



KENDRA
SCOTT

ENABLING A PLATFORM FOR GROWTH

June 11, 2019



















family, fashion and philanthropy



Family will always come first at Kendra Scott and you, my customers, are a part of that family. I am thrilled to share with you my love of fashion, colorful gemstones, and quality design ... beautiful accessories that make you feel like your most confident self.

Most importantly, this dream of mine acts as a platform to do something truly impactful – to give back to others in a meaningful way. At Kendra Scott, we care deeply about the communities we call home, and are committed to making a positive impact on the world around us.

Family, Fashion, and Philanthropy. It's who we are. It's who we've always been. And it's who we'll always be.

Kendra Scott

OUR TIMELINE



Launches Kendra Cares, a creative therapy program for pediatric hospitals.



Opens first retail store in Austin, Texas.



Opens first retail store in New York City.



Launches the Color Bar, an innovative, customizable jewelry experience.



Opens the Kendra Scott Showroom in New York City.

Opens our 100th official retail store.

2019

2018

2015

2010

2010

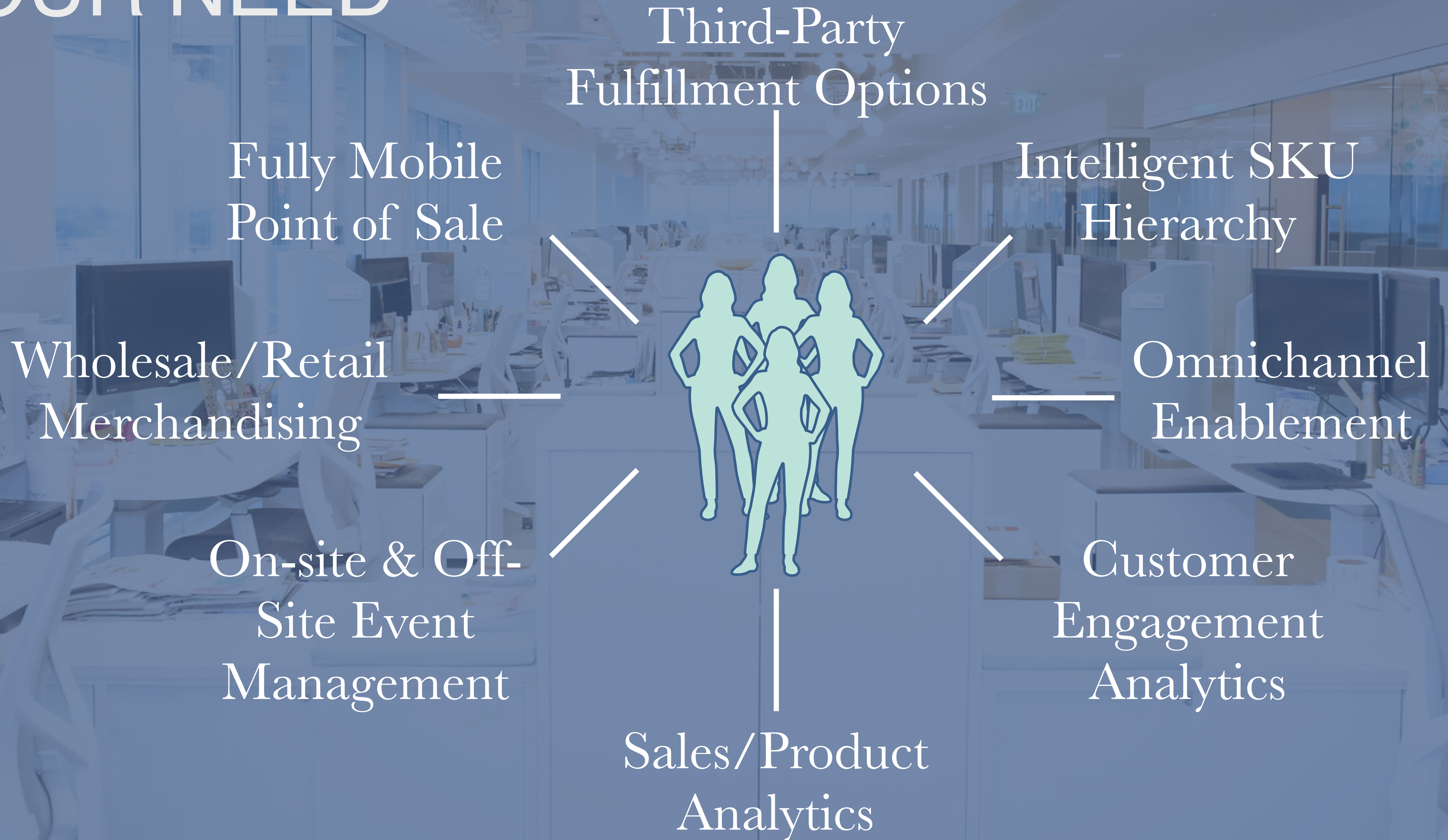
2008

2002



Kendra founds the company out of the spare bedroom of her home.

