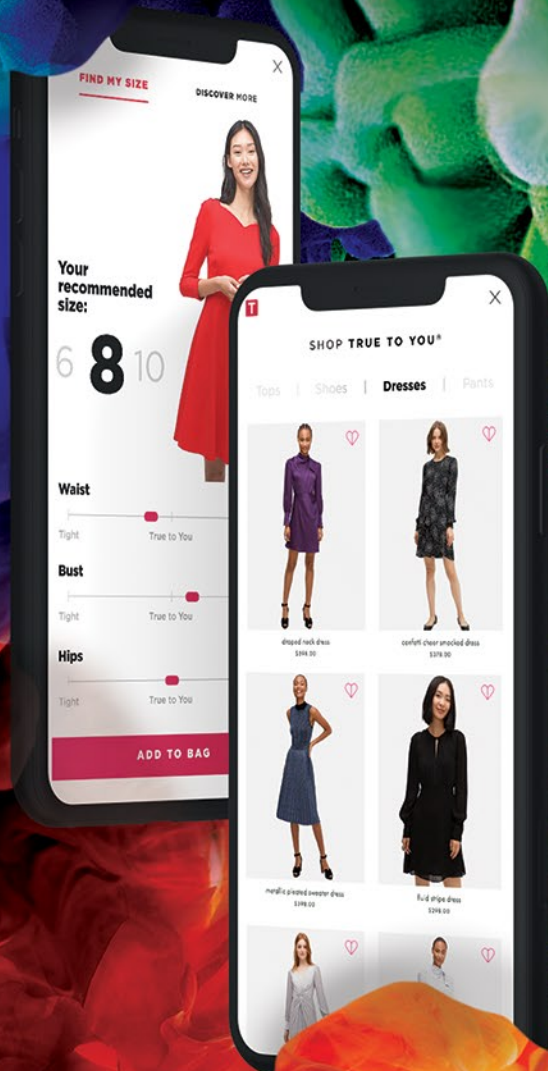


True Experience Platform

Powering 1:1 experiences that drive incremental revenue lift and customer lifetime value



POWERED BY

GENOME™

We've mapped the Fashion Genome™ to decode personal style, fit, and size.

Connecting the industry's disparate data into a comprehensive, normalized fashion graph.

The Fashion Genome is the apparel and footwear industry's **most comprehensive data collection** organized and built by True Fit and its network of retailers, brands, and consumers.

It is a highly structured data set that connects millions of detailed garment specs and detailed style attributes about products to the individual shopping behaviors of hundreds of millions of shoppers, millions of True Fit users, and transaction data from True Fit's community of brands, retailers and registered users.

We **understand consumers and products deeply** so that we can predict what they'll **love and keep**.

TRUE FIT PRODUCTS ARE POWERED BY **GENOME DATA**

17,000

Brands connected to the Genome

180M

Registered users & growing (OPT-IN)

\$171B

Sales & Return Records
(anonymized)

675M

Anonymized user profiles

The world's **leading retailers and brands** partner with True Fit

KOHL'S

GAP

★macy's

LANDS' END

DSW®

RALPH LAUREN

kate spade

ALDO

KENNETH COLE

Boden

Levi's

OLD NAVY

UGG

Madewell

carhartt

BOGGI MILANO

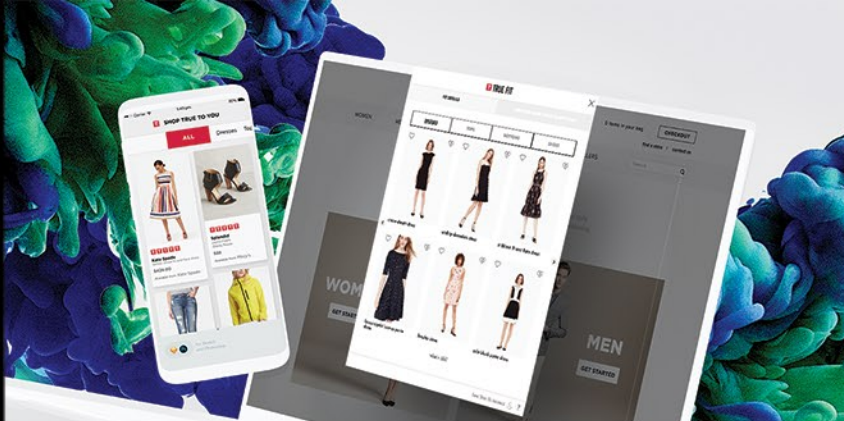
LANE BRYANT

Under Armour

Saks Fifth Avenue

ROOLEE

How Roolee Gained a
16% Increase to AOV,
17% Reduction
in Returns, and a
231% Increase
to Revisit Rates



True Confidence™

Provide size recommendations, fit details and personal fit ratings for shoppers

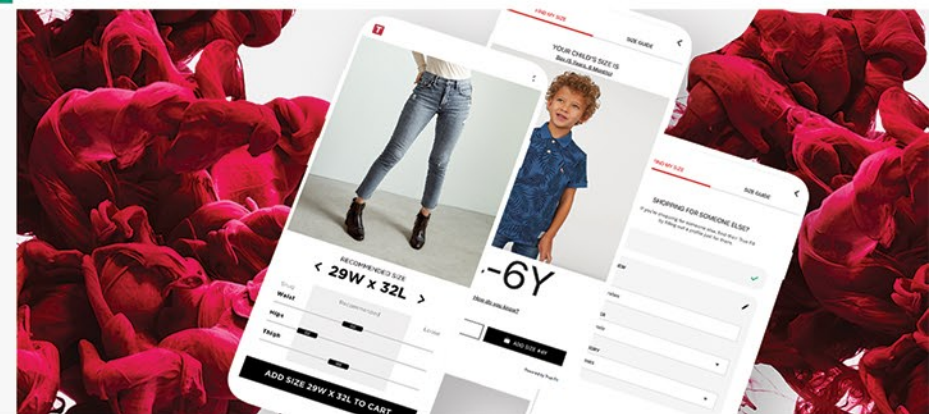
Embed fit guidance into:

- + In the True Fit widget on PDP
- + Category pages & Search results
- + Mobile app & mobile web
- + In store
- + Chatbot

True Discovery™

Curate unique style recommendations for every shopper personalized style recommendations for:

- + In the True Fit widget on PDP
- + Category pages & search results
- + Product recommendations across the ecommerce site (PDP, PLP, landing page, profile page, etc)
- + Mobile app & mobile web
- + In store
- + Chatbot



Moosejaw

24% reduction of
size sampling rates



True 360™

Enhance shopper profiles with True Fit Data so that you can offer more personalized experiences

True 360 Data includes:

- + Demographic and body data
- + Closet items and sizes
- + Affinity brands
- + Product recommendations with style ranks and ID, fit rating and size



J.CREW

True Fit
Users Convert
38.4%
MORE THAN
Non-True Fit
Users

True Insight®

Transformational B.I. for marketing, merchandising, and design

Current Dashboards:

- + Demographic & Body Shape
- + Purchase Brand & Price Point
- + Purchase Attributes
- + Returns Benchmark
- + Fit Consistency

