

Electronics & Travel Accessories in Travel Retail





- Who is SKROSS? «Totally Swiss» since 2002
- Presence in Travel Retail
- Brand and product strategy3'200'000 Units per year

SKROSS® 20 YEARS

RULL AMARTIN

IT LUNDON

T HEALTH

About SKROSS



Challenges for Tech Suppliers in Travel Retail

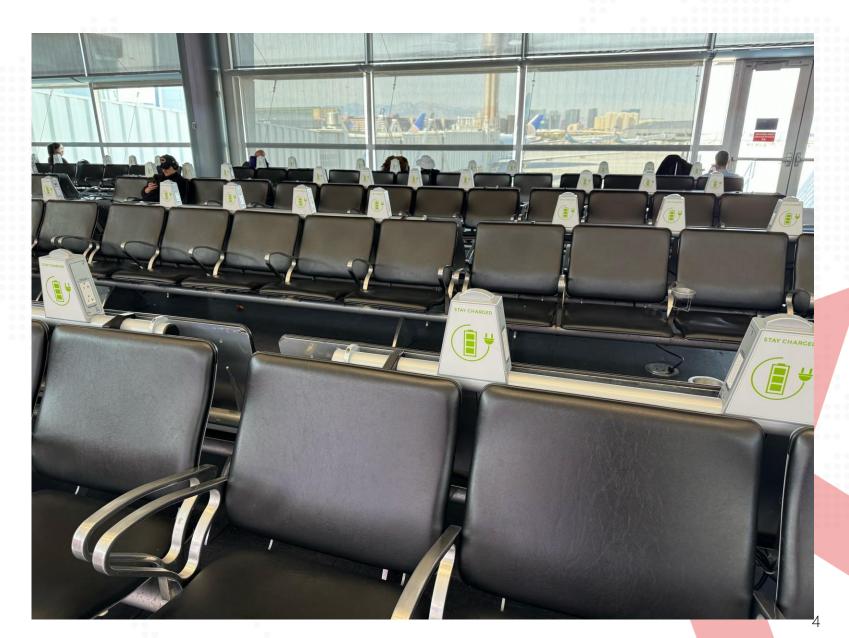
Lifecycle Management

Phase-in and Phase-out management difficult due to decentralized stores & supply
Products sold in Travel Retail are behind the *"innovation curve"*Universal Solutions vs. product or device specific solutions

Space

Operators *underestimate the real potential* of Tech *High relevance* of Tech for younger generations & the travel industry *Limited space* to present an ideal range of products from a consumer perspective - 80-20 rule







Challenges for Tech Suppliers in Travel Retail

"Tech Savviness of Travel Retail Operators"

Multi-brand approach "Trail Mix"

Domestic tech retailer focus on a *category captain for implementation* of range and managing lifecycle

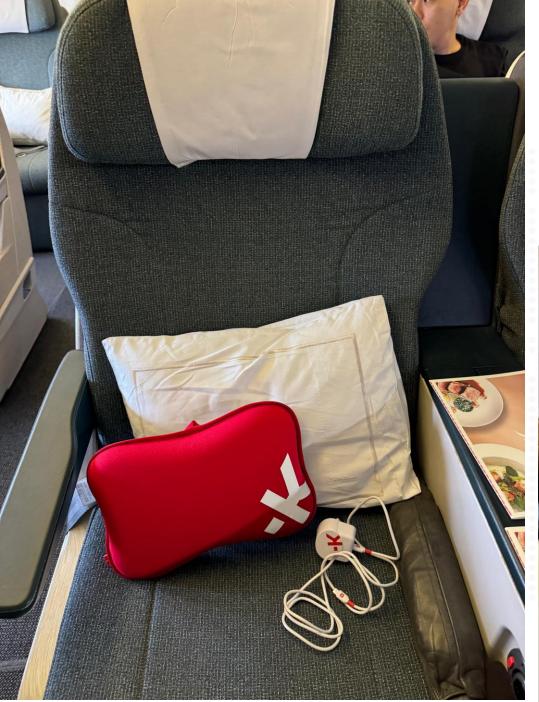
Most Travel Retail Operators work with *various competing brands* with various positioning, price points and conflicting lifecycles

= confused consumer!





"Tech" is everywhere! A constant in our journey!

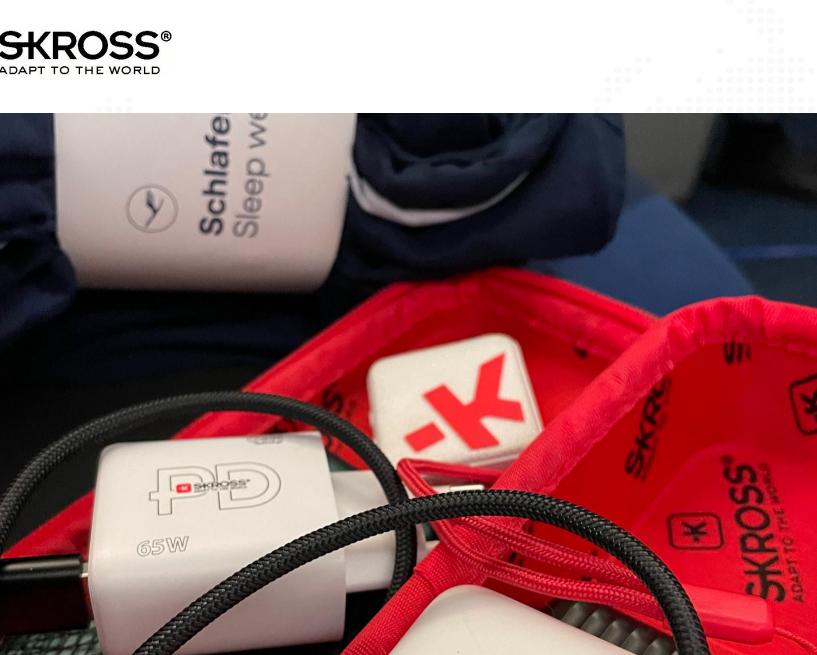














Sustainability = *Quality*

Sustainability at SKROSS

Achieve Max Quality in every aspect of our activity

Operational efficiency – *data – data – data*

Product quality in design, longevity, packaging (bulk)

Eliminate waste, defects and optimize the supply chain









•

•