



ASX Announcement

15 January 2018

Artificial Intelligence retail solution launched with Microsoft

- LiveTiles launches RAISE (Retail Artificial Intelligence Solution) at NRF 2018: Retail's Big Show (the NRF Conference) in New York City
- LiveTiles RAISE will transform the retail industry with an innovative collaboration and communication solution, infused with the power of artificial intelligence and Microsoft technology
- Co-Marketing with Microsoft at the NRF Conference promotes LiveTiles RAISE to over 35,000 attendees and 18,000 retailers from around the world
- This event is one of a series of ongoing retail based engagements to be jointly undertaken by LiveTiles and Microsoft globally

LiveTiles Limited (ASX: LVT) ('LiveTiles' or 'the Company'), a global software company that empowers its users to drive their own intelligent workplace experiences is pleased to announce the launch of LiveTiles RAISE in partnership with Microsoft.

The Company will debut LiveTiles RAISE, its AI-powered retail solution, in New York City at the annual NRF 2018: Retail's Big Show; the undisputed premier global retail event hosted by America's National Retail Federation. The event runs from 14 to 16 January and will host more than 35,000 people and 18,000 retailers from around the world. LiveTiles and Microsoft will co-promote LiveTiles RAISE at the 3-day event.

LiveTiles RAISE (Retail Artificial Intelligence Solution) is a powerful solution built on a foundation of Microsoft and LiveTiles products, including LiveTiles Design, LiveTiles Bots and LiveTiles Intelligence. It has been designed to enhance retail experiences on both sides of the register and provides AI powered chatbots and analytics solutions for retailers and their employees.

The software addresses real-world challenges experienced by retailers and provides tools and solutions to streamline processes and drive better customer service outcomes. LiveTiles RAISE unites hundreds of disparate applications used by retail employees; from social collaboration to inventory control systems, and enables the easy query of the combined information, using the software's embedded chatbots.

The information required by retail employees to best assist customers and manage teams can be overwhelming, and is typically housed across several disparate systems. This information includes:

- Sales planning data, including inventory data, product profit margins and statistics on turnover
- Customer trends, including customer traffic data
- Employee data, including training records and staff scheduling
- Marketing and promotional information
- Performance analysis

LiveTiles RAISE proactively delivers information across all these areas, meaning decisions once made on pure instinct and incomplete or outdated information can be made using the most accurate, real-time data available; increasing speed to action while reducing costly errors. The chatbot component provides a wide range of abilities



- from creating an intelligent personal shopping assistant with just a few clicks, to allowing a store manager to ask how many staff are on the floor at a particular time.



Image of the National Retail Federation 2017: Retail's Big Show, hosted at New York City's Jacob K. Javits Convention Center.

LiveTiles CEO, Karl Redenbach comments "The coming together of LiveTiles and Microsoft products has the potential to completely revolutionise the retail experience for retailers and consumers within the next 12 months and it is exhilarating to play a part in transforming an industry which is expected to generate global sales of US\$28 trillion in 2018."¹

LiveTiles RAISE is AI Based, but Human Focused

The artificial intelligence industry is expected to grow more than 20-fold between 2015 and 2024, from \$126 billion in 2015 to a projected \$3 trillion in 2024 and is expected to be significant to all areas of the retail industry in the future.²

LiveTiles' solution empowers retailers with tools to enhance customer interaction, whilst maintaining the important human connection, through the use of AI. Importantly, the technology enables store employees to become stellar brand ambassadors and creates the best experiences for retail employees, as well as their customers.

"There is no shortage of data available to the workforce to help employees best represent their brand, but delivering it to them in an easily consumable, single-view, predictive manner has to be the goal. Particularly when you are talking about an industry with an employee churn rate of around 40%. The information isn't actionable if it isn't consumed," says Redenbach.³

The chatbot capability within LiveTiles RAISE will help that information be delivered and consumed simply and effectively, resulting in cost savings for businesses. Juniper forecasts that chatbots will be responsible for cost savings of over \$8 billion per annum by 2022, up from \$20 million this year across Retail, eCommerce, Banking and Healthcare.

¹ eMarketer Inc, "Retail Sales Worldwide Will Top \$22 Trillion This Year", 23 December 2014.

² Bryan Pearson, Forbes. "The 4 Roles of The Retail Worker in an Artificially Intelligent Store." 15 February 2017; Transparency Market Research, "Global Artificial Intelligence Market to Reach US\$3,061.35 bn by 2024 due to Increasing Application in Diverse Industries", 15 March 2016

³ Inside Retail Australia, "Retail employee churn rate on the rise", 30 November 2016.



Ongoing Collaboration and Promotion with Microsoft

LiveTiles continues to work in close partnership with Microsoft on the joint promotion of LiveTiles RAISE and the Company's other products, with this the first of a series of ongoing retail events scheduled globally.

The Company has already received strong interest from the retail industry for its AI powered solution, and continues to focus on developing additional artificial intelligence and technology solutions to empower employees to drive their own intelligent workplace experiences.

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About LiveTiles:

LiveTiles is a global software company headquartered in New York, with operations in Seattle, Tri-Cities (Washington State), San Francisco, Los Angeles, Minneapolis, North Carolina, London, Zurich, Sydney, Melbourne and Hobart. LiveTiles offers intelligent workplace software for the commercial, government and education markets, and is an award-winning Microsoft Partner. LiveTiles' products comprise LiveTiles SharePoint, LiveTiles Cloud, LiveTiles for SAP Software, LiveTiles MX, LiveTiles Bots, LiveTiles Intelligence and LiveTiles Mosaic. LiveTiles' customers represent a diverse range of sectors and are spread throughout the United States, United Kingdom, Europe, the Middle East and Asia-Pacific.