

dunnhumby

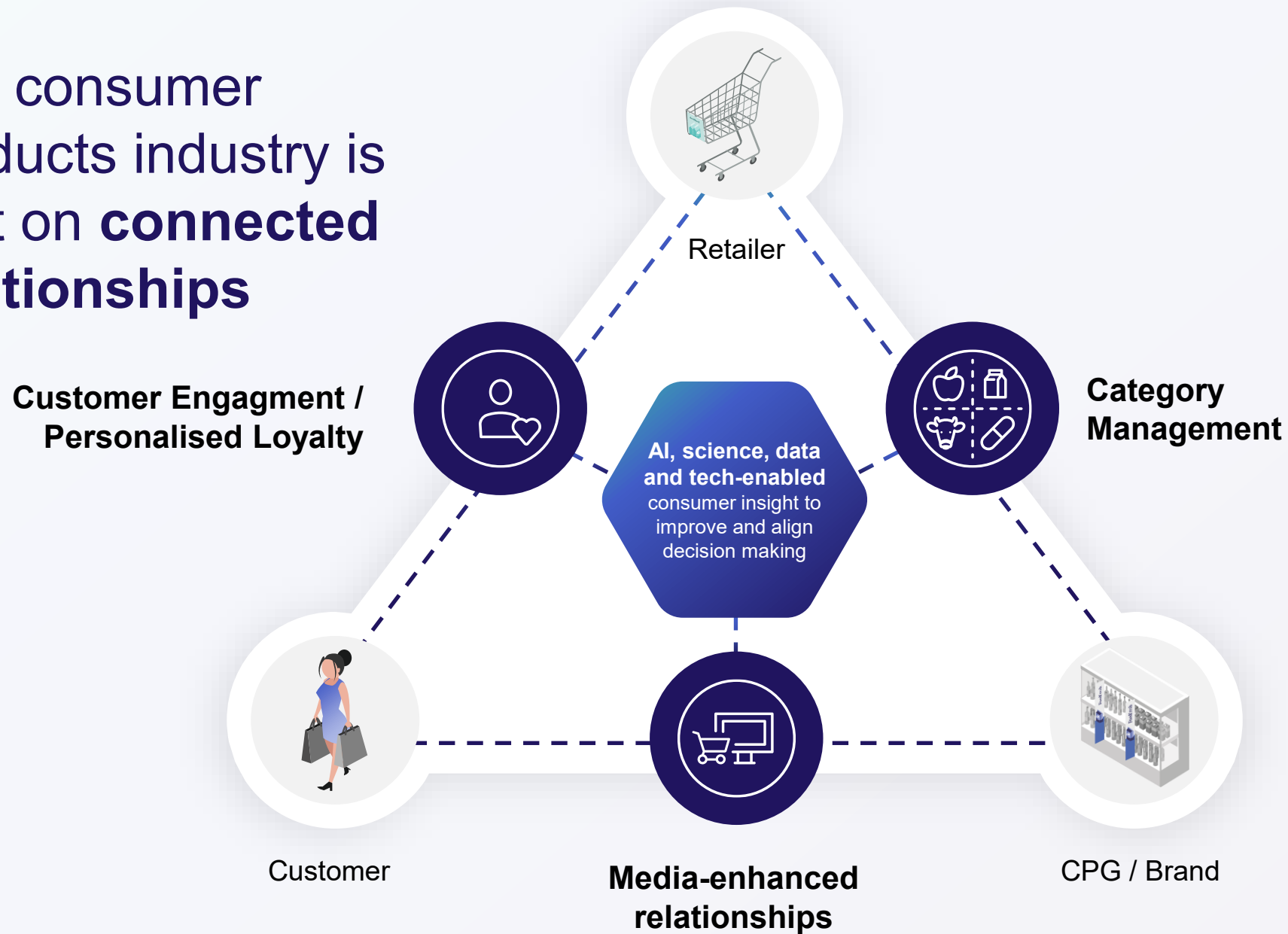
Redefining Brand and Retailer Collaboration for the Agentic Commerce Era

