



April 2023 Executive Sales Briefing

Key Takeaways:

- Lids unveiled the second location of their new retail store called Lids HD (Hat Drop).
- Fanatics has acquired the leading Italian sports merchandise company Epi.
- The new Walmart app home page of the revamped Walmart app has a similar design as social media.
- All Bealls department store locations will be rebranded to be called “Bealls Florida”.
- Amazon has used artificial intelligence to help stop the sale of counterfeit goods on their website.
- Analytics company GlobalData expects the global secondhand market to grow by 21% annually over the next 5 years.

First Look: Lids to Open New Concept Store in Houston

- Lids unveiled the second location of their new retail store called Lids HD (Hat Drop).
- The idea of the store is to sell limited quantities of fitted hats that are only released once a week on Fridays at 10am CT. The new store in Houston will release the hats at the same time as the original location in Queens, NY.
- The concept of the retail store is the same as their website lidshd.com, which releases two different lines of hats per week.



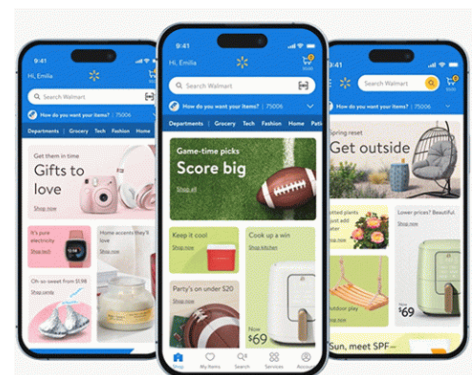
Fanatics Acquires Italian Sports Retailer

- Fanatics has acquired the leading Italian sports merchandise company Epi.
- Epi operates the official retail stores and online stores of the Italian Football Federation and many clubs in the top level of Italian soccer.
- Fanatics has made international expansion a priority. They have partnerships with Formula 1, International Olympic Committee, UEFA, English Rugby, some Japanese Baseball, and other big market soccer teams.



Walmart Revamps Website and App to Resemble Social Media

- The new Walmart app home page of the revamped Walmart app has a similar design as social media. The features it brought over from social media include bright imagery, live video, and the infinite scroll.
- Walmart also designed the app to show customers relevant items for that particular time. This would include seasonal items such as holiday gifts and items that would be popular for watching a ball game.
- “This new homepage is just one more way we’re improving the online shopping experience to make it more compelling to shop with us” – Tom Ward, executive VP and chief e-commerce officer at Walmart.



Bealls Rebranding Its Two Largest Chains with These New Names...

- The rebranding includes merging their 600 “Bealls Outlet” and “Burkes Outlet” stores to all be called “Bealls”.
- All Bealls department store locations will be rebranded to be called “Bealls Florida”.
- The goal of the rebrand is to decrease confusion and increase brand awareness.
- Bealls has opened over 150 store locations in the last two and a half years



Amazon Stops Millions of Counterfeit Goods with Help From AI

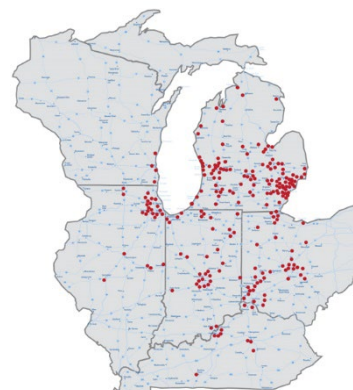
- Amazon has used artificial intelligence to help stop the sale of counterfeit goods on their website.
- The number of blocked attempts to create a new selling account has dropped drastically over the last three years. In 2022 only 800,000 attempts to create a new selling account were blocked. In 2021 that number was 2.5 million and it was all the way up at 6 million in 2020.
- Even though the number of blocked attempts to create an account dropped drastically, the number of valid notices of copyright infringement dropped by 35% in 2022.
- The program saw a lot of success this year as Amazon intercepted and disposed of 6 million counterfeit goods and referred 1,300 criminals for investigation around the world.



