



RETAIL SOLUTIONS

Connecting Brands and Consumers
for Over 25 Years



Retail Display Experts

Welcome

Welcome to CJ Retail Solutions. I am extremely proud to have watched our business develop and grow over the past 25 years into the market leading Retail Marketing Solutions business we are.

We, as a team, are extremely passionate about connecting brands and consumers within retail environments. This is what drives us and we always strive for excellence and innovative thinking in everything we do. We continuously ensure exceptional delivery, added value and maximum return on your valuable investment.

With CJ Retail Solutions your brands and your business are in highly experienced, passionate and very safe hands.

Chris Langford



About CJs

Delivering Exceptional Results...since 1995

CJ Retail Solutions was created in 1995 to provide a dedicated, superior quality Point of Sale Installation and Maintenance service.

The business has grown exponentially since that date and now delivers a complete range of Retail Marketing Solutions for retailers, agencies and brands on a global scale.

What makes us truly unique is our consultative approach to working with all our partners ensuring bespoke Solutions created to fit your individual needs and requirements.

We make a potentially complex process very simple and add value at every stage of the campaign.

For over 25 years we have developed a reputation for **efficiency, excellence** and **dependability** across our range of in-store services.

We make it our goal to maximise every opportunity to bring retailers, brands and consumers together to result in your goals of consumer penetration, increased basket spend and/or more regular frequency of purchase.



Award winning



Over 25 years' experience



Global coverage



Extensive retail and brand client base



Dedicated, accredited team of experts



Market leaders

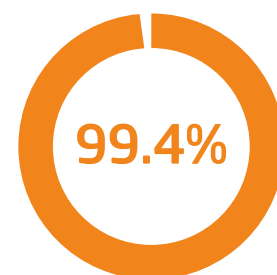
Outstanding Results. Guaranteed.

Led by People

It is our people that have been a key driver in our success. It is their personal commitment to excellence and dedication to achieving our clients goals that deliver the most impressive SLAs in the industry.

Supported by Innovation

Our dedication to continuous improvement has driven us to create our own pioneering, reporting systems providing our clients with authoritative information to make informed decisions with real confidence.



Average Compliance Score

65,000+

Installations

40,000+

Maintenance Calls

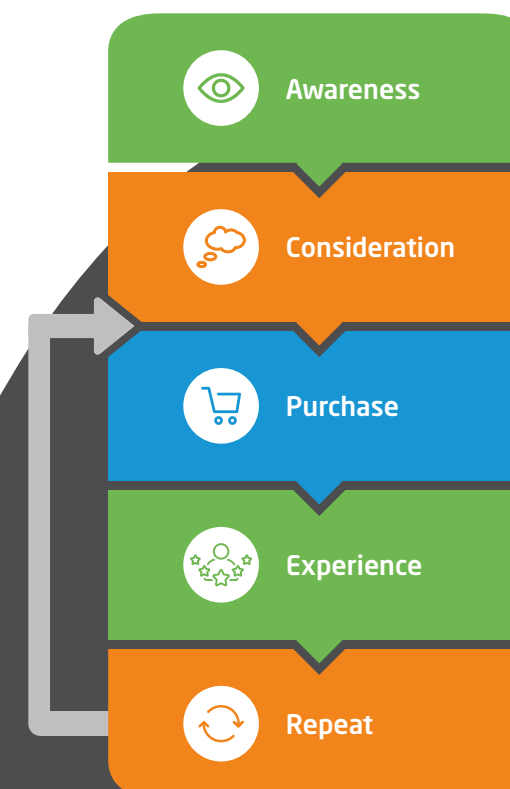
55,000+

Audits & Surveys

160,000+

Global Total Site Visits

12 months to 10/12/2021



Shopper Event & Path to Purchase

We love shoppers - we genuinely enjoy understanding their behaviour and being part of their purchase.

Understanding the shopper and their journey towards purchase is key - we truly believe that whatever stage of the shopper's path to purchase you work on, it is imperative to understand the bigger picture of the complete journey and the ways shoppers can be 'nudged' along the path towards a purchase (penetration) - plus be encouraged to make a repeat purchase (frequency of purchase).

Establishing a calendar of in-store events aligned to your specific category and target shopper is also invaluable in driving shopper purchase and category growth.

Our Services

We pride ourselves in offering market-leading Services always underpinned by our Core Values and Foundations (our DNA).

These Core Values and Foundations have been honed over 25 years to ensure excellence in everything we do.

