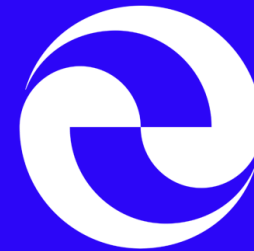




# Smart Cart Revolution in Physical Retail



Global  
Summit  
Vienna 2026

How Ecosystem Collaboration Transforms the  
In-Store Experience



# TODAY PHYSICAL RETAIL FACES UNRESOLVED TENSIONS

## **Paradox 1** Digital Shoppers ↔ Analog Stores

Despite decades of digitalization, stores remain fundamentally analog

## **Paradox 2** Copilot ↔ Harassment

Shoppers want help, not commercial bombardment

## **Paradox 3** Proof ↔ Promises

Brands demand measurement and ROI, not potential

# OUR SPEAKERS



Philippe Brochard

Chairman of the  
Advisory Committee

**Hanshow**



Michel Itié

Transformation  
Director

 **infomil**



Florian Burgstaller

CEO

**shopreme**  
www.shopreme.com



Romain Charles

CEO

 **Luckycart**

# From Scan & Go to Smart Cart

## From Process Automation to Experience Transformation

Digital customers demand digital experiences — but most stores still operate in analog environments.

### Scan & Go

(First Digital Pivot)

Handheld device

Category-driven

Efficiency tool

Transaction focused

Isolated function



### Smart Cart

(Next Evolution)

Digital platform

Shopper need-driven

Experience enabler

Journey-centric

Integrated ecosystem



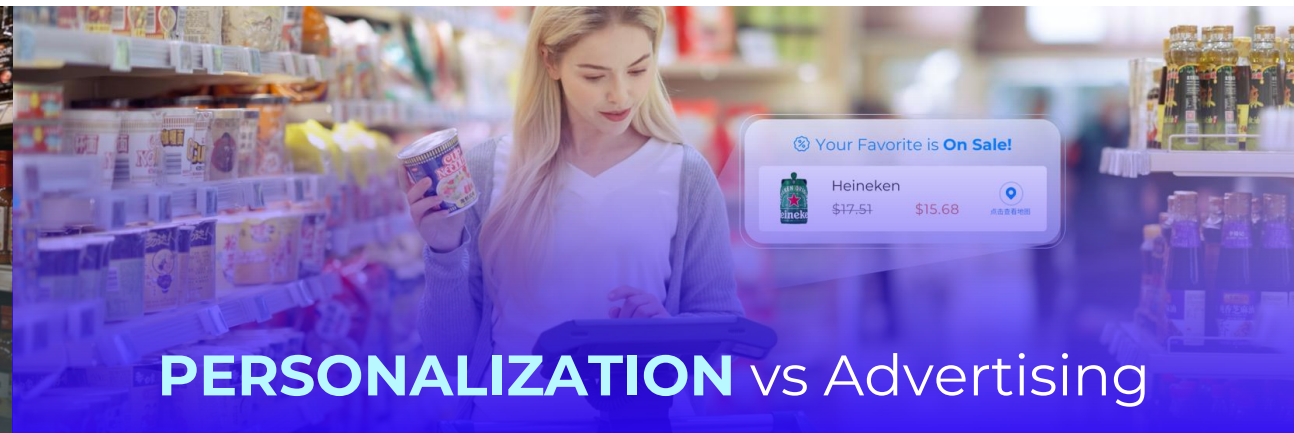
# COPILOT INTELLIGENCE

Contextual Relevance: The Copilot, Not the Salesman



## ACTIVATION vs Promotion

- Right moment, right location, right need
- Contextual intelligence, not algorithmic guessing
- Shopper-driven timing



