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Fujitsu Press Briefing

March 2, 2026

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New initiatives utilizing Data and AI for sustainable growth in the
retail industry

Schedule 10:00-11:10

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Agenda

- Presentations
- Q&A session

Speakers

■ Fujitsu Limited

Corporate Executive Officer, EVP, in charge of Enterprise Business

Yoshiko Furuham

■ Guest Speakers

CEO, Chairman of the Board, GK Software SE

Michael Scheibner

CEO, BrainPad Inc.

Tomohiro Sekiguchi

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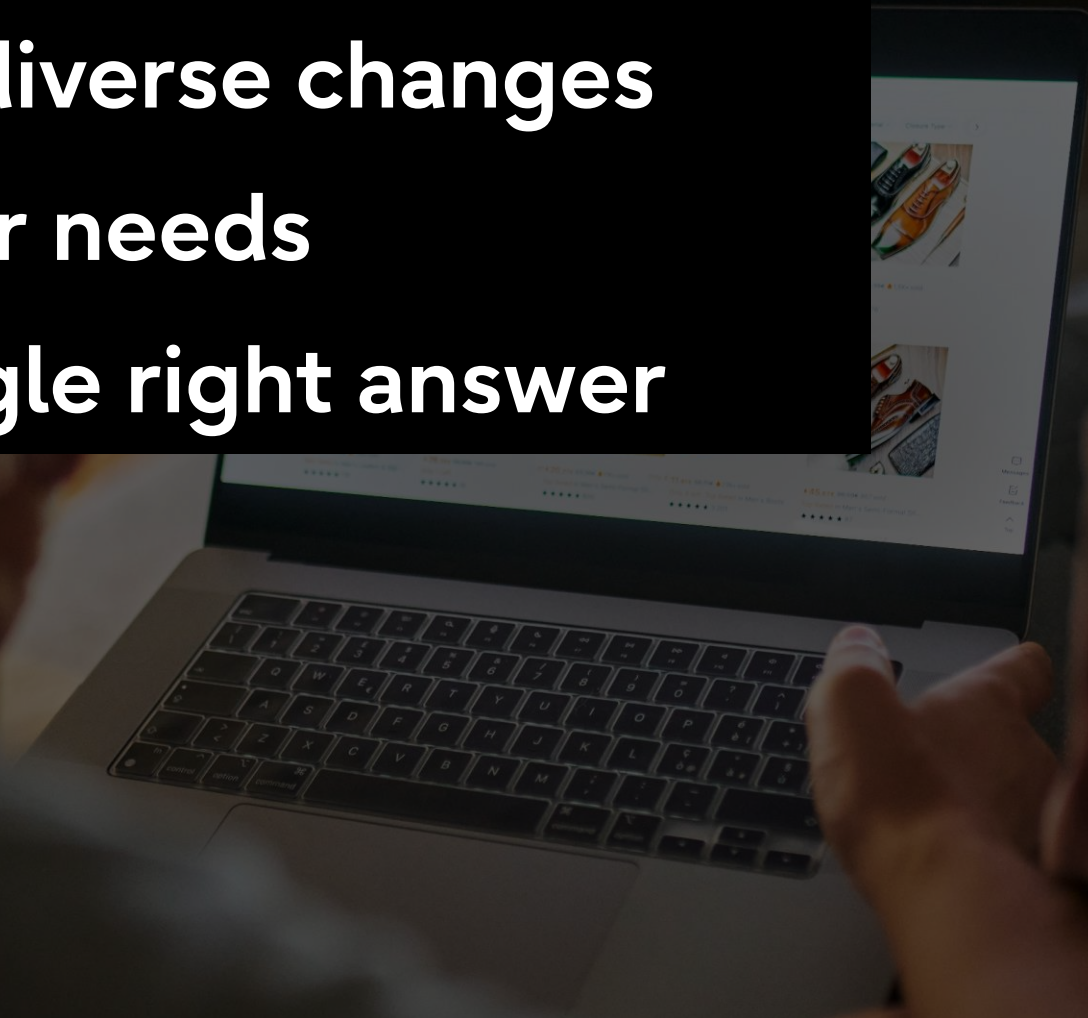
Corporate Executive Officer, EVP,
in charge of Enterprise Business

Yoshiko Furuhamama

**Japan's retail industry
is facing some extremely complex challenges**

**Labor shortages
caused by a declining and aging population**

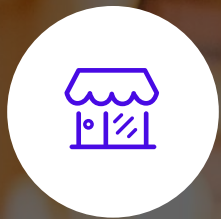
**Rapid and diverse changes
in consumer needs
with no single right answer**



Limitations of the supply chain and logistics

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Information required for a single decision



100

stores



100

shelves



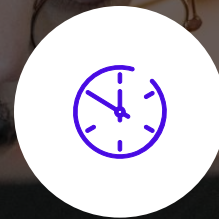
3000

SKUs



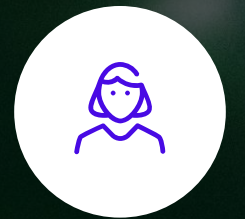
365

days



12

business hours



1,000

people / hour



More than **3 trillion** data points

The “Three Disconnections” Embedded in the Frontline

Fragmentation

Systems are fragmented
Data is dispersed

Isolation

Data is disconnected
Relationships cannot be
identified

Individual Judgment

Data cannot be fully utilized
Decisions rely on intuition and experience

These disconnections are depriving the frontline of
the agility that has long supported Japan's retail
industry