Our experience in Principal Contracting guarantees a seamless, end-to-end solution ensuring ease and peace of mind for you and your project.

All our Services are supported and enhanced by our in-house training academy to ensure our engineers have the skills to deliver optimum results.



Installation

We professionally install a vast range of Retail Display and Point of Purchase (POP) fixtures to support in-store marketing campaigns across large retail estates.

From one-off flagship stores to campaigns involving thousands of retail outlets, we can deliver any kind of retail display installation and build – from simple POP installations and POS siting to hi-tech interactive displays involving premium electronics and security equipment.

Personally Installed

CJ Retail Solutions have global installation teams who personally take your POP materials to every retail outlet on your schedule ensuring they are correctly installed and deliver in-store compliance.

Personally Managed

To support our installers, every single POP installation project is directed by a dedicated project manager who works closely with each client to define every aspect of the project delivery.

Personally Controlled

To maintain our exemplary SLAs each member of our field installation team receives in depth training on every aspect of the POP installation project.

By monitoring and measuring every element in the process, we can achieve maximum compliance levels, delivering improved brand visibility and maximise return on investment for our clients.

It is our aim to deliver a 100% successful POP installation programme for every client.



Solutions

- Temporary & permanent displays
- Branded bay & aisle construction
- Gondola End & Feature Space
- FSDU implementation
- Security device and asset tagging
- External & Internal signage
- Shop-in-shop build
- Retail signage, graphics & interactive/digital displays
- Re-siting and recycling

Maintenance

We undertake large-scale Retail Display Maintenance contracts and tactical campaigns for some of the World's leading brands and retailers, protecting their brand image and equity and, crucially, ensuring that their products are fully working and effectively promoted to maximise sales opportunities.

Through a combination of proactive and reactive in-store calls, and flexible scheduling we maximise ROI on any maintenance budget.

Dynamic Solutions

POP installation is only the start of the story. It doesn't matter how much time and effort you have invested in developing an impactful POP display, the reality is that if this is poorly maintained, brand performance will be affected.

Maximising Return on Investment

Our POP Maintenance teams are here to ensure that your displays are maintained to the highest standard, so that they continue to maximise customer engagement and deliver against your objectives.

Solutions

- Preventative site visits
- Reactive/emergency site visits
- Repair, replace, clean
- Phones, tablets, TV maintenance
- Testers & samples replenishment
- Spares management
- Safety checks
- Security device repair



Protecting your Brand

If your product isn't on display or is poorly promoted it won't sell. We can assist in managing your retail estate to not only protect your expensive equipment and units but, as importantly, protect your brand equity and values.

Delivering the Detail

Our teams are fully trained to all internationally required legislation to maintain a full range of retail displays and will undertake the replacement of damaged or lost equipment, repair of interactive display units, replace bulbs and batteries, clean the displays, undertake PAT testing and update samples as required.

Audits and Surveys

We are the industry leading provider of retail compliance audits and site surveys, working with both brands and retailers to help deliver enhanced impact for their products resulting in increased sales and a maximised return on investment.

Retail Compliance Audits

A tailored retail compliance audit provides information at a micro level about exactly what is happening with your brands from shelf to basket. Using a fully bespoke questionnaire we can capture the data you need for immediate and long-term planning and decision-making.

Analysing the results of our audit will help you develop an ongoing awareness of the operational delivery of your brand's identity. This will enable you to initiate strategic and tactical programmes, ensuring that corporate identity standards are being maintained and that all other standards meet your requirements.

Site Surveys

An extensive retail estate requires ongoing monitoring and control. Regular, independent site surveys allow you to increase your understanding of what is happening within your retail estate, no matter how large or how small.

A site survey facilitates more effective retail asset management, helps you optimise fixture and display content and so enables you to develop each store within your portfolio to maximise operational effectiveness.

Solutions

- Corporate identity compliance analysis
- Legal POP compliance analysis
- Promotional space assessment and opportunities
- NPD executions
- Print & POP requirements
- Gap analysis
- Pre-installation site surveys



Principal Contracting and H&S

As a Principal Contractor our wealth of experience means we are ideally placed to take control of your multi-contractor projects to ensure seamless, co-ordinated and safe delivery. We have the right people, skills, knowledge, training and experience to plan, manage and monitor the health and safety of all on-site staff.

Our SSSTS qualified site foremen ensure safety is at the heart of everything we do. Whether it be CDM regulations & CPP creation, or managing multiple contractors on site.