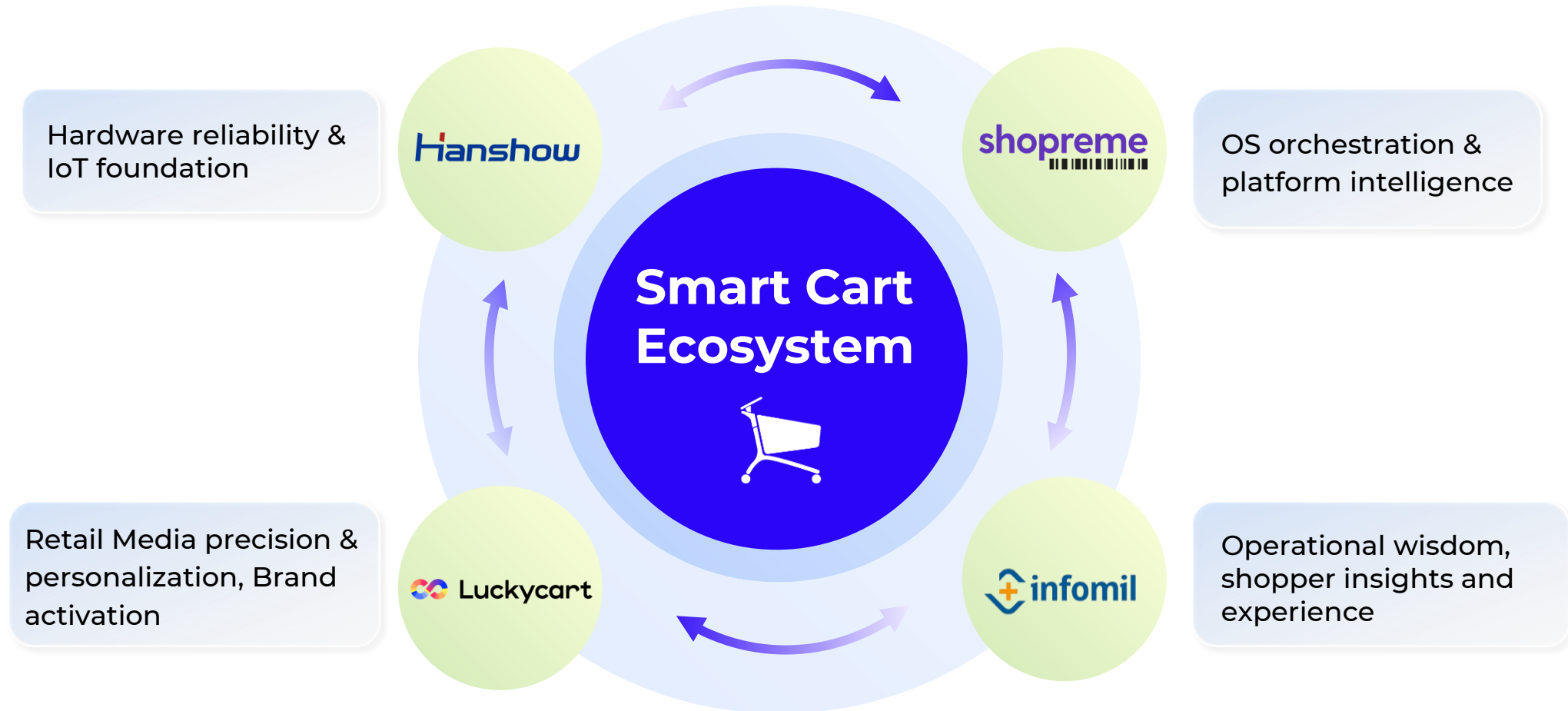
## PERSONALIZATION vs Advertising

- Shopper agency respected
- Helpful guidance on their terms
- Genuinely relevant, not intrusive
- Need-based, not push-based



# ECOSYSTEM POWER

No Single Player Can Deliver This. Ecosystems Can.



Hanshow x shopreme x Luckycart



Tap anywhere to begin

**Coke** Ever?  
#TakeATaste



**-25% OFF BARILLA  
PESTO & SAUCES**



# The Holy Grail Delivered: Online Precision, Offline

## ✓ Targeting Precision

Same accuracy as online campaigns

## ✓ Real-Time Measurement

Live campaign performance tracking

## ✓ ROI Tracking

Guaranteed, measurable returns

## ✓ Closed-Loop Conversion

Complete attribution from impression to purchase



The Consumer Goods  
FORUM

# BRAND VALUE PROPOSITION

From Faith-Based Spending to Data-Driven ROI

What Brands Have Been Waiting to accelerate RM investments in store

- ✓ Online-level targeting precision
- ✓ Real-time campaign measurement
- ✓ Proven, guaranteed ROI
- ✓ Closed-loop attribution
- ✓ Data-driven optimization



