

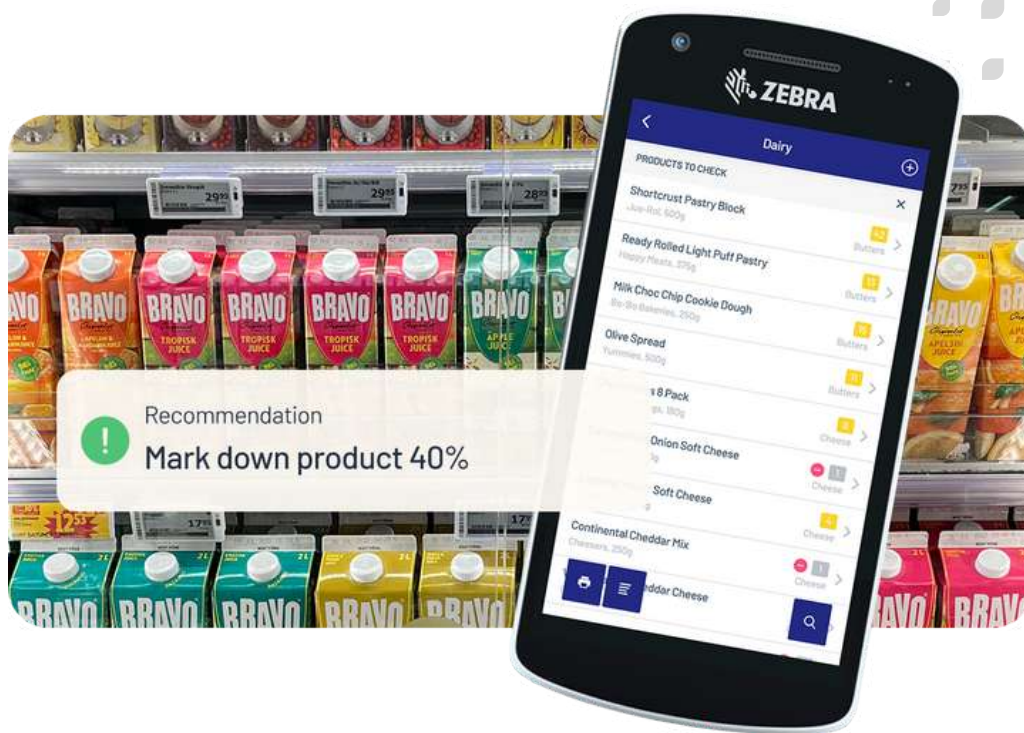
Markdown Optimization is a powerful tool designed to help retailers maximize their profitability, improve customer satisfaction and eliminate waste.

The user-friendly solution empowers store associates to take a proactive approach to soon-to-expire products, making AI-generated effective pricing decisions, ensuring that products are competitively priced while maintaining healthy profit margins.

Features

- 1 AI-Generated Algorithm**
 A markdown algorithm that accounts for time of day, number of items, price elasticity, historical sales and waste data, and store-specific data such as location and weather.
- 2 Margin Protection**
 Set pricing rules to maintain desired profit margins on various product categories.
- 3 Real-Time Updates**
 Adjust prices in real-time for immediate impact.
- 4 Seamless Hardware Integration**
 Products work with existing hardware and technologies including ESLs, Zebra handhelds and label printers to ensure quick and easy impact.
- 5 Multilingual and Scalable**
 Available in multiple languages, our adaptable solution empowers all departments and retailers of all sizes.





Benefits

- 1 Eliminate static markdowns with algorithm-driven optimized discounts
- 2 Quick integration allows for quick positive results in profits and food waste
- 3 Empower teams with data-driven decisions while eliminating the risk of human error and guesswork
- 4 See immediate results in labor efficiency, food waste, and profits



up to 20% profit on discounted products



100% positive impact on food waste reduction



Positive results from day 1

Be the Best in Fresh!

With a combined 500+ years of Freshology™ experience, the heritage of Invafresh has enabled fresh food retailers to create extraordinary store operations performance and differentiated customer experiences. As the leader of Freshology, Invafresh is deployed in over 350 grocery retailers spanning a global reach of 35 countries with more than \$100 million of Fresh revenue being transacted daily, to provide AI/ML demand forecasting, merchandising, replenishment, sustainability and compliance, and waste prevention solutions.

Schedule a demo with a Freshologist™ at invafresh.com/demo.