We offer a flexible approach dependent on each project. Our 3 tier Principal Contracting Solution allows us to flex, based on your specific needs and requirements:



Standard

3rd Party Management on-site.

For example: x1 brand and/or merchandising + x1 discipline (i.e. electrician).



Advanced

Management of multiple 3rd parties on-site across multiple disciplines. For example: brands, electricians, joiners & other installation companies.



Premium

Full project management plus management of multiple 3rd parties on-site across multiple disciplines.

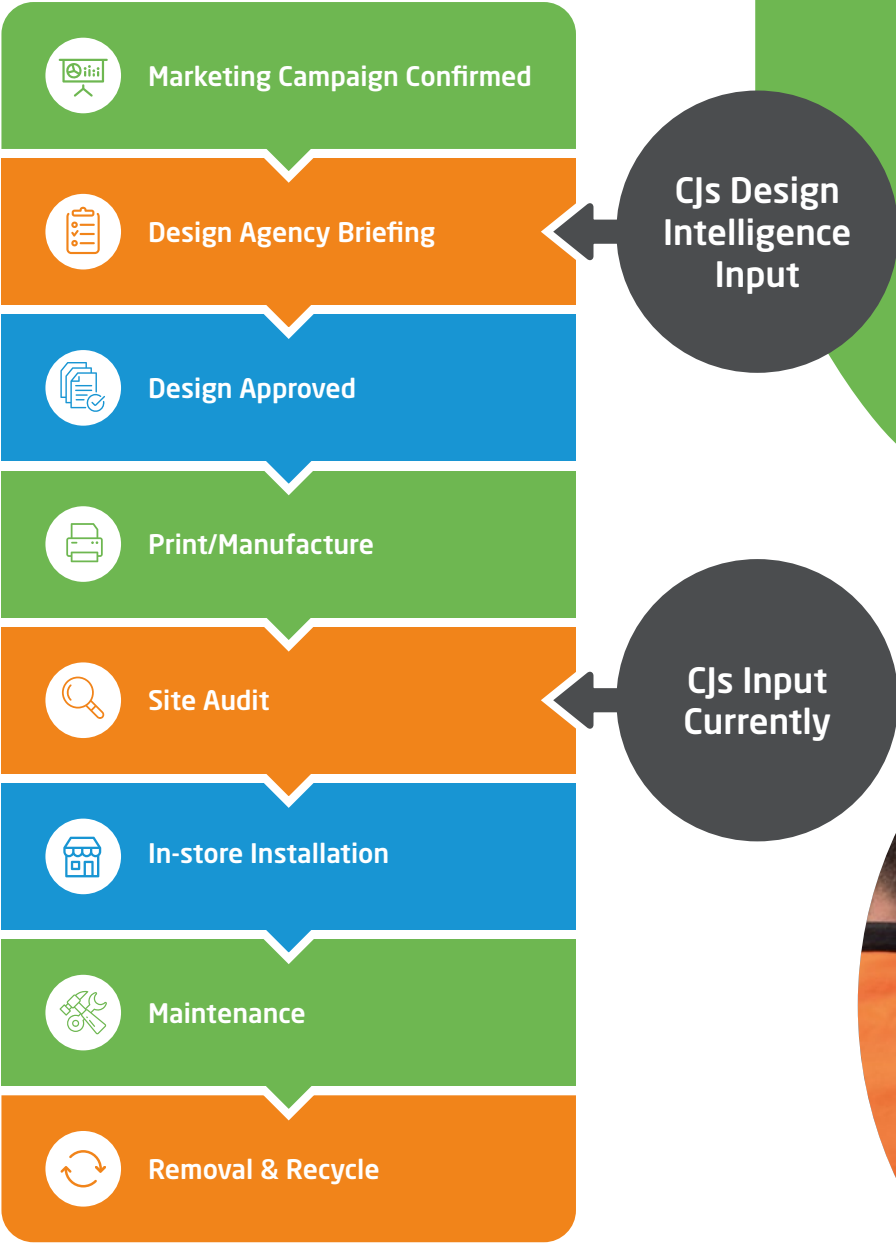
| | Standard | Advanced | Premium |
|---|----------|----------|---------|
| Planning | | | |
| Agree objectives, review pre-construction info, prepare phase plan including R&Rs, pre site induction briefs and booking of permits/guards. | ✓ | ✓ | ✓ |
| Define project scope, with specific elements/deliverables as agreed. Management of multiple projects across disciplines. 3rd party supplier management and/or sourcing. | ✗ | ✓ | ✓ |
| Full project evaluation. Cross functional project management of commercials, operations, suppliers and reporting to governance groups. Project risk register and management of manufacture. | ✗ | ✗ | ✓ |
| Implementation | | | |
| Secure site, provide welfare facilities and H&S inductions. Management and supervision of all on-site parties and contractors. | ✓ | ✓ | ✓ |
| Detailed capture of any site snagging. | ✗ | ✓ | ✓ |
| Compliance monitoring, issue resolution, providing and co-ordinating corrective measures. CJRS app and platform available for all parties. | ✗ | ✗ | ✓ |
| Post Implementation | | | |
| Comprehensive handover of the Health & Safety File to relevant parties. | ✓ | ✓ | ✓ |
| Top level feedback on all projects. | ✗ | ✓ | ✓ |
| Detailed feedback on all works and corrective plan of action to address unresolved issues. | ✗ | ✗ | ✓ |