Josh Bottomley
Chief Executive Officer

24 June 2026

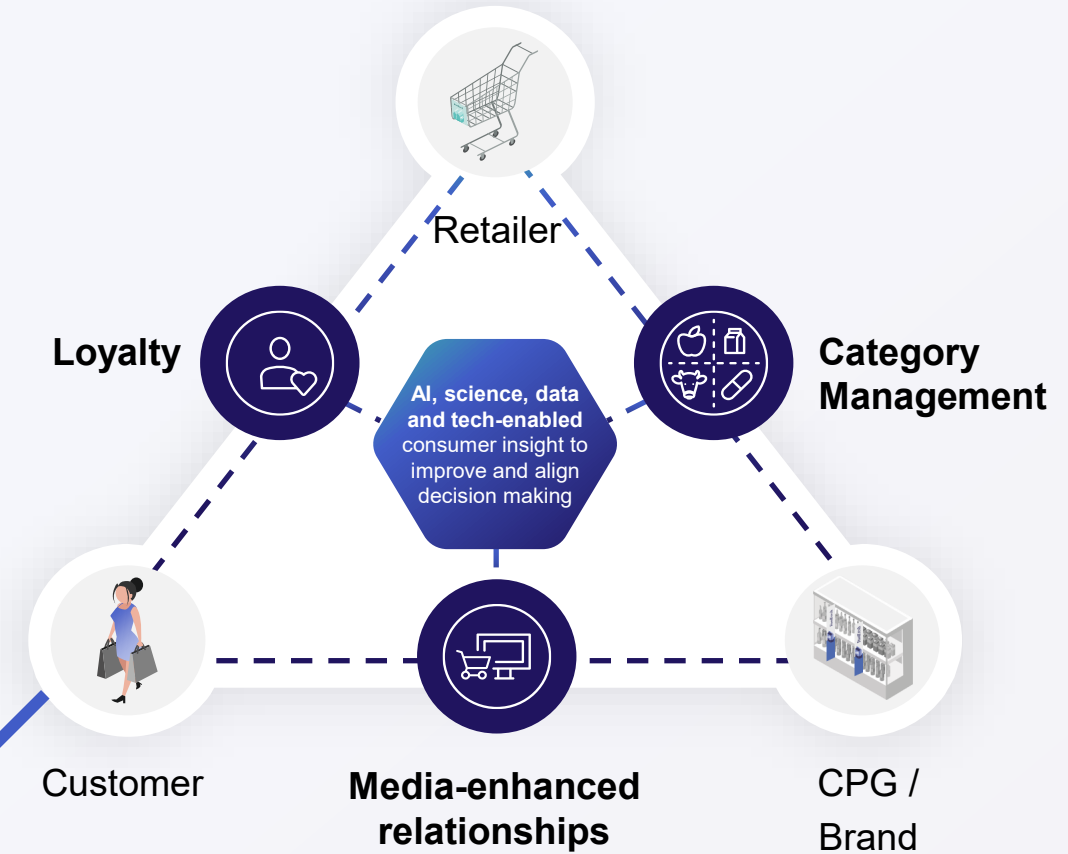
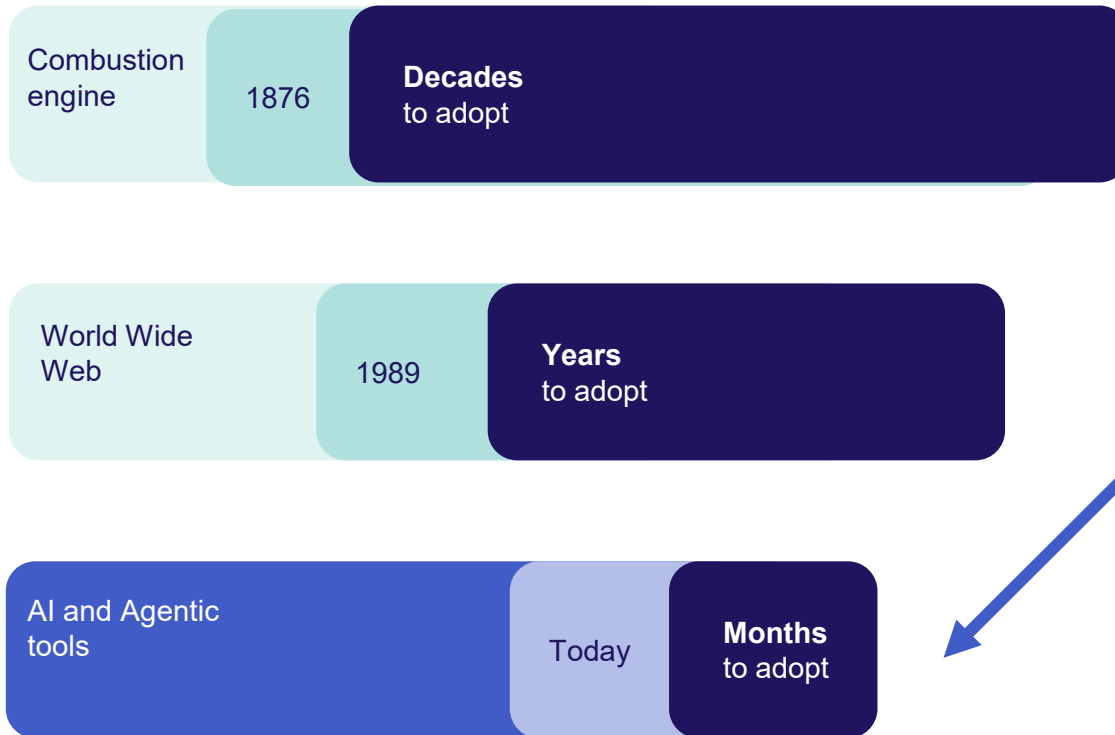