For over 50 years,
Fujitsu has analyzed and understood
Japan's retail operations and data structures



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Agility for the retail frontline

Uvance for Retail

Agility for the retail frontline

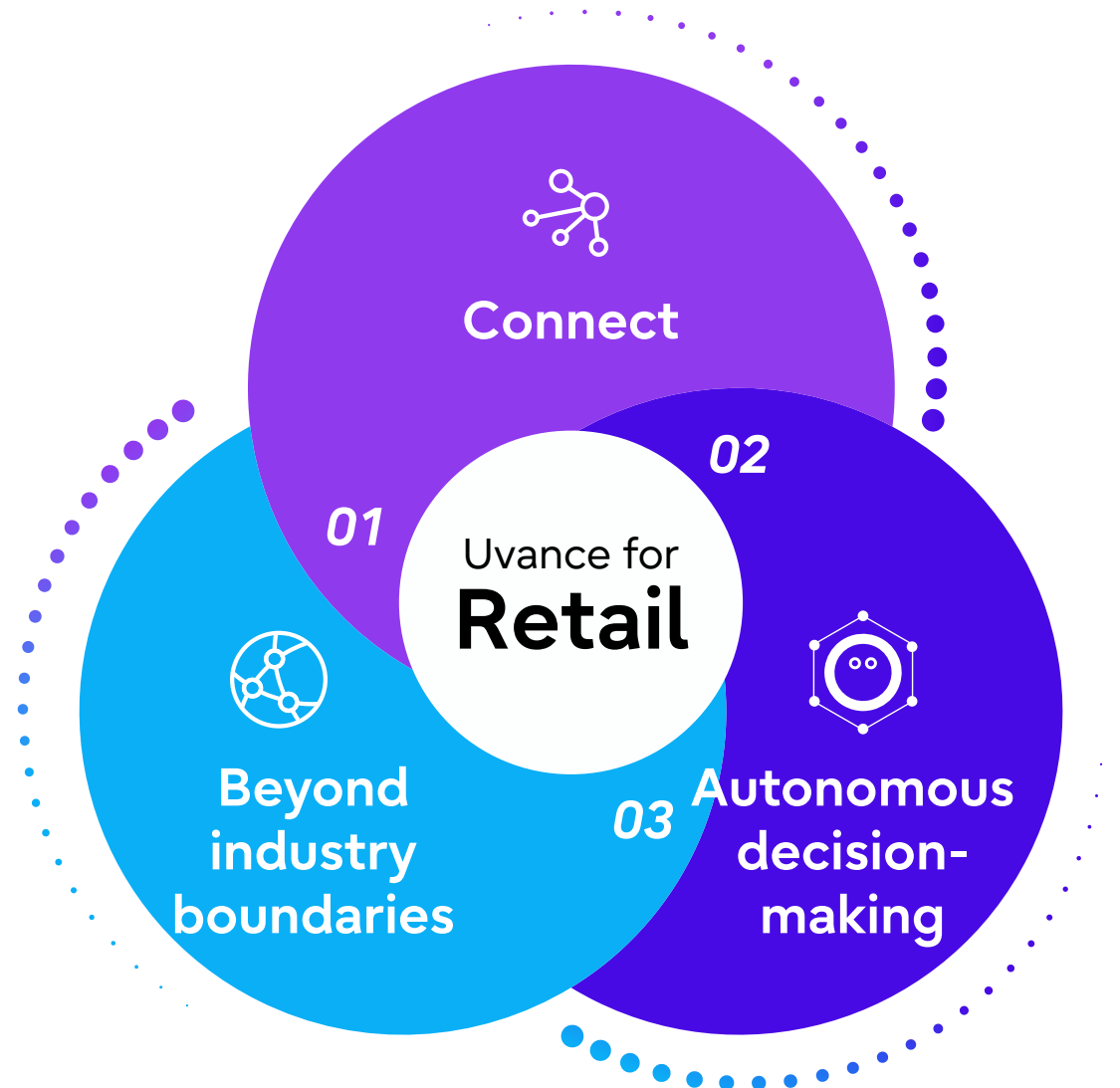
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Uvance for **Retail**

By combining deep expertise cultivated through sincere engagement with retail operations using data and AI, Uvance for Retail supports decision-making for both management and the frontline, enhances operations and decision quality, and unlocks frontline agility—creating new purchasing experiences.

**Realize Retail Experience Innovation,
Advance Sustainable Futures.**

Through the power of data and AI,
Uvance for Retail delivers innovation in customer and employee experiences and advances the supply chain,
moving retail toward a sustainable future.



