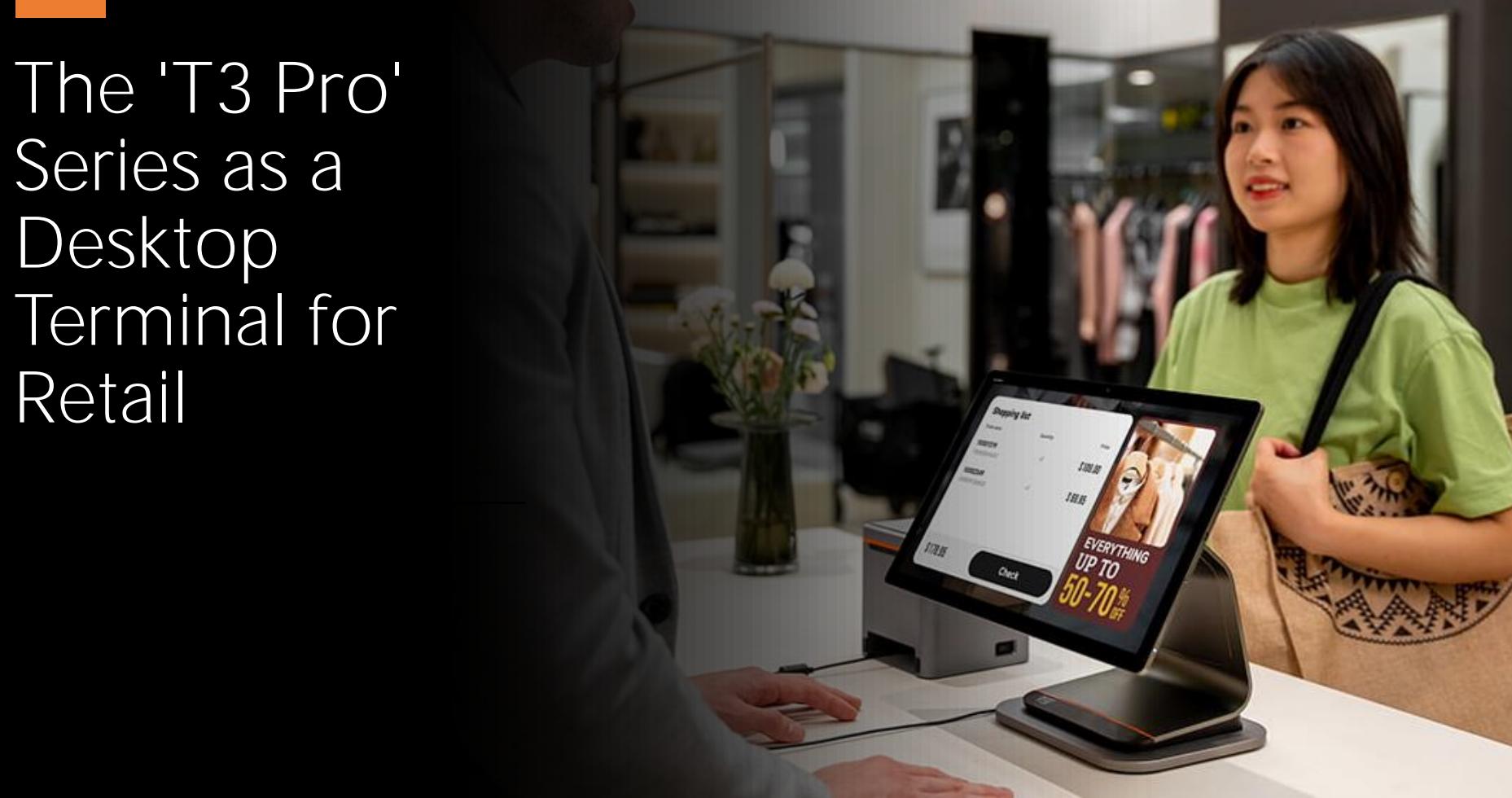
# Additional Business Models of Smartstore in Connection with Sunmi Devices.



# In-Store Self-Checkout Function with the New 'SUNMI FLEX 3'



The 'T3 Pro'  
Series as a  
Desktop  
Terminal for  
Retail



The 'V3 Family'  
as an  
Emergency  
Checkout  
Solution When  
the Outdated  
POS System  
Fails



# 'V2 Pro' as the Digital Transformation of Processes in the Food Industry

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The 'T2 MINI' as  
an All-in-One  
Android POS  
Terminal  
Tailored to  
Customer  
Needs





Retail in Digital  
Transformation – Ready  
for a 100% Customer  
Journey?

Over the next two hours, immerse yourself in the world of the Customer Journey here at our booth and discover innovative store solutions from Sunmi & Smartstore.



Scan Me!  
Download this  
presentation.

Your Contacts at the Booth:

**Jérôme Minster**  
(Sales)

**Stefan Müller**  
(Sales)

**Pavlos Tsulfaidis**  
(CEO)