OUR NEED



THE SOLUTION



=



KENDRA SCOTT

ORACLE

logic

SHINE BENEFITS — PHASE 1 & 2

Phase 1

4/29

Phase 2

8/31

CUSTOMER EXPERIENCE



Fully mobile & efficient checkout



Gifting & wishlist



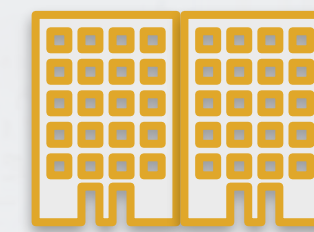
Access to entire product assortment



Personalized philanthropic event receipts



Tailored promotions & rewards



Expanded fulfillment capabilities



80% of shipments delivered in 2 days

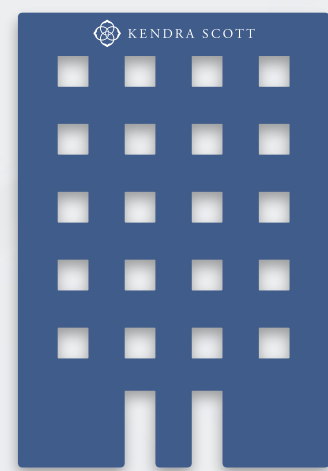


Fast & seamless returns & refunds



Improved order communications to customer

OPERATIONAL EXCELLENCE



Flexible merchandising hierarchy



Dashboard reporting tools



Accurate daily sales audits



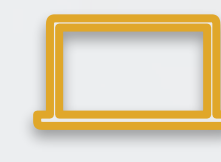
Automated birthday rewards



Events ROI insights



Location based fulfillment logic



Single customer service module



Reduced OpEx related to returns



Central view of customer history

SHINE BENEFITS — PHASE 3 & 4

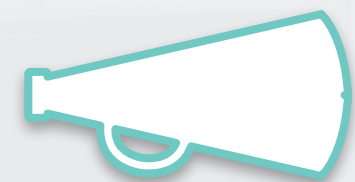
Phase 3

8/15

Phase 4

5/2020

CUSTOMER EXPERIENCE



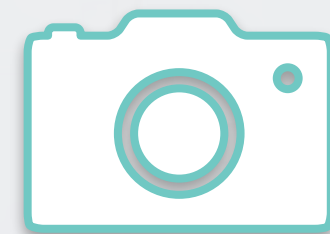
Availability of Product



Full Customer Service



Complete Order Visibility

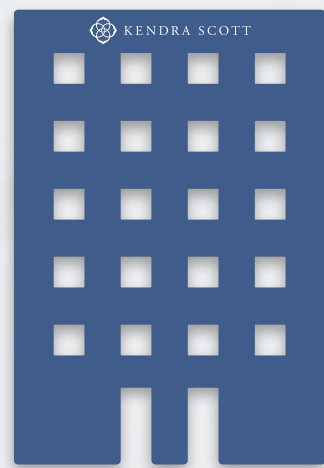


POS Product Images

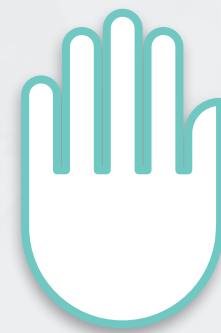


Wholesale Order Portal

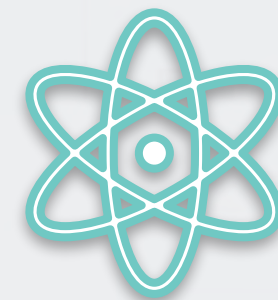
OPERATIONAL EXCELLENCE



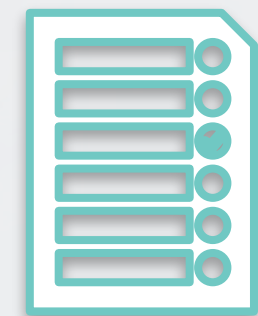
Decommissioning of KWI



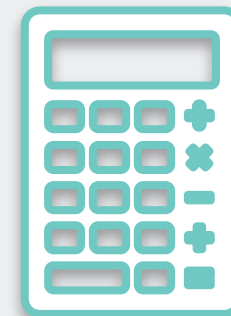
Oracle Inventory Control



Centralized Inventory Control



Simplified Purchase Ordering



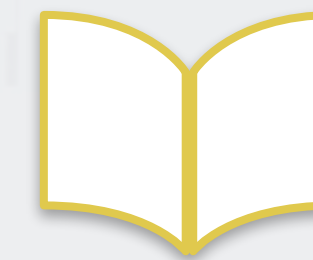
Centralized Financials



Automated Wholesale Ordering Process



Retail Insights



Enterprise Reporting Solution



Retail Analytics Science Engine



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