01

Connect

A mechanism that securely connects operations, systems, and data

Connection with business processes as the starting point

A secure platform that integrates operations, systems, and data

Expands flexibly in line with business needs

External data and functions can be embedded into operational workflows



02

Autonomous Decision- Making

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A mechanism in which AI autonomously supports frontline decision-making

Autonomous Decision-Making AI

AI autonomously performs routine, retail-specific decisions

Orchestration by Multi-AI Agents

Multiple task-specific AI agents are centrally orchestrated, and business workflows are executed autonomously

03

Beyond Industry Boundaries

A mechanism that connects data beyond company and industry boundaries

Optimization through shared utilization

IT assets are jointly utilized

Efficiency and simplification across the entire supply chain

Sharing data across industries

Data is shared across manufacturers, wholesalers, logistics providers, and more

Business operations are coordinated across industries

Data × AI

Innovating experiences for consumers and workers

Advanced decision-making

Employee productivity improvement

Consumer experience value

Customer touchpoints

Payment & Points

E-Commerce

Store management

POS

SCM

MD

Business management

Modernization system

Other industries

Orchestrating retail-specific operations and decision-making

Company-wide integrated data

SCM reform and ESG initiatives

Next-generation retail ecosystem

AI agent platform

Multi-AI agent that links multiple tasks

API and adapter suite optimized for AI and operational expertise

Common business platform

Security, support services

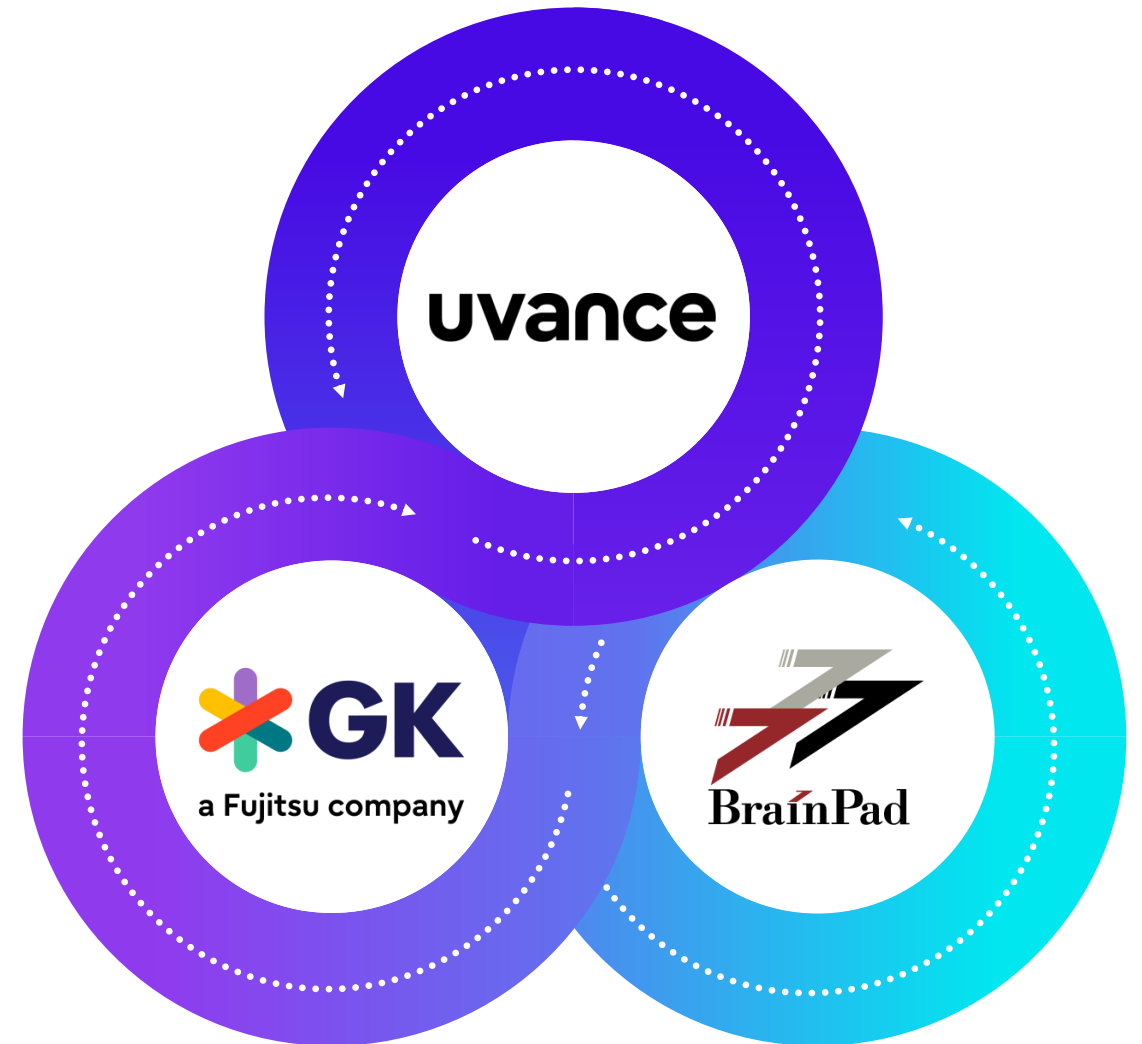
Retail-focused consulting



Retail delivery implementation capability



**Taking a new step toward
retail business growth
through the use of data and
AI
together with our partners**





CEO
Chairman of the Board

Michael Scheibner

A heartfelt thank you for talking with us today



Tokyo, March 2026

GK Today



No.1
in Central Europe



No.1
In new global POS
deployments