# Q&A SESSION

Your Questions, Our Ecosystem Answers



**Chairman of the  
Advisory Committee**

**Hanshow**



**Transformation  
Director**

**infomil**



**CEO**

**shopreme**  
BY THE WAY OF THE FUTURE

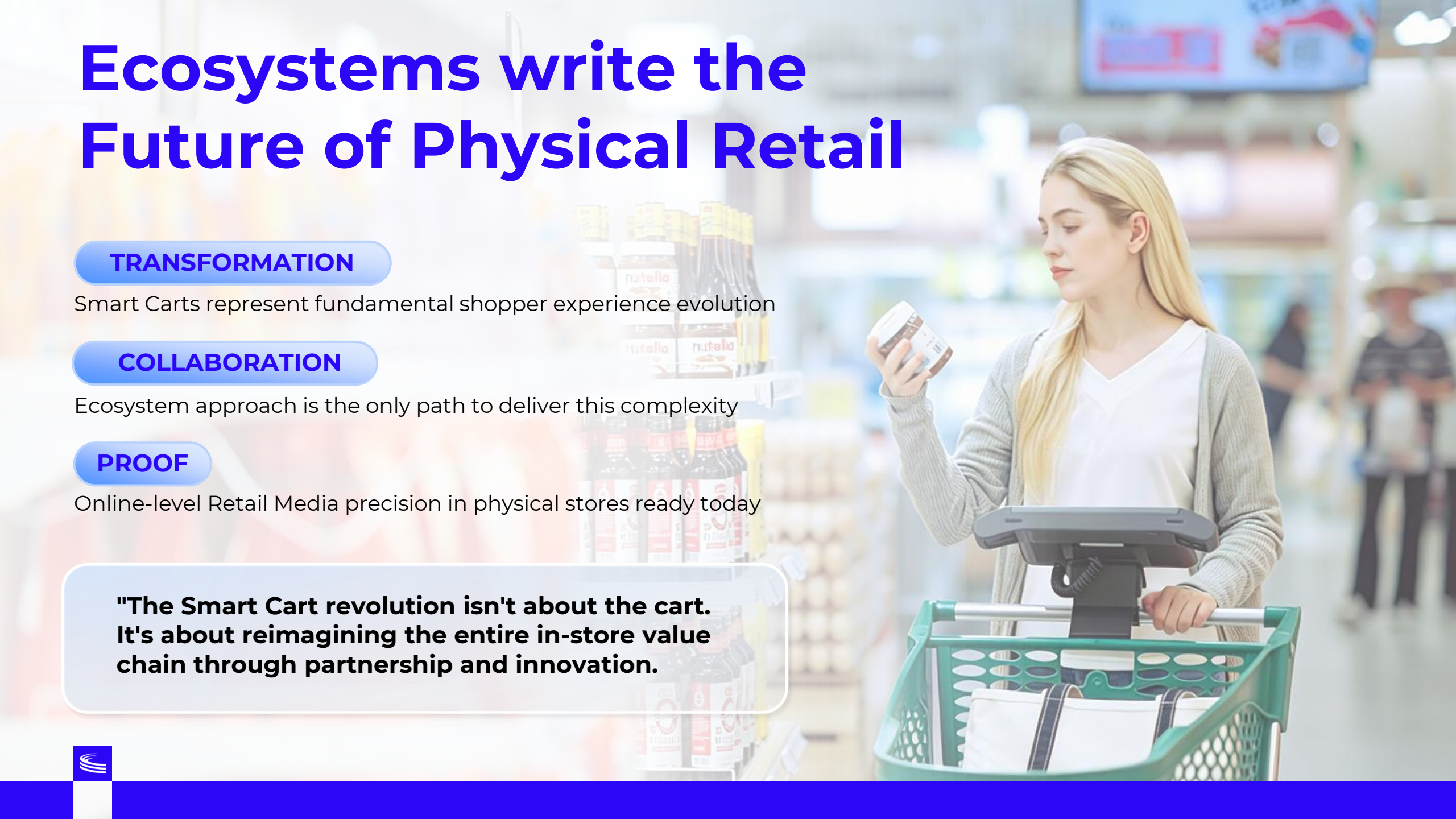


**CEO**

**Luckycart**



# Ecosystems write the Future of Physical Retail



## TRANSFORMATION

Smart Carts represent fundamental shopper experience evolution

## COLLABORATION

Ecosystem approach is the only path to deliver this complexity

## PROOF

Online-level Retail Media precision in physical stores ready today

**"The Smart Cart revolution isn't about the cart.  
It's about reimagining the entire in-store value  
chain through partnership and innovation."**