The consumer products industry is built on **connected relationships**



Agentic Commerce:

Customer adoption at a different speed

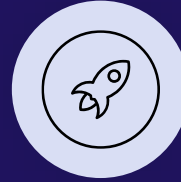


Agentic Commerce - the challenge:

For retailers and brands, loyalty must now be earned twice – from the customer, and from the AI agent the customer chooses or authorises



Risks:



Being left off the platform agent shortlist



Being represented by scraped, unverified information



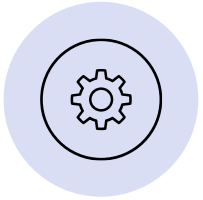
Being outpaced by more conversational competitors

Why this requires a different type of collaboration

Retailers and
CPGs pull 'levers'
independently...

...whilst knowing
everything is
connected...





Top 10 predictions for how these relationships will change

The future of the Retailer – Brand relationship



How we **set up** together

Cadence
Transparency
Constraints

Continuous **joint** **business planning**

Automated analytics
& **data**
transparency

Sustainability &
health embedded in
execution



How we **work** together

Roles
Behaviours
Ways of working
Framework

The **role of the** **buyer**

Win-Win-Win
mindset & alignment

Integrated
customer process

Omnichannel
planning and
execution



How we **win** together

Outcomes
Accelerators
New frontiers

Performance-led investments

Retail media as an
integrated
investment

Collaboration
beyond categories