No. 1
Supplier to Middle
East and Africa



No.4
In overall install base
globally

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***GK**
a Fujitsu company

36

Years in Retail solutions

1,350+

Employees at 14
locations in 9 countries

65+

Countries with live solutions

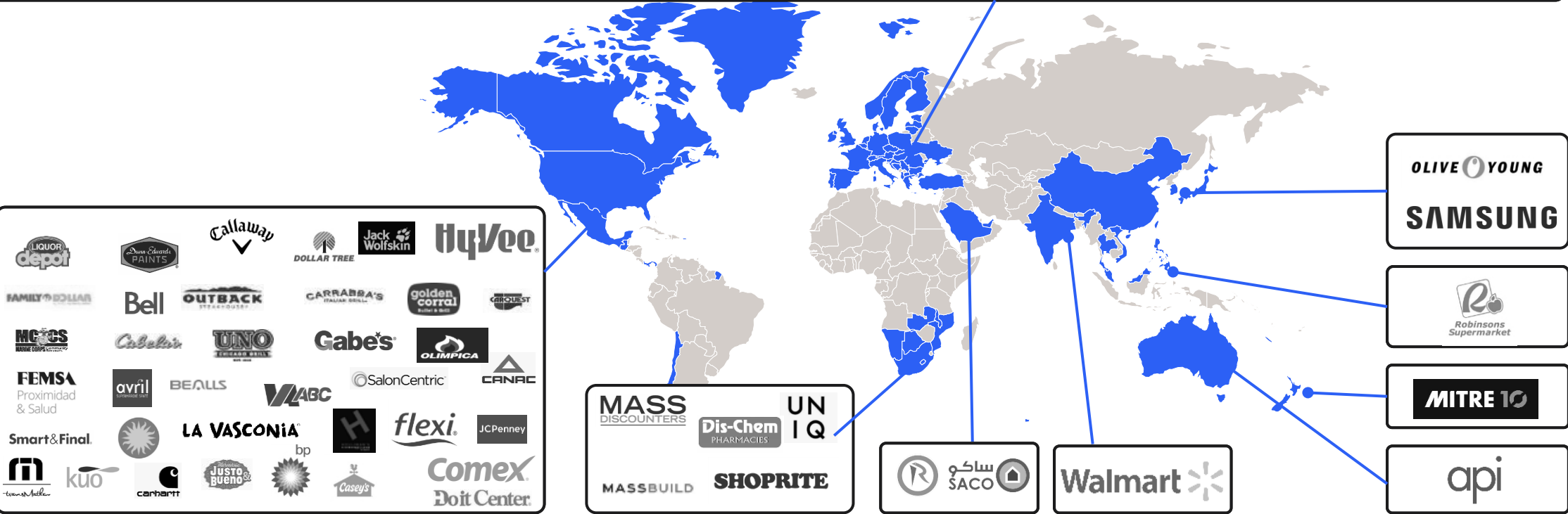
500+

Customers with more than
1 trillion USD in sales per year

Source: <https://datos-insights.com/what-we-offer/market-data-forecasting/retail-technology/global-pos-software/>

FUJITSU

GK serves close to 30% of the world's Top 50 retailer organizations and has won 38+ global retailers since 2024



History of GK

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a Fujitsu company

GK becomes a
Fujitsu company

Founded in
Germany

IPO



First SAP project
(EDEKA)

Acquisition of a
support provider

Go live of
GK OMNIPOS



Acquisition of
mobile loyalty
know-how

First SaaS
projects

1990

2008

2010

2012

2016

2018

2021

2025

1997

2009

2011

2015

2017

2019

2023

First Java based
POS

Acquisition of
mobile ERP
know-how

Official
partnership
with SAP

Acquisition of a
US company

Acquisition of
AI know-how

Go live of
GK CLOUD4RETAIL

Fujitsu becomes
a strategic
investor



500+ Customers
with more than
1 trillion € in sales
per year

C4R

On average, **ten new
customers per year**
for the core solution
CLOUD4RETAIL



Strong growth in
the **installed base**
2014= 193,000
2023= 540,000



Continuous
**profitable sales
growth**
2014= 49.3 million
USD
2023=190,4 million
USD

FUJITSU

**Strategic investor
and reseller**

FUJITSU

GK CLOUD4RETAIL helps retailers understand, engage and keep customers coming back

Checkout



The gateway to understanding consumer behavior

Store operations



The power tool to satisfy consumer demands

Consumer engagement



The secret ingredient to exceed consumer expectations

Analyst Feedback – 2025 Overview



"GK leads in Central Europe and in 2025 became the largest supplier to Middle East and Africa"

"GK is the largest supplier of new POS globally in the year to June 2025"



"GK Software Is a Leader in IDC MarketScape in WW POS for Fashion Retail 2025 Vendor Assessment"

