



ADAPTIVE RETAIL IS ALWAYS IN VIDEO TRANSCRIPT

How do we get retail from today's uncertainty to tomorrow's resiliency? How do we shift retail from best guess moves to data driven decisions? (Coronavirus) How do we go from COVID-19 to Retail 21? We Adapt.

(New Expectations) We adapt to new expectations. Expectations from what employees may need in a new normal, how investors may evaluate your business in the future and how consumers are looking to interact.

(New ways of working) We adapt to new ways of working. Empowering talent to work from anywhere, viewing competitors as potential allies (technology) and partnering with a technology ecosystem for meaningful shared value.

(New climates) We adapt to new climates. Climates like social and political unrest, (Climate Revolution) economic turns around the world (Challenges) and environmental challenges that demand sincere investment. To Accenture adaptive retail is the new imperative for retailing of tomorrow. The promise of human ingenuity and technology to (Fly Fly) fly through the fog of crystal-clear direction because the bar has been raised and (Adaptive) adapting to new hurdles (Adaptive Retail) is how retail stays resilient.

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