

Industry Solution

Supermarket & Retail Industry



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01 Scenario Solutions



Significance of Supermarket & Retail Marketing Upgrades on Smart Robots



Three core competitiveness of supermarkets:

High-quality products, reasonable prices, good services experience

Characteristics of consumption behavior:

- 70% of supermarket consumers don't have any plan, with random shoppers in the majority.
- The average stay time is 15 minutes at a supermarket and 15 seconds in a section.
- 75% of people make decisions in 5 seconds.
- If people don't see what they want, 40% of them will buy something else

Business Pain Pozints:

High cost

- High labor, recruitment, and management costs of salespeople
- Miscellaneous costly expenses and complicated communication and settlement with supermarkets
- High costs of annual updates to advertising materials
- High advertising costs of dynamic videos in supermarkets

Limited marketing patterns

- Fixed display and limited promotion points
- Outdated marketing patterns that no longer attract consumers' attention
- Undynamic, limited, and inflexible advertising and publicity
- Untargeted static advertising that is unable to deliver the intended value



Pudu Robots Understanding of Retail Marketing Scenario

Core target of Smart Robot Marketing Solutions:



Deliver what customers want quickly and efficiently



Deliver exactly what you want to show to the customer

What it takes to be a robot for retail marketing?

1.Efficient & agile	2.Wide coverage	3.Precisely targeted	4.Diversified & flexible	5.Smart & easy
Quiczkly lead customers to desired locations	Spread marketing content to every corner	Deliver the right content to the right person, at the right place, and at the right time	More freedom of choice in functionality to fully meet customers' personalized demands	Make complex supermarket marketing management easy and fun

Mobile Promotion Platform Solution

Bring promotions directly to customers' eyes

The robot can become a mobile promotional platform that travels through the entire store in accordance with the set working mode



Wide Coverage Advertising Solution

Moving screens Maximizes the advertising coverage

The robots will cruise the entire map range and continuously play video advertisements in cycle , delivering the business influence to every corner of the store



Vslam technology well adapted to complex environments

Back rack for delivery paper promotion material

32 " touch screen In-store marketing with a large ad display







Doble screen Top touch screen for UI

Delivery pallet for sample exhibition

18.5" Large Ad Screen

Advertisement easy edition

Cruise Precise Advertising Solution

Deliver exactly what you want to show to the customer

KettyBot can cruise along the preset route in the supermarket and display mobile ads, extending marketing reach to every corner Play designated advertisements at different points to make the brand more influential







Advertisement content can be configured on Pudu Merchant platform

Play designated advertisements at different points to make the brand more influential

Commodity Navigation Solution

Deliver what customers want quickly and efficiently

By searching words or clicking pictures, customers can easily get the information ,and may look for the items with the location they need, then KettyBot will guide them to pick up point



Pudu Merchant platform Commodity catalog and list management tool to make the connection between SKU and location



Time Schedule Solution

7* 24 hour uninterrupted work truly unmanned solution

Schedule robot tasks in advance. The robot will automatically switch operating modes according to marketing demands of different time periods in the operation of supermarkets, which further improves the robot's management efficiency.





With the automatic charging pile, the robot can work continuously for 7 * 24 hours

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				12:00			14:00		Leading mode		
	Account Mana	×		14:00			18:00		Cruise mode		
魚											

Robot Task Settings on Pudu Merchant platform

Operation Management Solution

PUDU Cloud

New PUDU MANAGMENT PLATFORM business cloud+robotics technology cloud

7x24 hours of uninterrupted uploading of business data, facilitating digital management. After the robot is connected to the IOT platform, it can achieve remote software upgrades, fault diagnosis and other services



PC: PUDU Merchant Management Platform

- Fully meets marketing requirements and facilitates business operations of supermarkets:
- Quick editing of personalized ads, music, and voice
- Commodity category management specially designed for supermarkets
- Hierarchical authorization management tailored for supermarket chains



Mobile phone App: Pudulink

- Marketing asset management
- Voice content management
- Anywhere and anytime



Accessories Solution

Abundant accessories , multiple choices

Types of accessories enable the robot more flexibility to perform every task in the best way possible. Product display, drink sampling, and mobile sales Various optional accessories allow to offer a more powerful marketing effect.