"GK Software Is a Leader in IDC MarketScape for WW POS Software Platform Vendors in Retail Fuel and Convenience 2025"



GK ranks #1 overall in IHL's 2025 POS/mPOS Market Study, leading multiple retail segments with proven market strength and advanced and resilient offerings

GK CLOUD4RETAIL

GK's CLOUD4RETAIL Platform is the foundation for open, adaptive tech in retail that keeps pace with consumer change and delivers purpose-driven experiences

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***GK**

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Customer-first journeys: Tailored interactions, preferred touchpoints, rich and informative shopping

Omnichannel personalization: Consistent experiences across all channels, with the right price and smart loyalty

Efficient operations: Fast, convenient, and automated where needed – freeing associates to focus on what matters

Trusted performance: Reliable, secure, and consistent service at every touchpoint

FUJITSU

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You may have already
shopped with us in Japan



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MAÎTRE CHOCOLATIER SUISSE
DEPUIS 1845



**Jack
Wolfskin**



Joint Activities with Fujitsu



Joint Customer Projects

Working with leading Japanese retailers and Fujitsu, GK has trained 15+ professionals and jointly leads projects on the ground in Japan to ensure success.

Joint Technology Projects

Together, we are developing retail GenAI use cases and integrating selected Fujitsu solutions into CLOUD4RETAIL to provide a complete end-to-end retail process solution.

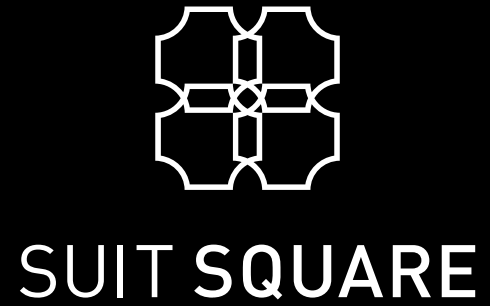
Joint Hackathons

Collaborative innovation sprints focused on prototyping real-world use cases for Japanese market on GK's API-driven cloud platform





a Fujitsu company



Managing Executive Officer, General
Manager of DX Strategy Div.

**Masaaki
Ishizuka**



CEO

Tomohiro Sekiguchi

Introduction



BrainPad Inc.

President and CEO

Tomohiro Sekiguchi 

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 **BrainPad**

1999 Graduated from Waseda University, School of Science and Engineering

2001 Joined Accenture Japan Ltd

2017 Joined BrainPad Inc.

2019 Appointed to the Board of Directors

Built the business consulting organization and led large-scale projects that drove revenue growth.

Expanded the business through strategic partnerships and joint ventures.

2023 Appointed President and CEO, succeeding the company's founders.

What is BrainPad?

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A pioneer in enterprise data analytics in Japan

Purpose

Create a sustainable future by
promoting data utilization

Vision

Create a society where data is used
as naturally as breathing
“Data-driven as Usual”