Design Intelligence

Our 25 years' experience means we know a lot about the Installation and Maintenance of Retail Display and Signage, but it also means we understand how the design and manufacture of your valuable assets can unfortunately become uneconomic and inefficient if the right things have not been considered in the planning process.

By involving CJs at the earliest stage of your in-store marketing plan, we can help ensure the optimum design and manufacturing profile of your in-store display and signage through Design Intelligence to drive optimum results, efficiencies and ultimately save you time and money.

- Benefits**
- Completely fit for purpose design and manufacture
 - Installation efficiencies
 - Time saving
 - Cost savings
 - Logistic efficiencies
 - Efficiencies of removal and recycling
 - Global partner network for all your design and manufacture requirements



Asset Management

At CJ Retail Solutions we are acutely aware of the value and importance of your in-store assets. They showcase your valuable products and ensure consumers are more likely to choose you in their purchase decision. This is why effective management of your assets is key.

As part of our end-to-end solution of developing, installing and maintaining your in-store assets, we are also highly experienced in tagging and tracking each asset to ensure you always look your best in-store and that you get the best possible return on your investment.

Asset Tagging & Maintenance

We will ensure that the right and most efficient maintenance is carried out in-line with your life-cycle and warranty expectations. Asset tagging enables us to deliver the most effective Solution for you and your specific requirements.

Bespoke Solutions for you

We can create Asset Management reporting directly in-line with your needs and requirements. From QR codes to portals, from retailer 'self-service' to interactive elements - all enabling full visibility and control for you and the most effective information for us to manage your assets with excellence. Just get in touch and we will create the perfect Solution for you.

Benefits

- Simplification of asset tracking
- Enhanced visibility
- Inventory identification & control
- Improved asset management
- Enhanced in-store quality for consumers
- Reduced asset 'down-time'
- Auditing & compliance
- Reduction in theft and loss

Print & Signage

As part of our end-to-end Retail Solutions, we provide Signage, large format print and campaign delivery and installation for all In-Store Environments. We have worked for many years with a large range of global brands and retailers and have supplied and installed a wide variety of signage Solutions.

We can produce anything from external & internal signage, illuminated build up letters, stunning window displays, floor graphics and commercial branding.

Our Process

We have the resource and network in place to ensure your brand is connected locally, regionally and globally. Through our consultative approach, we collaborate and discuss ideas together; with our experience & knowledge in retail design Solutions and your brief, we find the right signage installation solution for you. We can manufacture and install all signage resulting in cost savings, time efficiencies, control and reduced carbon footprint.

Challenge us!

As with all our service offerings, we offer creativity, experience and flexibility to ensure your vision comes to life as efficiently as possible. Whether a new brand, a re-brand, a seasonal event, in-store zoning, an NPD launch, a refresh or something else on your Annual Masterplan - we have you covered.

Benefits

- Efficiencies through end-to-end production and installation
- One supplier for ease of project management
- Our Installation experience will help guide the design and production process
- Management expertise of large scale in-store campaigns throughout retail
- Full consideration of the least environmental impact of both the production and the removal/recycling of your signage



CJ Tech

Our bespoke CJ Tech Solutions offer unprecedented efficiency and visibility of your campaign. Our in-house App enables our field operatives and engineers to efficiently and effectively report on job progress in real time. This information is then immediately available to the client via our Portal, providing full transparency of your project.

Good enough is, quite simply, not good enough. We know that our people are the best there are, so by giving them the best tools possible we can deliver outstanding service to our clients. To meet this challenge we developed a pioneering in-house data-management system.