Top tray - sample presentation



Tray flap - safer delivery



Sprinkle-proof cup holder - stable bottled drinks

F

Sprinkle-proof cup holder - stable bottled drinks

Configuration recommendation

Marketing Advertisement configuration recommendation



- Commodity Navigation Solution: 1 set for KettyBot for each 800-1000m²
- Wide Coverage Advertising Solution: 1 set for KettyBot or PuduBot2 for each 1500-2000m²
- Cruise Precise Advertising Solution : 1 set for KettyBot for each 1000-1500m²
- Time Schedule Solution
 1 set for KettyBot for each 1000-1500m²,one set of battery

charge station for each KettyBot

Delivery configuration recommendation



- Promotion Platform Solution:
 1 set robot for each 800-1000m²
- For brand promotion solution : 1 set robot for one brand

Operation Data Analysis

	Mobile advertising screen robot	Traditional fixed advertising screen	82	Number of human-robot interactions	
Attractive ability	Make a profound impact through mobile+technology	Mainly graphic and lacking creativity, easy to forget	02	per robot per day	
င္ရွိ Easy Use	easy edition of Ads on merchant management platform	Manual replacement requires manual participation, which is time& labor consuming	2.85	Average daily running distance	
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	Supports mobility, with no fixed coverage limits	The general coverage area is within the range of 0-5m	2.05	2.85km per robot	
Product cost	Only one-time purchase cost	Cost increases linearly with update frequency	1000	recognizes 550 people on a daily basis, and over 1000 people	
P Effective contact cost	1.11CNY/person	1.80CNY/person	1000	are covered by weekend advertisements per robot	
Promotion commission	0	Typically around 2% of gross profit margin	22375	Exposure area of mobile	
Comprehensive operating costs	1000CNY /Mon	5000CNY /Mon	22313	advertising is over 22375㎡ per robot per day	

* Data only for reference, sourced from China, statistics as of May 2023

Customer Value

A differentiated experience to attract more customers

KettyBot redefines customer experience with an eye-catching way to attract customers and a smart, thoughtful way to serve them

A novel approach for in-store marketing

KettyBot allows your marketing campaigns and special offers to reach more customers, delivering a higher conversion.

Manpower shortage is no longer a problem

Multiple delivery mode can well assist stores in completing tasks such as demo delivery , and delivering snacks, which will free up human workers from dull and duplicate tasks.



Robot-human collaboration to improve service and efficiency

Human workers collaborate with KettyBot in away that they can both do what they are best at. KettyBot is ready to assist and improve humankind working experience.

One robot for multiple needs

As a multitasker ,KettyBot can perform several tasks --marketing, delivering, guiding at the same time, assisting from front-end to back-end, meeting the propaganda and delivery needs of restaurants, cafes, bars, barbecue shops, hotels, hospital etc.

Unified management & IoT platform

Users can manage different models of Pudu robots simultaneously and analyze the operation of the robots through Pudu management platform.



Requirement Analysis of Supermarket & Retail Cleaning intelligent Upgrades





Pudu Robots Understanding of Retail Cleaning Scenario

Cleaning Robot for Business Use

To expand the company' s product line of commercial service robots in the cleaning industry and serve multiple cleaning scenarios, Pudu Robotics had created the new Pudu CC1, which is capable of scrubbing, sweeping, mopping and vacuuming, automatically recharging, automatically adding or draining water and digital cleaning





Highlight of Pudu Cleaning Robots CC1





Multi-Machine Intelligent Scheduling Systematic operation of robots in office buildings and residences





Versatile Cleaning

Modular Component Design Accessories such as side brush, roller brush, squeegee, and mopping sweeper can be loaded and unloaded within 1 minute)



5h Continuous Scrubbing

Extra-long run-time for cleaning



Digital Cleaning

Cleaning results are clearly visible in the automatically generated reports



Fit Corners Perfectly Cleans every corner



Auto Recharging & Automatic Water Addition & Drainage

No manual intervention worry-free and labor-saving

Intelligent Cleaning Solution

Intelligent & efficiency Robot Cleaning to set your hands free

According to different functional areas, ground materials, and cleaning SOP requirements to male the cleaning plan correlated with map areas, work modes, time schedule. CC1 can completely executes the cleaning task independently as planned







CC1 workstation

No manual intervention worry-free and labor-saving

CC1 will automatically return to the workstation to charge the battery, fill and drain the water when it is necessary