2004

Founded long before the industry boom

200+

Data Scientists enrolled

1400+

Cumulative number of clients supported

80000+

Total Participants in our training programs

78%

STEM graduates among new hires

400

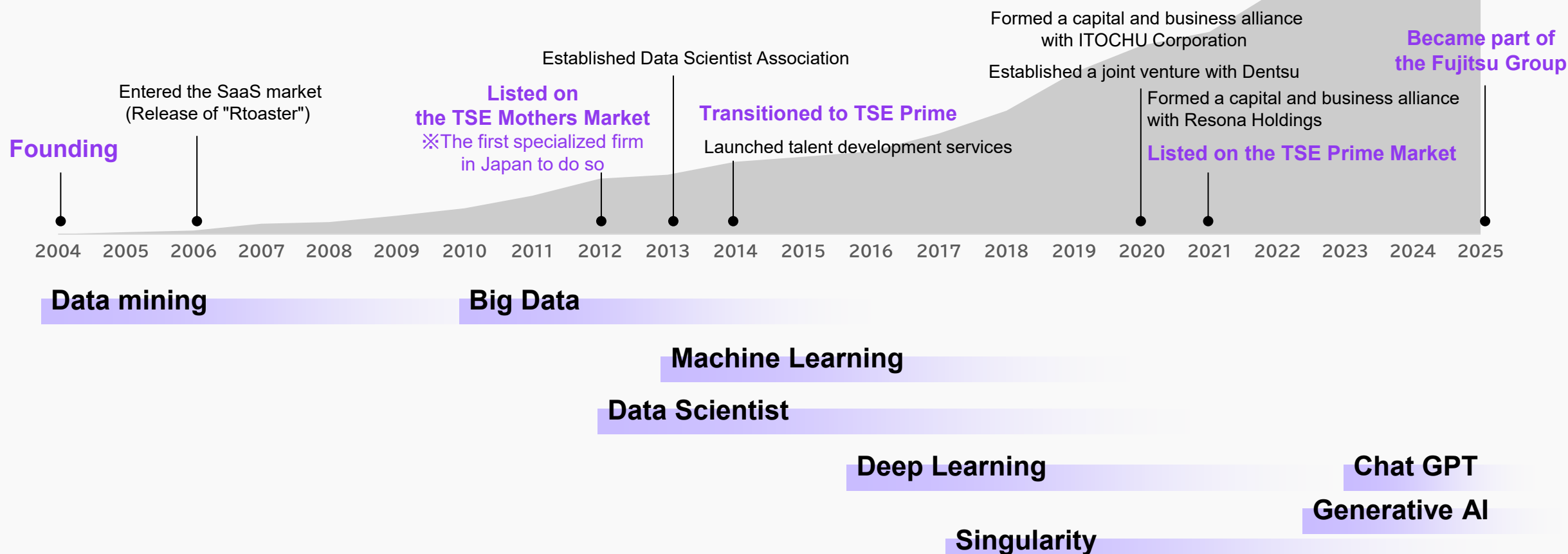
Internal study sessions held annually

The Journey of BrainPad and Data Science

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21 consecutive years of revenue growth since founding.



Our Services: The "Trinity" Service Model

Supporting corporate transformation toward data-driven management with a leading group of industry experts and over 20 years of expertise in data and AI utilization.

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BrainPad



Professional Service

Embed Data Analysis and AI into Management

Over 200 data scientists and AI experts support DX end-to-end — from strategy to implementation.

Organizational Dev / Training

Build “Self-sustaining” data-driven organizations

We work with clients to solve "Organizational and Talent" issues, which are the biggest bottlenecks in DX, and achieve a transformation into an autonomous, data-driven organization.

Product

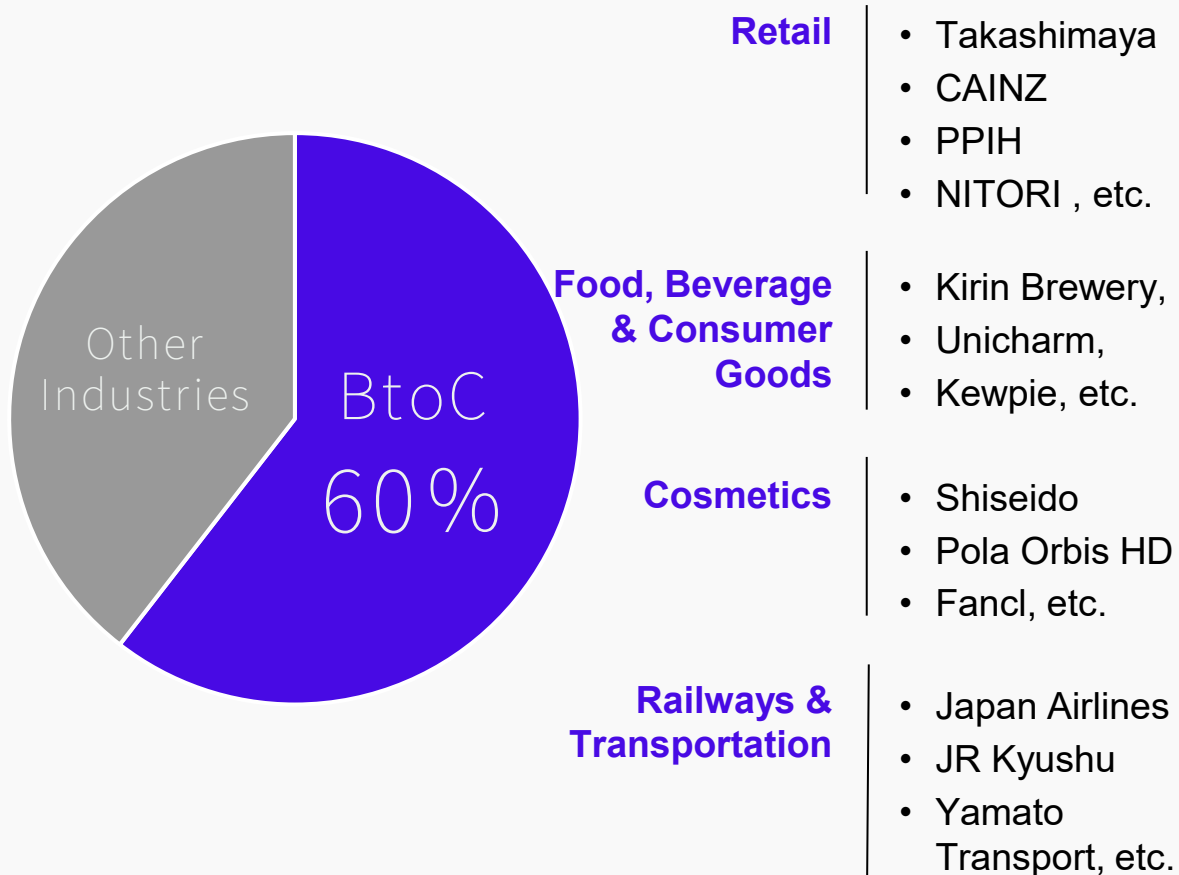
Make data use part of everyday work through practical SaaS

Quickly realize the benefits of data and AI through software that makes data and AI utilization simpler and accessible to everyone.

