

MINSAIT JOINS WOW TO REVOLUTIONIZE THE RETAIL WORLD WITH AN INNOVATIVE PHYGITAL PROPOSAL

- **This pioneering model bridges the distance between physical and digital and increases the connection among all types of brands and consumers, facilitating a unique, complete, and personalized experience**
- **In addition, Minsait joins the Retail Innovation Lab promoted by Kapita, Dimas Gimeno's investment firm, where new trends and technologies that can evolve the concept of retail will be identified, and the creation of an ecosystem of benchmark Phygital solutions will be promoted**

Madrid, April 5, 2022 - Minsait, an Indra company, has teamed up with WOW to revolutionize the retail sector through a revolutionary Phygital proposal that bridges the gap between the physical and digital worlds. WOW, the platform for emerging and traditional brands created by Dimas Gimeno, is a pioneering concept that increases the connection between individuals and fashion, beauty, decoration, technology or culinary companies, while providing a complete, personalized, and unique experience for its users.

Minsait, as a technological partner of WOW, offers a Phygital value proposition that pursues excellence in the consumer relationship and experience within this physical and digital space. The goal is to achieve fully traceability of all of the buyer's interactions with the brands available on the WOW platform, regardless of the channel used or the place from which they are made. In this way, it facilitates the connection with the desired products and a record of all user activity, as well as their search and shopping cart, even if they change channels. All this through an innovative model that seeks to achieve the best experience for the consumer and the best information for companies, making the WOW concept the leading example of a dynamic model that will be at the forefront of retail.

With this alliance, Minsait joins the Retail Innovation Lab promoted by Kapita, Dimas Gimeno's investment firm, which allows the Phygital model to constantly evolve, challenging partners and startups to design and develop new proposals that address the major challenges of the sector in the future. Within it, there will be work on identifying and evaluating the most promising technologies coming out of the research field, in order to encourage and accelerate the implementation of initiatives. In addition, an ecosystem of innovative Phygital solutions is being created as a benchmark for the business.

"WOW is much more than a store," explains Dimas Gimeno, creator of this project. "It is a concept that offers a unique product the consumer will not find anywhere else, either because it may belong to a digital brand that is in a physical space for the first time, or because, while it belongs to a recognized brand, it is being presented to the public in an innovative and exclusive way." He notes that it is the "first major retail format that fully integrates the physical and digital channels into one. And this is very important, because only WOW can offer a fully digitalized shopping experience in a physical space." A revolutionary concept in which Minsait "has played a key role because, without them, we would not have been able to execute it from a technological point of view. Not only have they believed in the vision of the project from the beginning and fully believe in the Phygital concept, they also have helped us to carry it out in a unique way," he emphasizes.

"At Minsait, we have shared from the outset with the WOW team the vision and essence of the direction the retail of the future should go in, integrating the physical and digital worlds. It is also our Phygital concept," says Luis Abril, Managing Director of Minsait, who stresses the importance of technology for this retail of the future, "which is already being championed by WOW. The goal is absolute traceability of all customer interactions with brands, regardless of the channel they use, whether physical or digital. And without digitalization, this traceability will never be possible."

Minsait has both the experience and capabilities needed to undertake the "Phygital" transformation of its clients on a global scale. The company has more than 800 specialized professionals, a consolidated offer of solutions

for banking with more than 18 Gartner mentions, a powerful ecosystem of partners, and references in more than 45 countries.

WOW's is an innovative model, accelerated by the support of technology players such as Amazon Web Services (AWS). AWS provides the cloud technology services that support the business operations and management of its retail proposition. To promote innovation, AWS is providing WOW with retail expertise and more than 200 cloud services that provide the foundation for the "phygital" experience. WOW applies AWS data analytics services to collect, analyze, and process all the information they obtain from their customer and brand touchpoints so that, by applying AWS artificial intelligence and machine learning technology, WOW is able to personalize the shopping experience and predict demand to be more efficient in the storage, provisioning, and sustainable management of their inventory.

About Minsait

Minsait, an Indra company (www.minsait.com), is a leading firm in digital transformation and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its offering on high-impact value propositions, based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defense markets, and a leading firm in digital transformation and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2021 financial year, Indra achieved revenue of €3.39 billion, more than 52,000 employees, a local presence in 46 countries and business operations in over 140 countries.