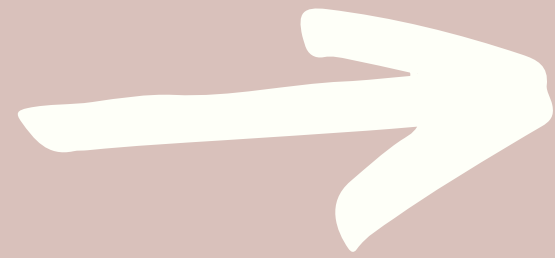


# ENGAGEMENT AT EVERY CUSTOMER TOUCH POINT

1.  
ENTERING/  
BROWSING  
STORE

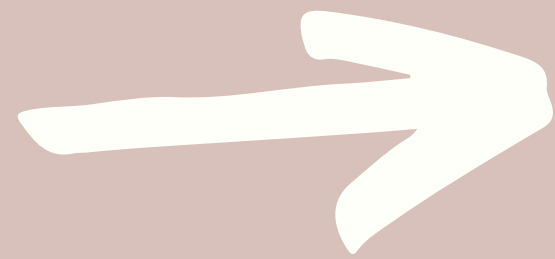


2.  
PRODUCT  
SELECTION



3.  
BUYING  
DECISION

4.  
CASH  
WRAP



5.  
LEAVING  
STORE



6.  
WEARING /  
USING  
PRODUCT