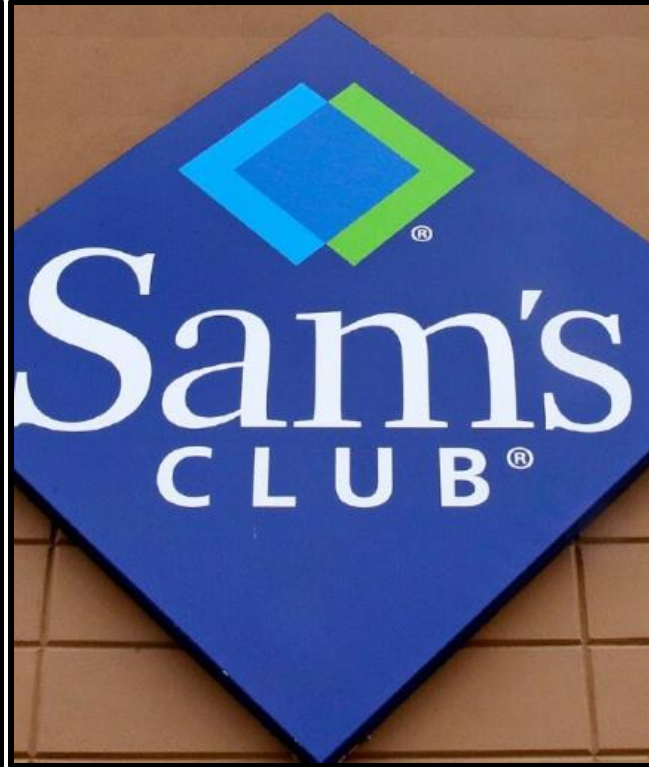
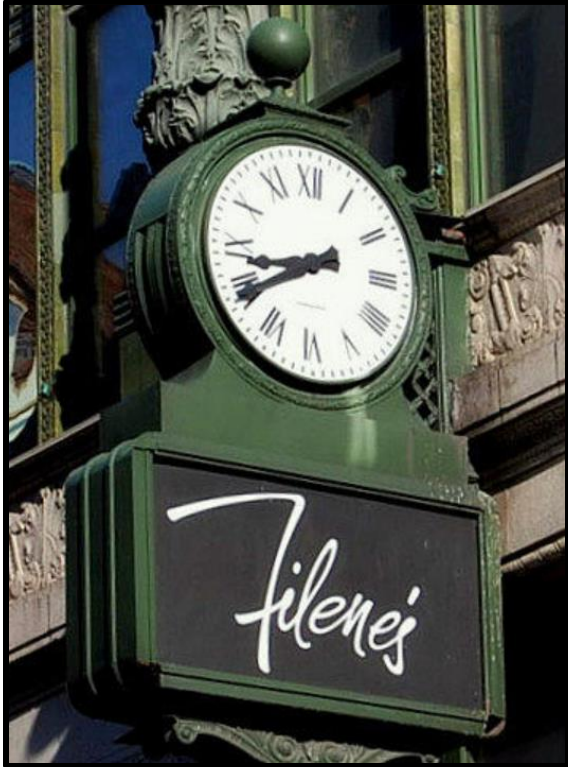


