

## **FACT SHEET - FAIRPRICE GROUP STORE OF TOMORROW PROGRAMME**

### **Store of Tomorrow - Overview**

FairPrice Group's (FPG) *Store of Tomorrow* (SOT) programme is its roadmap to integrate the latest technologies - from generative artificial intelligence (GenAI), advanced data analytics and automation, to biometric recognition - into new and existing store and omni-channel features with the goal of redefining customer and staff experiences across FPG's 164 FairPrice supermarkets, and eventually the Group's wider network of over 570 touchpoints. To date, over 1.65 million customers use the FPG App across FairPrice, Cheers, Unity, Kopitiam, and Online.

### **Store of Tomorrow - Current Initiatives**

#### **Smart Carts**

Smart Carts are currently being piloted in FairPrice Finest Sengkang Grand Mall, and will be featured in FPG's upcoming Punggol Digital District outlet upon its launch in August 2025. FPG's Smart Carts have built-in displays that can support customers with in-store navigation, highlight promotions for nearby products, provide product recommendations, and scan-and-go functionality.

#### Customer Journey

- Mary uses the Smart Cart to scan the 'Pay/Earn' QR code on her FPG App, unlocking the Smart Cart's display
- Mary uses the Smart Cart display's search function to search for a specific product on her shopping list
- Mary selects the product, and the Smart Cart display shows a map and directions guiding her to the product's location in-store
- The Smart Cart display highlights promotions on nearby products as she walks through the aisles
- Mary uses the Smart Cart's in-built scanner to scan her product before placing it into the cart, the FPG App-synced Smart Cart display adds it to her digital checkout basket
- Upon finishing her shopping, Mary proceeds to a designated Smart Cart check-out area, where she can apply relevant vouchers within the FPG App and complete payment by simply scanning her FPG App's 'Pay/Earn' QR code with the Smart Cart

- Upon payment, a digital receipt lands directly into Mary's FPG App. If there are any issues with products, Mary can press a button in the app to trigger staff assistance

#### Customer Benefits

- Personalised shopping experience
- Greater awareness of ongoing promotions
- In-store navigation
- Seamless checkout

#### Vision AI

Vision AI is currently being piloted in FairPrice Finest Sengkang Grand Mall, and will be featured in FPG's upcoming Punggol Digital District outlet upon its launch in August 2025. It leverages existing in-store CCTV infrastructure and advanced video analytics to provide real-time updates to staff on where support or intervention is required throughout the store.

#### Staff Journey

- Queue management - monitors and analyses queue wait times and alerts staff when there is a need to open up a new checkout counter/queue to manage crowds
- Footfall traffic mapping - monitors customer movement patterns to identify high-traffic areas, providing staff with data on how to optimise store layout, product placement, and staffing levels
- Shelf stocking - automated monitoring of goods on shelves to detect low stock levels or misplaced items
- Store safety and hazard monitoring - detecting of potential safety hazards (spills, obstructions, etc.) to facilitate quick resolution and safer shopping environment

#### Staff/Customer Benefits

- Optimised checkout management to reduce waiting times
- Improved availability of products on shelves/displays
- Safer shopping environment
- Data-driven store layout planning

#### Grocer Genie

Grocer Genie is currently being piloted in FairPrice Finest Sengkang Grand Mall, and will be featured in FPG's upcoming Punggol Digital District outlet upon its launch in August 2025. It is an AI-enabled one-stop staff portal for all store operations, accessible through multiple channels - including iOS, Android, and a web app.

#### Staff Journey

- Intelligent task assignment -
  - Store manager sees a spill in an aisle
  - She takes a photo of it with the Grocer Genie app
  - Grocer Genie detects it is a puddle of water and provides a resolution description
  - Store manager confirms the details and submits the resolution task
  - Grocer Genie alerts a staff member to clean up the puddle of water
  - Staff member cleans up the spill and marks the task completed on Grocer Genie
- Integration with Vision AI
  - Grocer Genie, through integration with Vision AI, notices a building queue at checkout
  - Grocer Genie alerts the store manager that an additional counter needs to be opened
  - Store manager confirms the details and assigns submits a resolution task
  - Grocer Genie alerts a staff member to open a new queue at the checkout area

#### Staff/Customer Benefits

- Simplified store operations through one single application
- Better-structured store tasks through intelligent task management
- Centralised store communications, and navigation of store applications

#### **Checkout Automation - Myinfo Integration**

FPG is also working on integrating the FPG App with Myinfo data. Once launched, customers that are eligible for daily discount schemes (CHAS Blue/Orange, Seniors, Pioneer Generation, Merdeka Generation) will have discounts automatically applied to purchases upon checkout with the FPG App.

#### Customer Journey

- Mary updates her FPG App profile with Myinfo data
- Mary uses her FPG App at checkout
- Relevant discount schemes (CHAS, Seniors, Pioneer, Merdeka) are automatically applied to her purchase, without the need for physical card verification

#### Staff/Customer Benefits

- Eliminates need for discount verification with physical cards
- Saves staff time spent on verifying customer cards/details

#### Checkout Automation - Biometric checkout

Biometric payment will be available to demo at FPG's SOT exhibit at NRF's Big Show APAC 2025 event. FPG is currently working on the implementation to offer greater convenience and flexibility of payment to customers.

#### Customer Journey

- Mary registers her palm print to her mobile phone number and FPG App account
- Mary can now use her palm to pay for purchases and automatically earn Linkpoints at checkout
- Relevant daily discount schemes (CHAS, Seniors, Pioneer, Merdeka) are also automatically applied, if Myinfo data is synced with FPG App

#### Customer Benefits

- Greater convenience and speed at checkout
- Integration with loyalty and discount programmes/schemes

#### Digital Price Cards

Grocer Genie is currently being piloted in FairPrice Finest Sengkang Grand Mall, and will be featured in FPG's upcoming Punggol Digital District outlet upon its launch in August 2025. Through the initiative, FPG aims to completely digitalise shelf or larger promotion labels and cards.

#### Staff Journey

- Staff member scans an in-store digital price card display with the Grocer Genie app

- Staff member scans the barcode of the product at the display
- Relevant product pricing and promotion information is now displayed on the digital price card
- Digital price card automatically updates itself with any changes to pricing or promotion on the specific product

#### Staff/Customer Benefits

- Better visibility of pricing and promotion information for customers
- Real-time, accurate pricing and promotion updates to products for customers
- Eliminates need for staff to manually update pricing/promotion labels and cards in store to:
  - Save staff time spent on updating labels/cards
  - Eliminates paper waste with manual price/promotion card changes

#### Endless Aisle

Endless Aisle will be available to demo at FPG's SOT exhibit at NRF's Big Show APAC 2025 event. The Endless Aisle Concept builds on increasingly hybrid online/brick-and-mortar consumer shopping behaviour to more seamlessly connect both physical and digital shopping experiences for customers, removing physical store limitations to provide greater product selections.

#### Customer Journey

- Mary sees an air purifier at the store's Endless Aisle display
- Mary scans the QR code on the digital price card at the display with her FPG App
- Her FPG App directs her to a page with products related to/that compliment the air purifier, that aren't available in store
- Mary can choose which additional products to purchase and immediately schedule home delivery through the FPG App

#### Customer Benefits

- More seamless hybrid online/brick-and-mortar shopping experience
- Enables customers to access a wider assortment of related products not available in-store