EASY Shopper
The Game Changer for Your Business

faytech group Q4/2021
EASY Shopper – Available Versions

**EASY Shopper**
Most widely accepted smart cart solution available on the market

- Large stores 4,000 m²+ (40k ft²)
- Open bag platform
- Integrated barcode scanner, camera, scale, indoor navigation and GPS

**EASY Shopper Light**
Cost-effective and easy to integrate

- Medium stores 1,000 m²+ (10k ft²)
- Attachable touch-screen
- Built-in barcode scanner
EASY Shopper By The Numbers

- Already available in 80+ stores (2026: 600+)
- 3,500+ carts (2026: 15,000+)
- More than 40% revenue share in top supermarkets
- 155m EUR revenue in 2020 (2021: 400m, 2026: 2.5bn)
- 7 Mio. shopping sessions and counting
Cart Hardware

- **Child seat**
  - Max weight 15kg

- **Bag platform**
  - Open: bags can be easily pulled out

- **General**
  - More than 130-liter shopping volume
  - Max. Weight 200kg
  - IP65 (suitable for outdoor use)

- **Barcode scanner**
  - Supports all common barcode formats

- **11.6" Touch Display**
  - High brightness
  - 1920x1080 resolution

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- **Antenna arm**
  - LED for notifications
  - Indoor navigation
  - GSM and GPS module

- **2 Cameras**
  - Live checks
  - Images stored safely

- **Scale**
  - Integrated in the platform

- **Battery**
  - 560 Wh capacity
  - Lasts for 18+ hours

- **Charging port**
  - Via magnetic connector or charging rail
Charging Station

Remote-controlled Heating
- Allows temperature in station to be regulated from remote

Circuit Breaker Panel
- Central power supply

4.5 m x 2.14 m
- Fits up to 18 carts
- Excellent advertising space
- Takes up minimum parking lot space

Charging
- Cable-free charging via charging rail

Guard Rail
- Ensures that carts will stay in the box
- Protects parked carts

Fire-proof Gate
- Keeps carts protected
- Ensures isolation

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Benefits

Easy checkout process

- No bagging
- No waiting in line
- Contactless mobile app checkout

More revenue

- Significantly increased revenue per customer ¹
- Digital personalized couponing
- On-screen advertisement

Cost and time reduction

- Virtually no cashiers needed
- Waiting time reduction of regular cashier lanes ²

¹ Comparing the shopping behavior of registered consumers over several years vs. several years of using the EASY Shopper
² Survey taken by EDEKA comparing the customer satisfaction at the cashiers before and after the EASY Shopper with significant improvements
Mobile App

Start the EASY Shopper experience from home

- Create and share shopping lists
- Cart login
- Purchase history
- Payment management
- Express shopping
- Recipes
Cart Functionality

Fast and easy to use user interface

- Manage basket & shopping list
- Search and navigation
- Real-time promotions
- Support button
- Add PLU products
- Recipes
- Mobile app payment
Store Manager App

All EASY Shopper information and processes combined in a single web app

- Cart Maintenance process
- Store map
- Customer support via push notification
- Monitoring of carts and rollout
- Reporting
- User management for store employees
- Master data product browser
Benefits for Store Managers

Cost and time reduction
- Fewer cashier needed
- No bagging required at checkout

Easy access to information
- Cart Monitoring
- Master data lookup
- Maintenance and support

Better day-to-day business
- Up- and cross selling through specific offers
- Increased revenue
- Digital couponing

Improved Efficiency
This interactive shopping cart has been the topic for many different media agencies and publishers! – **Introduction video**
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