Customer Value

80%

1 set CC1 daily cleaning area = 8400^{m²} = 1.68 manual daily cleaning area

CC1 can be applied to most application scenarios, reducing the cleaning labor intensity by up to 80%, and the remaining 20%, such as excessively narrow aisles and inconsistent floor conditions, require manual assistance

Cleaning efficiency up to 700-1000 m²/h 1000 It is recommended to configure 1 set of CC1 per 2000 m²

> 3.5h battery charging to full status support :3-4h scrubbing, -5h vacuuming maximum 8 hours sweeping



Simplify your cleaning processes

improve your workflow, pre-set program enables CC1 to start operating automatically and immediately with stable cleaning efficiency and higher quality of cleaning

Lower training and management costs

simple operation and user-friendly interface, set up and use in hours with minimal training

Reduce risks of workforce challenges

Avoid lack of human resource caused by employee absenteeism and turnover .Employees can focus on more complex responsibilities, ensuring more productivity.

Easy improvement for management

Digitization and visualization of cleaning effects with measurable records and reports, custodial inspections can be easily dealt with, and work status can be optimized.

www.eclinepos.com

8



Comprehensive Smart Robot Solution for Supermarkets & Retail

Enjoy yourself the interesting marketing solution design Leave the complex technology insurance to Pudutech













Independent Suspension: Flexible & Stable





Pudu Supermarket & Retail Industry ECO

Establish the supermarket & retail industry ECO with Pudu robot as the bridge

- · Make the supermarket operation more competitive, more efficient in management and more profitable channels
- Make the brand enterprise more influential, market promotion with more innovation
- · Let consumers get better experience, higher efficiency and more intelligent services
 - ————The introduction of more roles makes the marketing ECO of Pudu Robot more diversified and each participant gains more







The New Star is Born



Pudu Robotics had successfully built up its partnership with Carrefour since 2022, which deployed BellaBot units, Pudu's smart delivery robot, at two of its retail stores in Warsaw, Poland at the frist beginning.

Because of the excellent performance ,it became popular rapidly , 20+ units of Bellabot had deployed in different Carrefour retail stores all over the country ,and many more is on planning ...



With the new name : KERFUS Bellabot converted to a Carrefour New Star!



Flexible Business Model





Media Exposure



CarrefourPolska @CarrefourP... · 15分钟 ···· Wspólnie z @PepsiCoPolska rozpoczęliśmy pilotażowy program promocyjny z użyciem nowoczesnych samojezdnych eRobotów #Kerfuś. 2 urządzenia sprzedające napoje #Pepsi oraz chipsy #Lays można już spotkać w sklepach #CarrefourPolska w C.H. #Arkadia i #GaleriaWileńska w Warszawie.



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Pudu Robotics BellaBot Gain Popularity in Carrefour Stores in Poland, Fueling European Growth

NEWS PROVIDED BY SHENZHEN PUDU TECHNOLOGY CO.LTD → Nov 24, 2022, 08:51 ET

SHERZERI, China, Nov. 24.2022./BRNewswerf - Pudu Robotics (PUDU⁺ or "the Company"), a leading commercial service robot manufacturer, has seen great success in its expansion in Poland with its BeilaBot gaining popularity in the country through its collaboration with retailer Camerour.

Carrefor has deployed BeliaBot, PUDU's signature smart delivery robot, in two of its retail stores in Warraw to deliver Popi beverages and chips since Sept 26. The unique shopping experience has been well received by local consumers so much so that the bot, dubbed 'Karfut', has won over the hearts of many Polish shoppers.

In the wake of the growing popularity of Kerfus, Carrefour announced in late October that roadshows and special fan meetings for Kerfus will be organized in over 100 Carrefour stores across Poland.

The deployment of PUDU's smart delivery robots in Carreforur marks a step further in the Company's strategy to integrate technological innovation with the traditional retail industry. The move also reflects PUDU's ambittion to boost interactions between robots and shoppers to entertain consumes while



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Sear



Robotics 24/7 > Topics > Mobile Robots > Services

Carrefour Deploys Pudu Robotics BellaBot at Poland Retail Stores

Pudu Robotics said the robot's cute design has made it popular online.

By Robotics 24/7 Staff · ③ November 28, 2022 · ┩ in ♥ f

Pudu Robotics is celebrating the success of its partnership with supermarket retailer Carrefour, which recently deployed BellaBot units, Pudu's smart delivery robot, at two of its retail stores in Warsaw, Poland.