At the start of every project, a bespoke Portal is established. Via this Portal you are able to view the current situation on every aspect of your campaign, from project planning to pick & pack to field operation.

Real-time reporting? Complete transparency?

Yes. Every element of our Portal is designed to ensure that you, and we, know exactly what's happening with every project at every moment of the day or night. Complete control and visibility, every step of the way.



Solutions

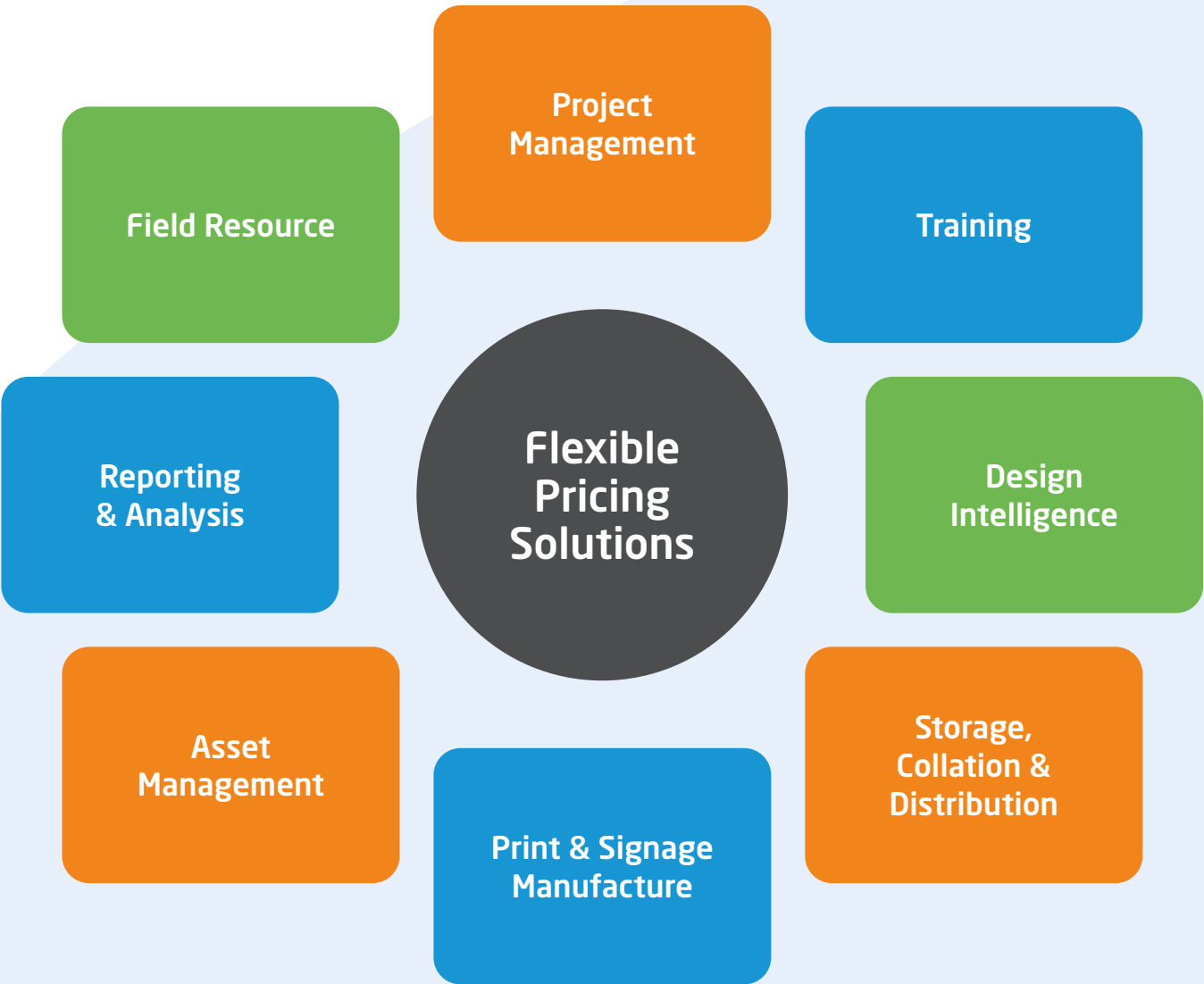
- **Our in-house reporting tool offers 24/7 web Portal access** – including the ability to design and customise your own reports
- **Compliance Auditing** – you can view live store data by category or department to track ROI
- **Surveys** – we conduct online questionnaires and supply live data in real-time
- **Heat Mapping** - visually demonstrating common ranges of date - such as customer flow around a store. Hot spots would indicate where customers appear most or less frequently. Heat Mapping allows us to ask specific questions about a product or fixture, e.g. how easily a SKU is located on a particular shelf
- **CAD Annotation** - using the latest tablet technology, we can annotate survey findings directly onto a CAD drawing to represent particular findings such as out of stock products, missing POS and planogram compliance
- **Completion Reporting** – we capture photographs and electronic signatures to provide evidence of completed projects
- **Live Inventory Reporting** – we can track POS at all times allowing you to plan better and reduce out of stocks
- **Cost Analysis** – we can provide a comprehensive breakdown of spend by channel