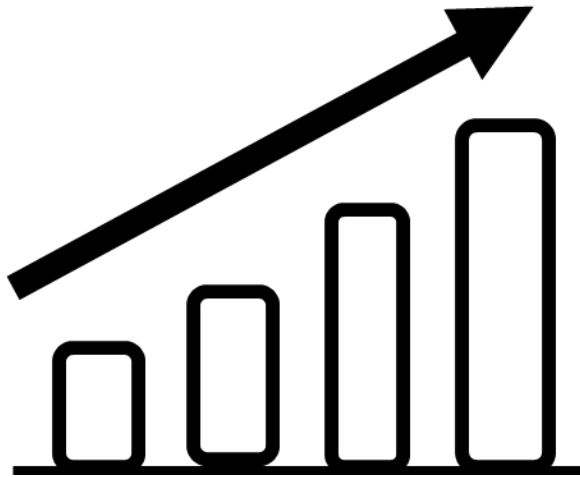
Jeff Evans

Keynote Speaker: March 2025

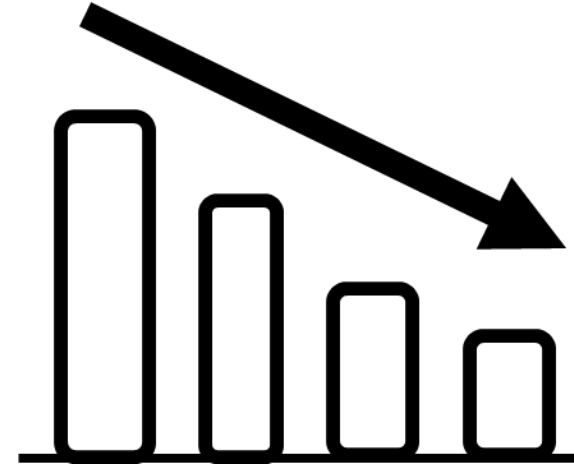
About Me...



Retail Channels: Who is Winning



- Mass
- Online Only
- Clubs
- Off Price



- Department Stores
- Dollar Stores
- Specialty

What is Value?

Quality



Features & Benefits



Brands



Price



The Customer Lens



Power of an Item

1.3M units

Shocking Value



\$50 Million

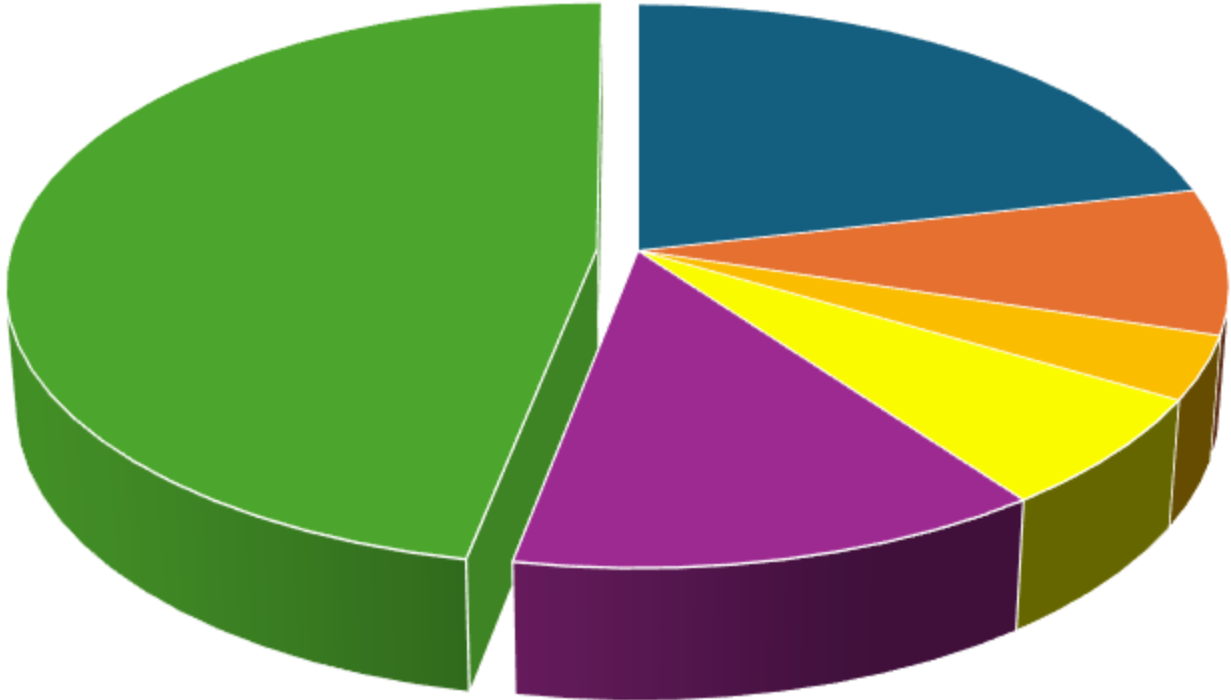


Exceed Customer Expectations



Become More Important

- Who are you not doing business with today?
- Become more important to each retailer you service



Partnership

Retailer
Guidelines



Take Partners &
Listen



Build Trust



PEOPLE BET ON PEOPLE

Key Takeaways

- ✓ Educate your team on value
- ✓ Use customer lens in every decision you make
- ✓ Believe in the power of an item
- ✓ Raise the bar every year and exceed customer expectations
- ✓ Find ways to do business and become more important
- ✓ Building partnerships starts with trust