The service shelf robot, also known as Kerfus, is being used to promote and deliver Pepsi products. Pudu noted customers have enjoyed interacting with the robot and have posted about their experiences with it on social media.

Memeing a robot

"Through the collaboration between Carrefour and Pepsi, Kerfus has become a source of popular memes on social media, particularly on Twitter, where Kerfus fans have been actively engaged in discussions on the bot's adorable design and smart delivery features," the company said. "Such widespread social media responses and recognitions have successfully accelerated the product sales of PUDUs partners."





"The deployment of PUDU smart delivery robots in Carrefour marks a step further in the Company's strategy to integrate technological innovation with



Pudu



The BellaBot features a screen that emotes.



Media markt– Customer introduction

Media Markt

Location: Mariahilfer Straße 42-48, 1070 Wien, Austria Industry: Consume electronics.

Business hours: 9:30-20:00.

Consumer electronics	First tech-village in
retailer : NO.1	Austria
Stores :	Corridors :
1,000+	< 2 meters
Floors :	Workers :
2	30+
Size:53,820 sq ft	Settled brands :
5,000+sqm	Over 30



URL: https://drive.google.com/file/d/1yc-LUEBPfH-8qnwGZ03D4vRcDT3j1OB7/view?usp=sharing

* Relevant statistics as of December 2022



Media markt– Process & Configuration



* Relevant statistics as of December 2022



Media markt– Operation Data

During 2022/9-2022-11

- ✓ Run 381.35 hours
- ✓ Run **139.56 KM**
- ✓ Played 249898 ads
- ✓ Ads played 353.48 hours
- ✓ Navigated 4792 times

Staff care

- 7*24h continue working of robots make staffs' job easier;
- Reduce staffs worklord during peak hours .

Cooperation division of labor

 staffs communicate with customer, kitty broadcast ads & navigation ,Everyone's characteristic makes the best use of it.

* Relevant statistics as a forecast





Media markt– Value

PUDU robots has became a symbol of "Technology & Intelligent" in media markt. As the first tech-village store in Austria, PUDU robots assisted Gerngross reinforce this impression.

Human service

	1 product per man day	50% of the time is spent on navigation	Working 8h per day	905.2\$/month Additional hourly wage increases	2000 people per day
VS	Promotion	Service	Navigation	Costs	Passenger flow volume
Human & Robot service	<mark>No limit</mark> per man day	80% of the time is spent on communication	Working 7*24h per day	275.25\$ Robot monthly cost 629.95\$ Cost saved	2500 people per day

Relevant statistics as a forecast





KettyBot @ GPA, Brazil



KettyBot @ CMART, Malaysia



KettyBot @ Walmart, Chile



KettyBot @ Miles Hypermarket, Jordan





KettyBot @ Mengniu, China



KettyBot @ Media Market, Netherlands

https://www.youtube.com/watch?v=K34nPERi3Qk



KettyBot @ Miles Hypermarket, Jordan



KettyBot @ Tabris, Russia

https://drive.google.com/file/d/1uWD3j2bHIAypQ_ZQJcfJWMHtmsulKMss/view?usp=share_link





BellaBot @ Carrefour, Saudi Arabia



BellaBot @ Gourmet Market, Thailand



BellaBot @ Carrefour, Jordan



BellaBot @ Carrefour, Taiwan

https://drive.google.com/drive/folders/1iCO2Jj3KQL46x9f4KyTKO4dwfFD8Kgu7?usp=share_link





PuduBot @ Homeplus, South Korea



KettyBot @ The Cocoa Trees, Singapore



Cleaning Robot





03 Product Family Matrix


Creating truly useful robot to improve human productivity and quality of life



Product Family





Delivery Robots



BellaBot





PuduBot2

Latest、high-performance、extendable、adaptable, intelligent delivery robot for multiple scenarios



*

Direct mode

 \bigcirc



Cruise mode

Delivery mode Shipping mode



Dish-recycle mode Birthday mode



KettyBot

With Ad screen, serving as both a delivery and





Delivery Robots

SwiftBot



Delivery Robot for Smooth Peak Hour Operations, Redefining Social Interaction between Humans and Robots







Projection



PuduBot Classic Intelligent Food Delivery Robot, Pioneering the







reddot award best of the best

Scheduling

Industry of Trackless Delivery Robots

Independent Suspension

Ultra-long Endurance



3D avoidance



Sun-resistant

HolaBot





First Delivery Robot with Remote Call Notification Function for

Dish-recycle

Multiple Delivery Scenarios

medical waste recycle



Full-Scenario Delivery for Hotels, Offices, Apartments, and **Residential Buildings**