1 Continuous joint business planning

FROM

Annual
Business
Planning



TO

**Multi year
agreements** and
shared growth
drivers,
continuously
reviewed



2 Automated analytics and data transparency

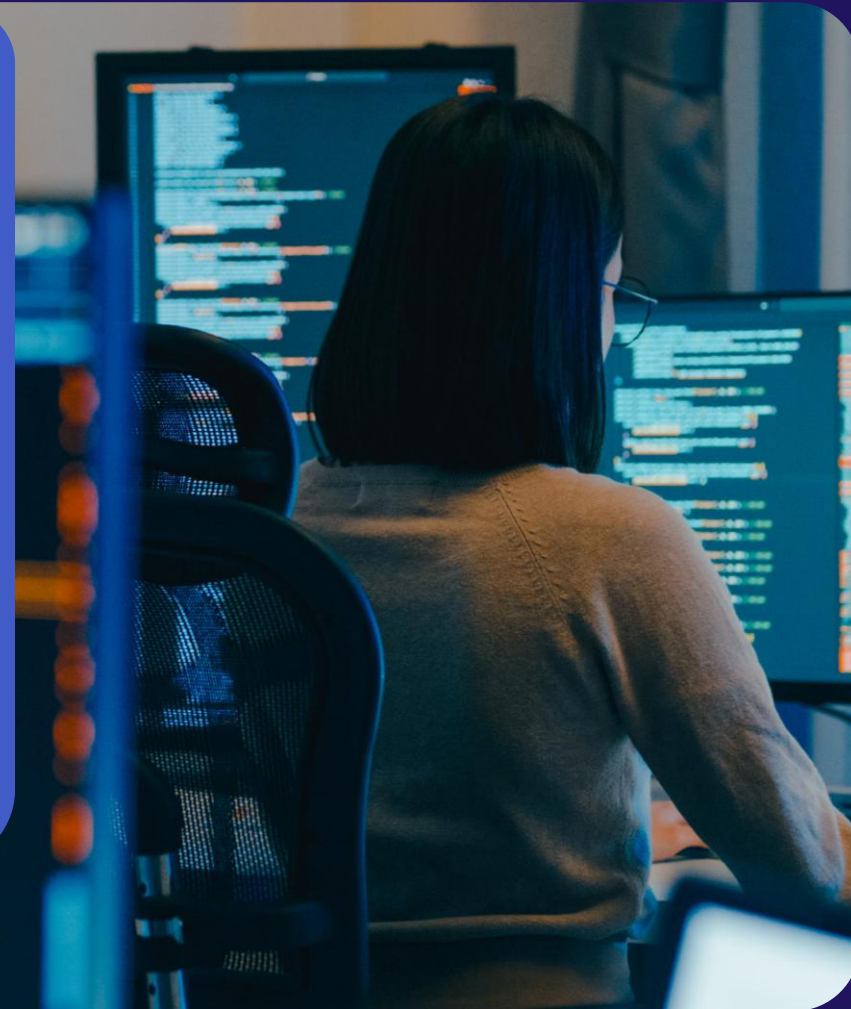
FROM

Manual
analysis and
delayed
decisions



TO

AI-powered,
real-time
decisions,
fuelled by data
transparency
and exchange



3 Sustainability & health embedded in execution

FROM

From
isolated
pledges

TO

Day to day
execution, embedded
in category decisions,
space allocation and
scorecards



4 The role of the buyer

FROM

Margin-
focused
buyers and
category
captains



TO

Supported by AI
driven analysis,
**buyers will
orchestrate**
total category
value alongside
supplier partners



5

Win-win-win mindset & alignment

FROM

Oppositional
negotiation



TO

Joint value
creation, with
**aligned
objectives and
mutual
accountability**



6

Integrated customer process

FROM

Siloed
optimisation
by function

TO

Integrated,
customer-first
orchestration across
all levers



7 Omnichannel planning and execution

FROM

Separate
physical and
digital
planning

TO

Unified, “phygital”
category
management



8 Performance-led investments

FROM

Opaque trade
investment
and unclear
returns



TO

Investment tied
directly to
**measurable
outcomes**



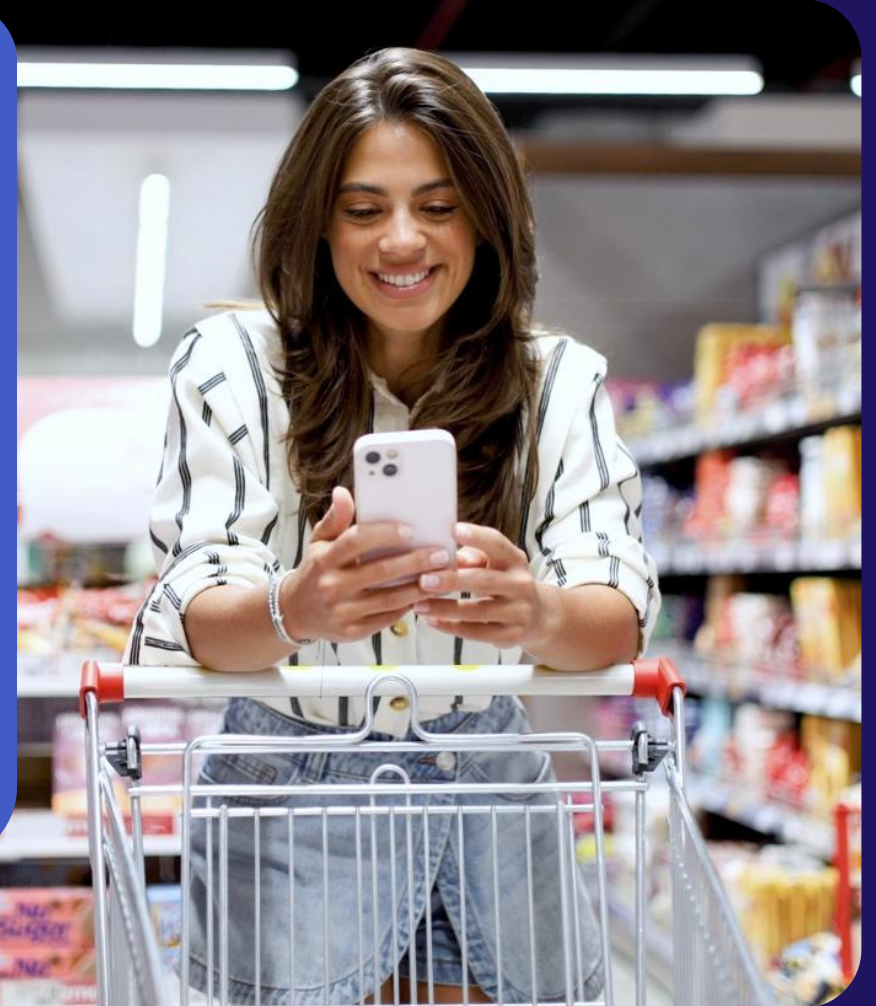
9 Retail media as an integrated investment