Our Strong BtoC Industry Capabilities



Client Industry Distribution and Key Support Track Record



Our SaaS Services

 Rtoaster	A web and app 1to1 engagement platform with a powerful recommendation engine.
 Rtoaster GenAI	Easily deploy AI-powered search on your e-commerce site.
 Ligla	A marketing automation tool specialized for LINE.
 marutto1to1	A comprehensive outsourcing service for 1to1 marketing.
 probance	A data-driven marketing automation tool for email and apps.
 Brandwatch	A social media analysis tool supporting various world-class SNS platforms

Two Major Data & AI Trends in Retail (Data/AI Related) **UVance**



Customer Experience 【 CX 】

Agentic Commerce

An "AI Concierge" where Generative AI understands customer intent and proactively suggests products.

The End of "Search"

Employee Experience 【 EX 】

Complete Digital Twin Integration

Converting everything in the store into data to support employee decision-making and operations in real-time.

The End of Role of
"Manager"

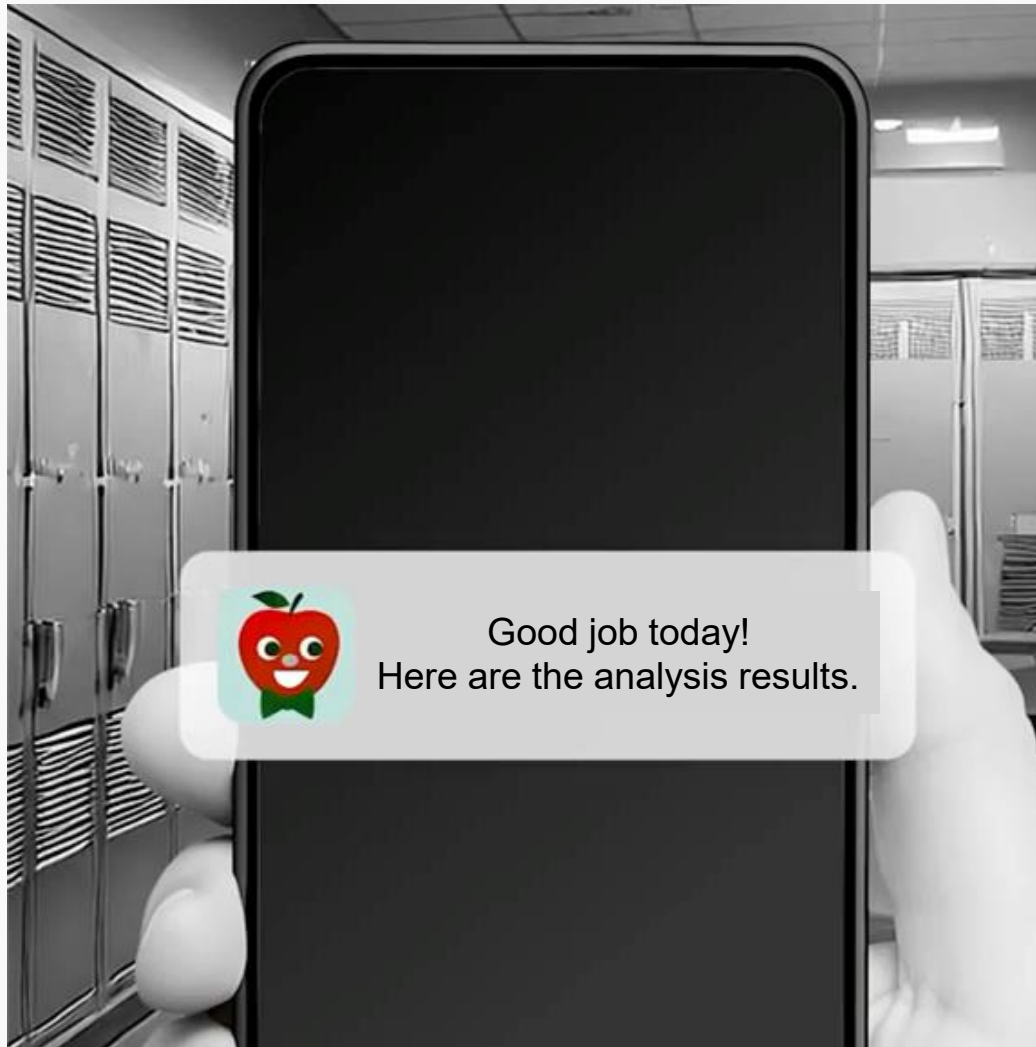
Service Case Study: AI Agent for Store Managers



Empowering Everyone to Become a "Superstar Store Manager"

AI supports the decision-making of busy store managers.

Generative AI reads analysis results and provides support through **narrative words**.