Flexible Pricing Solutions

We always look to achieve the very highest levels of efficiency in every job we undertake with the aim of achieving maximum compliance.

However, we understand that every campaign is different and requires varying degrees of resource, expertise, project management, reporting, logistical support and more.

This modular approach allows us to consider each of these individual elements to arrive at a pricing solution perfectly matched to your brief to deliver the best return on your investment.



The Environment & Sustainability

In today's environmentally conscious climate what happens to display material when it comes to the end of its shelf life is just as important as its success in-store.

CJ Retail Solutions not only recognises the need for environmentally sensitive waste management policies, but proactively seeks new ways to reduce our environmental footprint in every project we undertake.

Our Environmental Impact Policy

At CJ Retail Solutions we take a holistic view of the work we do, which includes its impact upon our people, our customers, their customers and the environment in which we all live.

We unfailingly seek to ensure that every aspect of our activity is conducted in accordance with sound environmental practices.

Although we are not a manufacturer, we still recognise that our activities have an environmental impact and it is therefore a company objective to minimise negative impact through an effective Environmental Management System.

Measures adopted for the implementation, maintenance, monitoring and improvement of this policy include:

- Compliance with all relevant regulatory requirements and legislation
- Working closely with customers to find a POP solution that minimises the environmental impact and maximises the opportunity for recycling waste
- Engendering environmental awareness and vigilance in personnel at all levels within the company and taking appropriate corrective actions to reported problems and preventative actions to potential problems
- Ensuring that all personnel understand their responsibilities with regard to the requirements of the Environmental Management System
- Setting environmental objectives and targets to continually improve our environmental performance and therefore reduce pollution, and use measurement, inspection, audit and review to monitor progress towards them
- Considering the environmental impact when deciding on capital expenditure



Led by People. Delivering Results.

- We are ISO 14001 accredited
- We recycle over 90% of our clients' old POP material
- We operate within Environmental and SEPA Guidelines
- We are a Waste Carriers Licence holder
- Our staff are trained by the Chartered Institute of Waste Management
- Using regional training centres reduces 'training miles' travelled by field staff
- Our use of vehicle tracking technology improves fuel consumption



Certificate number 1961
ISO 9001
ISO 14001



Accreditations

Our in-house training academy is accredited to deliver training through Highfield Awarding Body for Compliance (HABC). This allows us to provide others with

quality, nationally recognised qualifications, as well as providing our own personnel with the most comprehensive, fit-for purpose training possible.

| |
|-----------------|
| CSCS |
| PASMA |
| SPA |
| ISO9001 |
| ISO14001 |
| ISO27001 |
| IOSH |
| Safe Contractor |
| PAT |
| NEBOSH |
| PRINCE2 |
| SMSTS |
| SSSTS |
| SEDEX |
| ALTIUS |
| Highfield |

| |
|---|
| Construction Skills Certificate Scheme |
| Prefabricated Access Suppliers and Manufacturers Association |
| Safety Pass Alliance |
| Quality Management Systems |
| Environmental Management Systems |
| Managing Information Security |
| Institute of Occupational Safety and Health |
| Health and Safety competency of contractors and service providers |
| Portable Appliance Testing |
| National Examining Board of Safety & Health |
| Foundation and Practitioner Levels |
| Site Management Safety Training Scheme |
| Site Safety Supervisor Training Scheme |
| Nationally recognised Health and Safety certification |
| Nationally recognised Health and Safety certification |
| Awarding body of compliance |





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for Over 25 Years

Our Services include:

| | | |
|-----------------------------|-----------------------|---------------------|
| Retail Display Installation | Principal Contracting | Print & Signage |
| Retail Display Maintenance | Design Intelligence | Electrical Services |
| Retail Audits & Surveys | Asset Management | Training Academy |