April 2023 Executive Sales Briefing

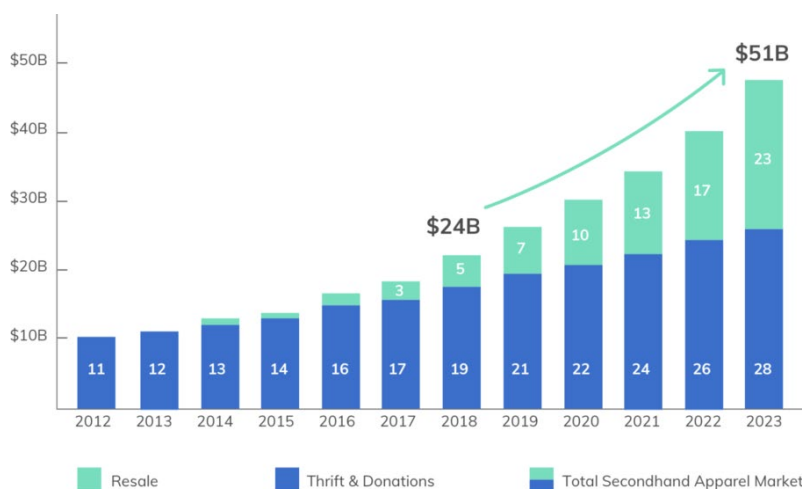
Meijer Expanding in Indiana

- Opening their 42nd Indiana location with a supercenter in Elkhart, IN
 - 159,000 square feet
 - Usual grocery store staples along with sections for pets, electronics, sports, apparel, and toys
- The chain employs over 10,000 Indianans
- Meijer became the first retailer to allow customers to use SNAP benefits to purchase through Flashfood, a program that gives big discounts on food nearing its expiration date designed to eliminate food waste



ThredUp: Secondhand Market to Double to \$350B by 2027; Most Popular Brands Are...

- Analytics company GlobalData expects the global secondhand market to grow by 21% annually over the next 5 years.
- The average Gen Z consumer:
 - Purchases 40% of clothing second hand
 - 82% consider the resale value before purchasing
 - 64% consider buying secondhand before buying new
- Retailers have high hopes for their own secondhand systems with 82% of them expecting a positive ROI.
- The percent of people who spend more on secondhand apparel than new is 37%. Of those consumers, 63% of them increased how much they spend because of inflation.



Total Secondhand Apparel Market to Double in 5 Years with Resale Sector Driving the Growth



April 2023 Executive Sales Briefing

Articles Sources:

- https://chainstoreage.com/first-look-lids-open-new-concept-store-houston?oly_enc_id=1794C5395267C0U&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://chainstoreage.com/fanatics-acquires-italian-sports-retailer?oly_enc_id=9174G5166345D8D&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://chainstoreage.com/walmart-revamps-website-and-app-resemble-social-media?oly_enc_id=9174G5166345D8D&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://chainstoreage.com/bealls-rebranding-its-two-largest-chains-these-new-names?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&oly_enc_id=9174G5166345D8D
- https://chainstoreage.com/amazon-stops-millions-counterfeit-goods-help-ai?oly_enc_id=9174G5166345D8D&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://chainstoreage.com/meijer-expanding-indiana?oly_enc_id=9174G5166345D8D&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://chainstoreage.com/thredup-secondhand-market-double-350b-2027-most-popular-brands-are?oly_enc_id=1794C5395267C0U&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker

Graphic Sources:

- https://chainstoreage.com/first-look-lids-open-new-concept-store-houston?oly_enc_id=1794C5395267C0U&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker
- https://www.juventus.com/images/image/private/t_editorial_landscape_12_desktop/dev/bcmldymgrrx8smavobmn.jpg
- https://assets1.chainstoreage.com/styles/max_width_480/s3/2023-04/walmart-mobile-app.gif?itok=cCOXA0za
- <https://retailrestaurantfb.com/bealls-inc-plans-significant-retail-portfolio-rebranding/>
- https://www.meijer.com/content/dam/meijer/campaign/meijer-fleet-services-card/2019/digital/assets/20190219_1x1_fleet-card-map.jpg
- <https://images.squarespace-cdn.com/content/v1/5c18dc3970e802ba6bb1cd75/1569859721087-RY7ZW3BI45X1PZK708UG/Screenshot+2019-09-27+at+14.05.19.png?format=1000w>