FROM

Media as a
marketing
add-on

TO

Media as a core
merchandising
lever



10 Collaboration beyond categories

FROM

Linear
retailer—
brand
relationships

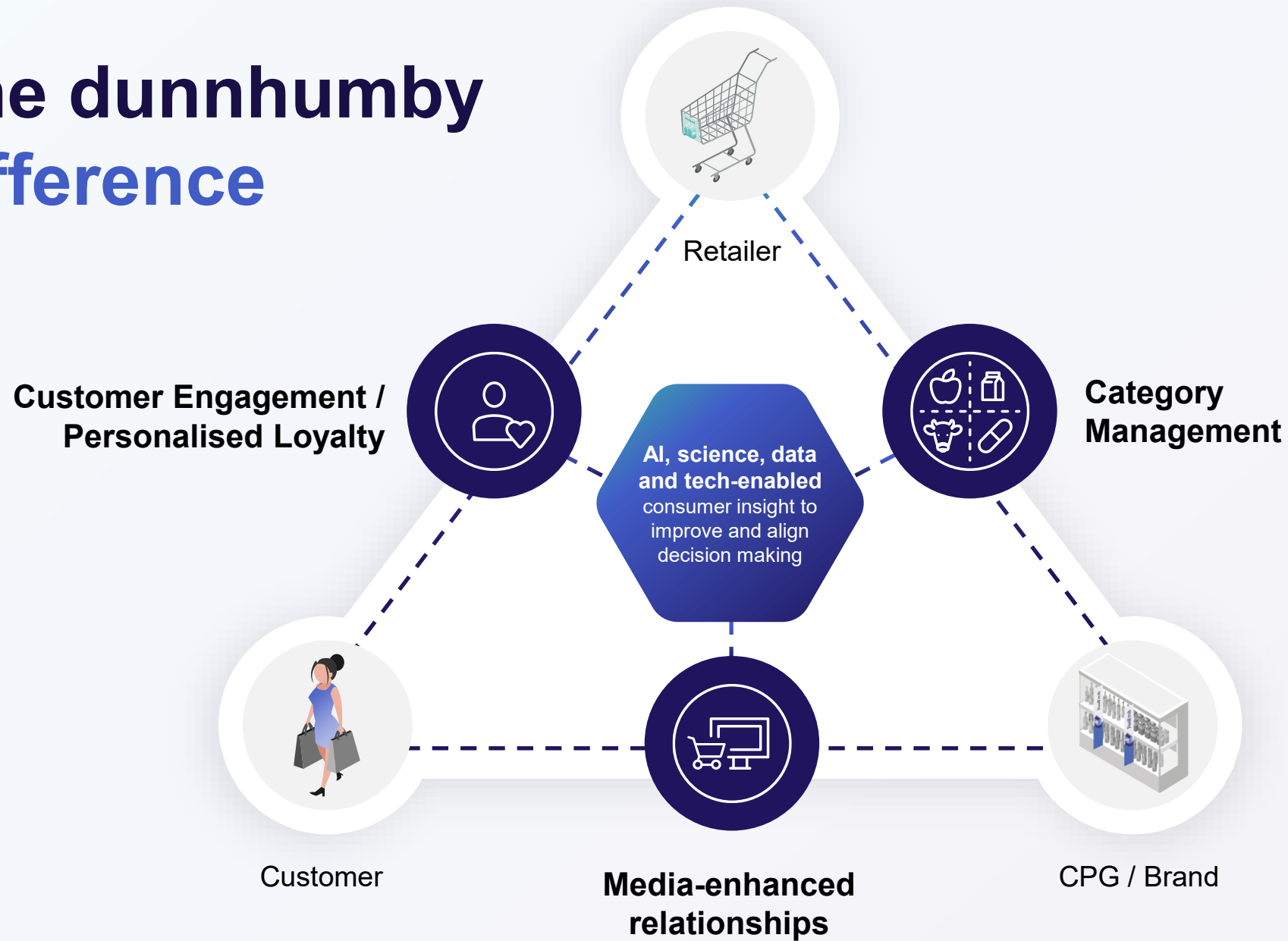


TO

Connected, multi-
partner **ecosystems**
spanning media,
data, services and
experiences

