



August 2023 Executive Sales Briefing

Key Takeaways:

- Ace Hardware has already opened 100 locations this year and will open 70 more before New Years Day.
- The Mall of America has been named Chain Store Age's top retail center experience in America for 2023.
- Analyst firm IHL Group estimates that the top 212 public retailers and restaurants in North America will have \$1.5 trillion financial impact from artificial intelligence through 2029.

Dick's Sporting Goods opens nine House of Sport stores — with more to come

- Dick's Sporting Goods' House of Sport format includes experiences such as climbing walls, golf bays with TrackMan simulators, and baseball cages inside of the over 100,000 square foot locations.
 - Some locations include fields outside to be used by the community for sports or be turned into an ice rink in the winter.
- "It's exciting that the feedback from customers has been so positive and the communities see the stores as a destination," said Toni Roeller, Senior VP of in-store environment and visual merchandising.
- The nine new locations bring the total House of Sport locations to twelve. Dick's plans to open 75-100 locations by 2027.



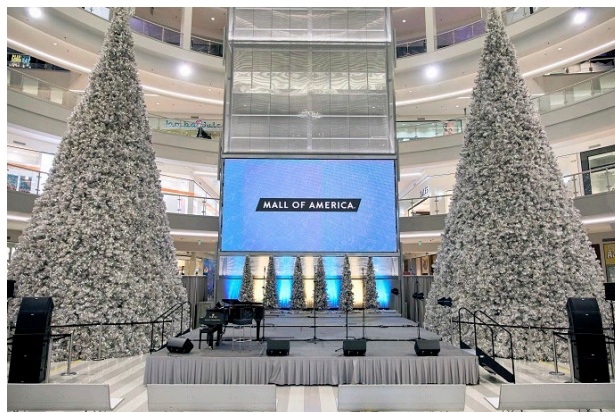
Ace Hardware aims for a total of 170 new stores in 2023

- Ace Hardware has already opened 100 locations this year and will open 70 more before New Years Day.
- The company recently announced they will be opening a new 1.5 million square foot distribution facility in Kansas City, MO to keep up with their growth.
- J.D. Power ranked Ace Hardware the highest in customer satisfaction for home improvement retailers in 2022.



And the No. 1 retail center experience in America is...

- The Mall of America has been named Chain Store Age's top retail center experience in America for 2023.
- The mall covers 129 acres, has 5.6 million square feet of space, over 500 stores, and over 60 restaurants.
 - Over the past five years, the mall has added 70 new brands.
- Heather Swilley, SVP of leasing for the Mall of America, said that "The vast majority of mall tenants are top-end chains, and it's not uncommon for them to be the No. 1 stores in their chains."
 - Some of these flagship locations include a Lululemon location with a spin studio and juice bar inside, a 24,000 square foot M&M store, and Nike bringing their new Rise concept to the mall soon.
- The mall attracts 40 million annual visitors.



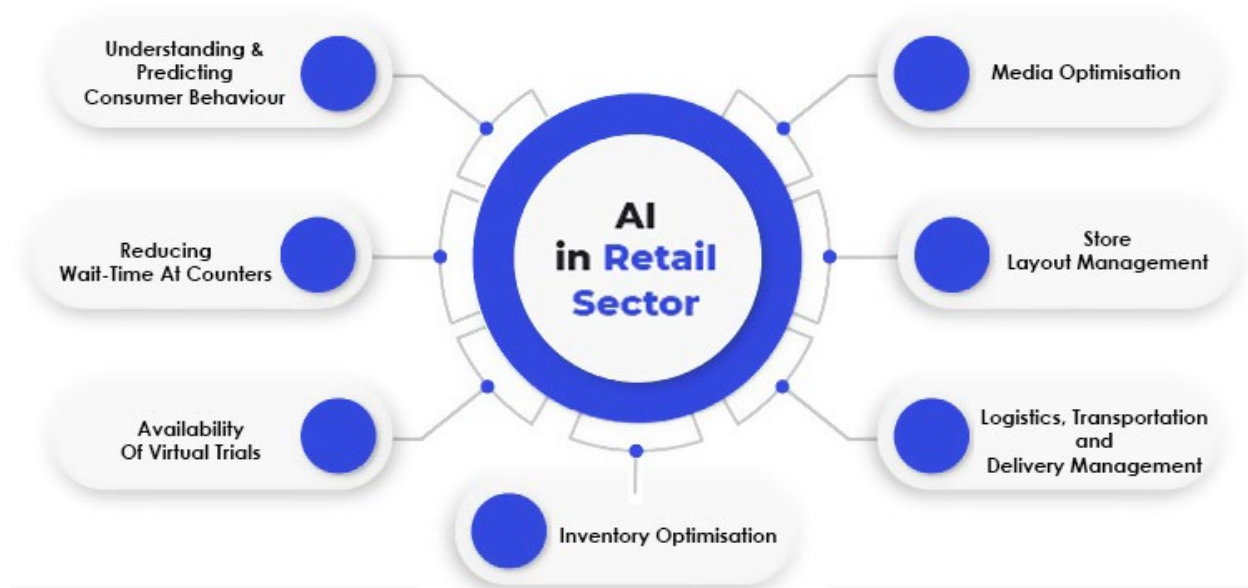
The most engaging website is...

- DesignRush, an internet marketing agency platform, ranked the top websites by engagement. They considered monthly search traffic, accessibility, average visit duration, pages per visit, and percentage of people who visit one page and leave the website.
- The rankings:
 1. YouTube
 2. Live.com (Used for Microsoft services)
 3. LinkedIn
 4. X (formerly Twitter)
 5. Amazon



Study: AI will have a \$580 billion impact on Amazon and Walmart

- Analyst firm IHL Group estimates that the top 212 public retailers and restaurants in North America will have \$1.5 trillion financial impact from artificial intelligence through 2029.
 - They estimate that of that \$1.5 trillion, Amazon and Walmart will see \$580 billion of that financial impact.
- Amazon and Walmart accounting for nearly 40% of this impact stems from how prepared they are to implement the technology.
 - Greg Buzek, president of the IHL Group, said “The real exponential impact comes when generative AI is added onto the hard work companies have done to clean, tag and manage their core data in customer, inventory and product data for traditional artificial intelligence/machine learning applications”
- IHL Group predicts that 51% of the financial impact from artificial intelligence will come from increased sales.





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Articles Sources:

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- <https://chainstoreage.com/ace-hardware-aims-total-170-new-stores-2023>
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- <https://chainstoreage.com/most-engaging-website>
- <https://chainstoreage.com/study-ai-will-have-580-billion-impact-amazon-and-walmart>

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