Customized

Independent cabin door











Take elevator

Auto-door

Arrival notification



Cleaning Robots



reddot winner 2023

PUDU CC1

All-Purpose Cleaning Monster: Four-in-One Scrubbing, Sweeping, Mopping, Vacuuming

A machine that integrates sweeping, mopping, vacuuming, and dusting, easily meeting all cleaning needs with just one device





PUDU SH1

Professional Mini Digital Floor Scrubber: A More Professional and Thorough Cleaning Solution

The compact and flexible design allows for easy transition between tasks on multiple floors and surfaces





PUDU Cloud

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1.000			

PUDU Cloud Platform

For distributors

Management platform for managing business opportunities, clues, sub-distributors, merchant customers, and selling robots.

PC – Web

- 1) Singapore Group: https://css.pudutech.com
- 2) Germany Group: https://csg.pudutech.com
- 3) China Group: https://cs-internal.pudutech.com



PUDU Merchant Management Platform

For end-store

A platform for robot configuration, remotely controlling, managing stores and viewing robot operation data.

PC – Web

- 1) Singapore Group: https://businesss.pudutech.com
- 2) Germany Group: https://businessg.pudutech.com
- 3) China Group: https://business.pudutech.com





PuduLink App 【iOS】

PuduLink App 【Android】



IOT Solutions





Accessories Solutions





1-N Customized Solutions

android 📥	API SDK		
PUDU OS	Robot SDK	Skin	Customized Emoji
Customized Voice	Customized Software	Combined with 3rd party hardware	More options to come soon



04 PUDU Introduction

PUDU Introduction

Pudu Robotics

In 2016, Pudu Technology was founded in Shenzhen as a national high-tech enterprise that specializes in research, design, production, and sales of commercial service robots. After seven years of development, Pudu Technology has established hundreds of service points worldwide, with business in over 60 countries and regions, delivering more than 60,000 units. It has become a leader in the field of commercial service robots globally. In the age of intelligence, Pudu Technology will continue to uphold the "inventor's spirit" and solidify its technology, refine its products, create truly useful robot products, and enhance the efficiency of human production and life.

* Relevant statistics as of May 2023

Mission

Use robots to improve the efficiency of human production and living

Vision

To become the world's strongest commercial service robot company

-**Ò**-

BE INVENTIVE BE CUSTOMER CENTRIC THINGKING IN THE LIGHT OF FIRST PRINCIPLES

BE ENTERPRISING & ACCOUNTABLE

*

PURSUING FOR MOVING FAST THE ULTIMATE BE OPEN-UP



EMBRACING CHANGE

Scale Advantage

Globalization

Pudu Robotics has established a business presence in North America, Europe, East Asia, Asia-Pacific, the Middle East and Latin America. The products have been exported to more than 60 countries and regions around the world, covering more than 600* cities worldwide. Pudu Robotics has established a trustworthy international brand image and become one of the representative enterprises of China's "intelligent" manufacturing abroad.



* Relevant statistics as of May 2023



Scale Advantage

Total Sales Quantity

60,000+

60,000+ * units have been sold worldwide

Market Share in All Scenarios

TOP1

The market share in the full range of commercial service robots is No.1

Market Share of the Overseas Catering Industry

>**80%**

Overseas catering industry's market share > 80%

Relevant statistics as of May 202

The world largest commercial service robot manufacturer





Horner and Certification

Certificate & Patent

All of existing products have passed the multi-certification that match the targeting markets.

Pudu Robotics has applied for about 1300* core patents, of which invention patents are over 60%, involving positioning, navigation, motion control, human-computer interaction, robotics arm, servo motor, computer vision, cloud platform and other technical fields.





Operation Advantage

Global Multi-level Sales System





Operation Advantage

Offline Service:

- 1 Year Free Warranty
- 7 × 24 Hours Service
- Local Service & Support

PUDU CARE									
Timely		Profe	ssional		Satisfying				
Global service network in 30+ countries	Exclusive technical expert and local support for customers		Remote and onsite service, free tech training and certification for PUDU robot		Warranty guarantee and value-added service				

Pudu Robotics has a thorough after-sales support system and humanized after-sales policy as well, whenever it is needed, we are going all out to offer service and reach your satisfaction.



Thank you!