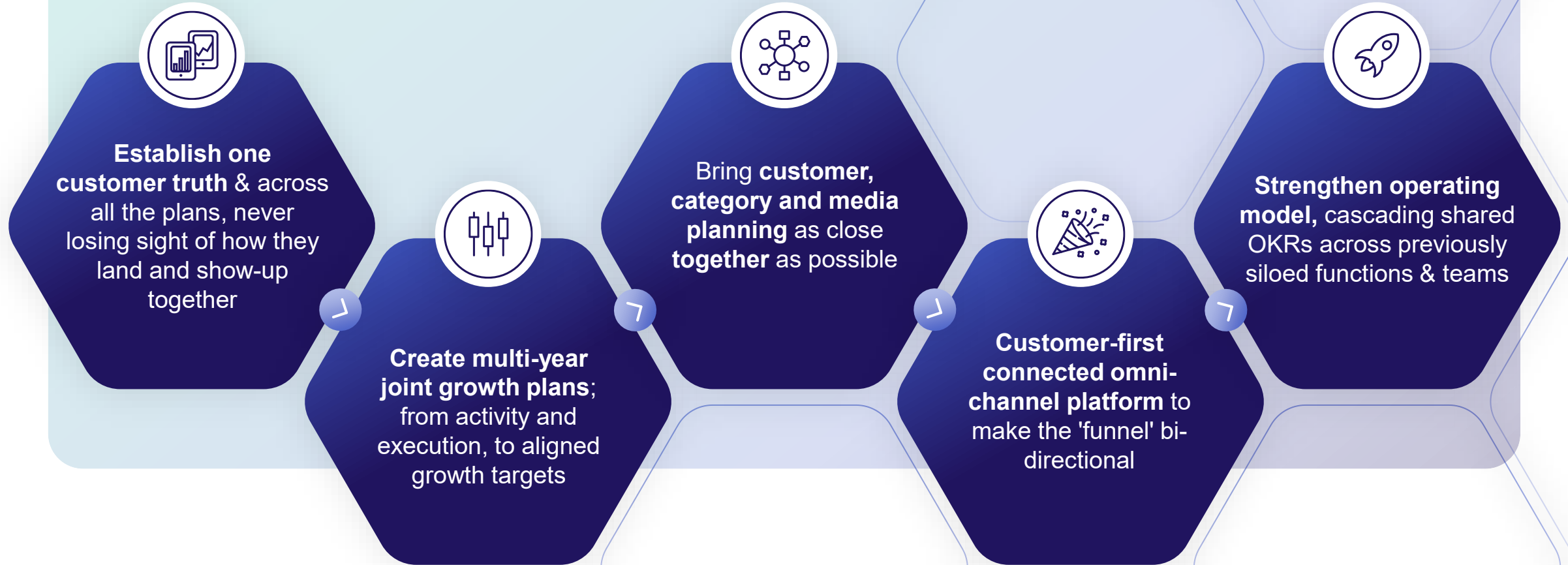


The dunnhumby difference



The no-regret moves that every retailer and brand can make

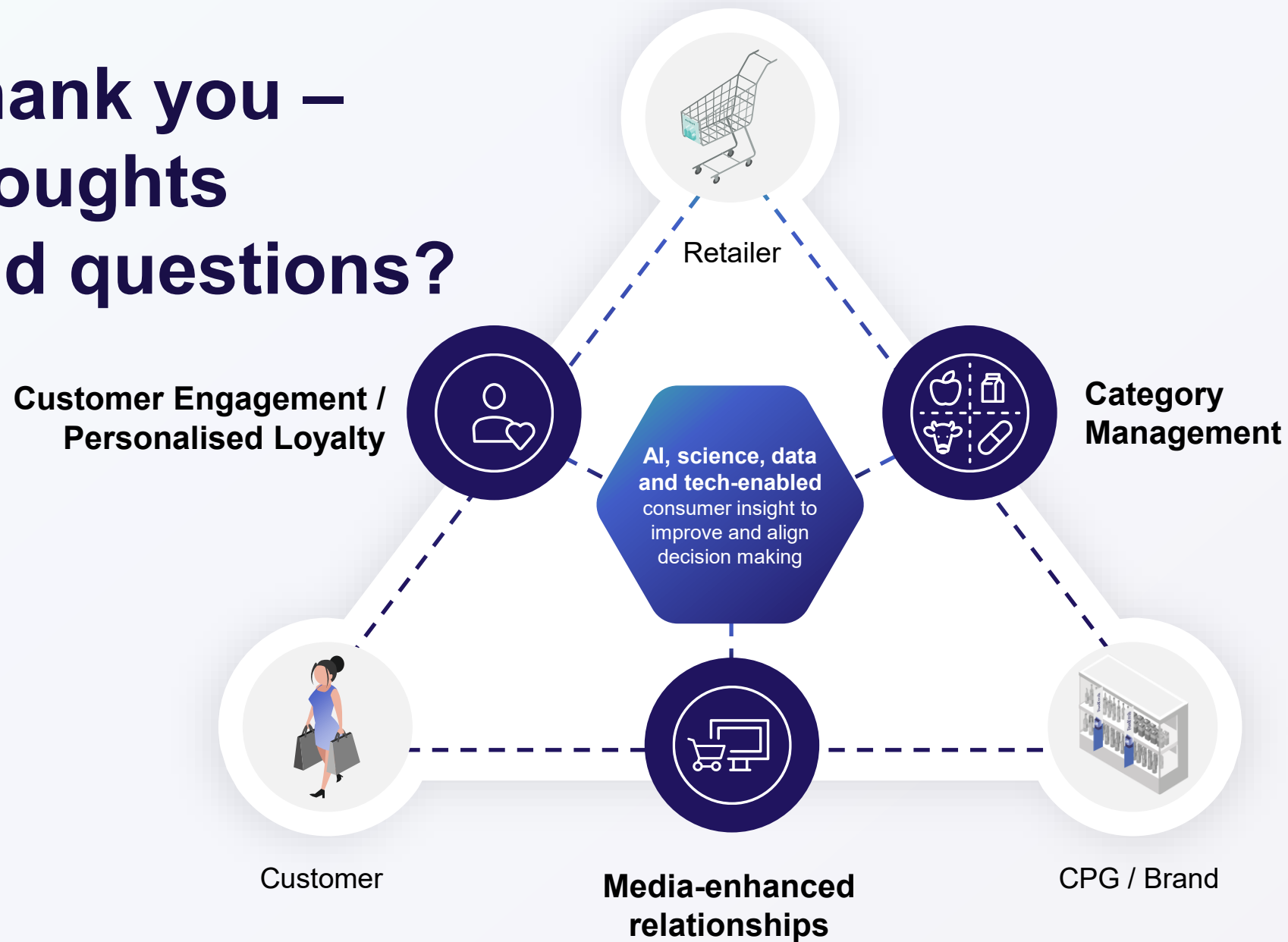
In an **always-on, AI-driven, multi-lever model** – the forces driving change for retailers and brands are structural, immediate, and irreversible.



Final thought: **Everything is changing...except the purpose**



Thank you – thoughts and questions?



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