Information provided by the AI Agent

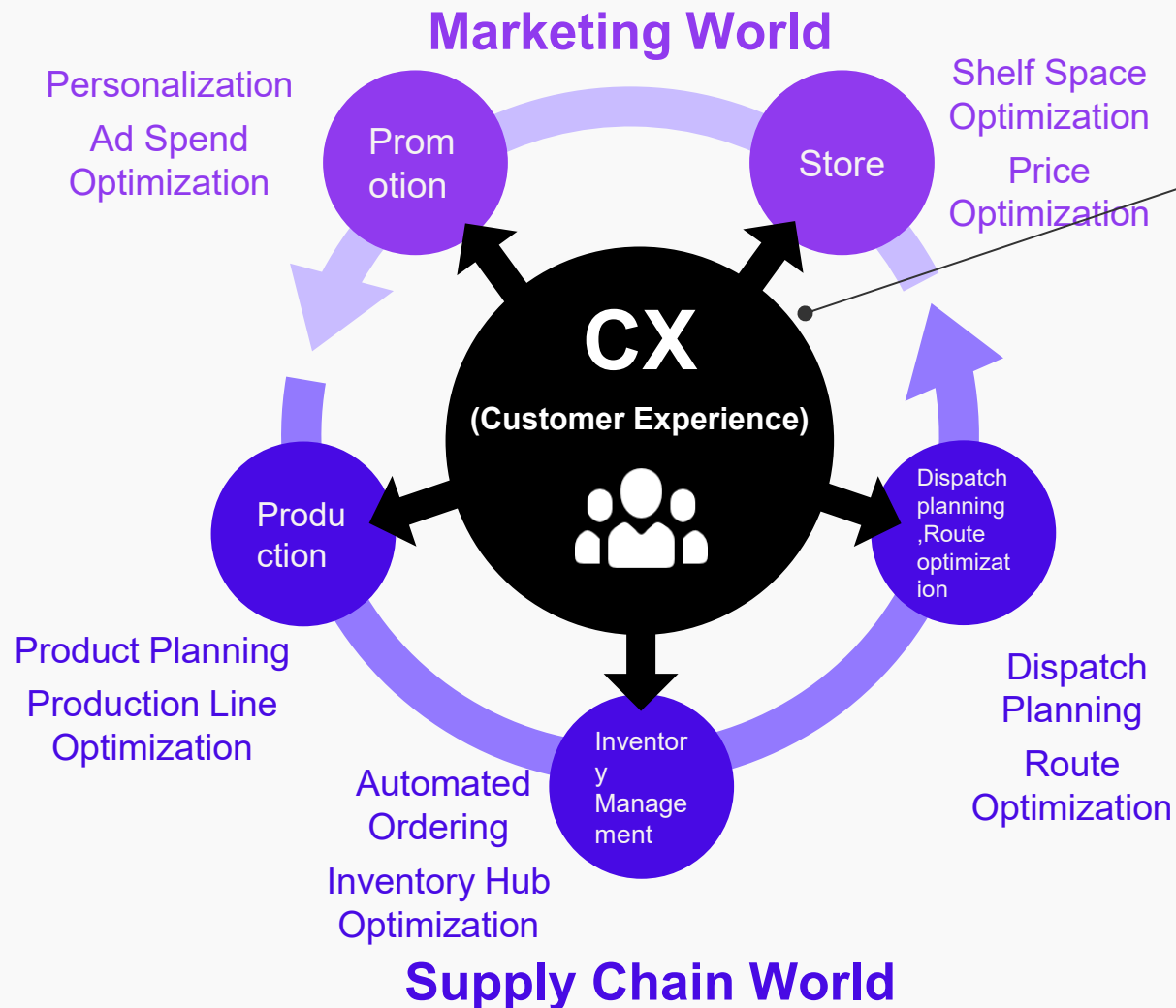
- Analysis results of store sales data
 - Changes in best-selling products
 - Impact of other stores, weather, etc.
- Verification of campaign effectiveness
- Analysis of issues and contributing factors
- Action proposals, and more

What is the Ultimate CX?

— Woven by the Integration of People and Product Data

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People Data × **Product Data**

with Data Science
(Prediction + Optimization = AI)

- The optimal Products
- At the optimal Price
- In the optimal Quantity
- To the optimal Location
- At the optimal Timing

**Delivering to
Customers**

Breaking Down Organizational and Data Silos

- AI Competition = Competition Over Data Quantity and Quality
- The Root Issue is Excessive Organizational Fragmentation: Barriers between products, operations, and channels; disconnects between business units and IT departments.
- Appoint Talent and Roles That Understand the Entire CX Landscape

Seriously Addressing Talent Shortages

- Labor Shortage is the Biggest Inhibitor of Growth in the Japanese Economy
- Redesign workflows with AI as a core assumption
- Digitize "Intuition and Experience" Without Dismissing Them= Increase Job Reproducibility

Seamlessly Connecting Operations and IT to Create Data Value



DIKW Model

Value of Data

Wisdom

Decision-making itself (Value creation)

Knowledge

Basis for judgment (Trends, laws, insights)

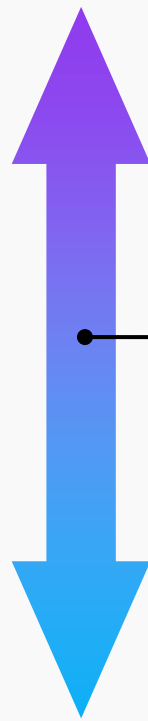
Information

Organized and meaningful data

Data

Symbols and signals without meaning

Management /
Operations



IT

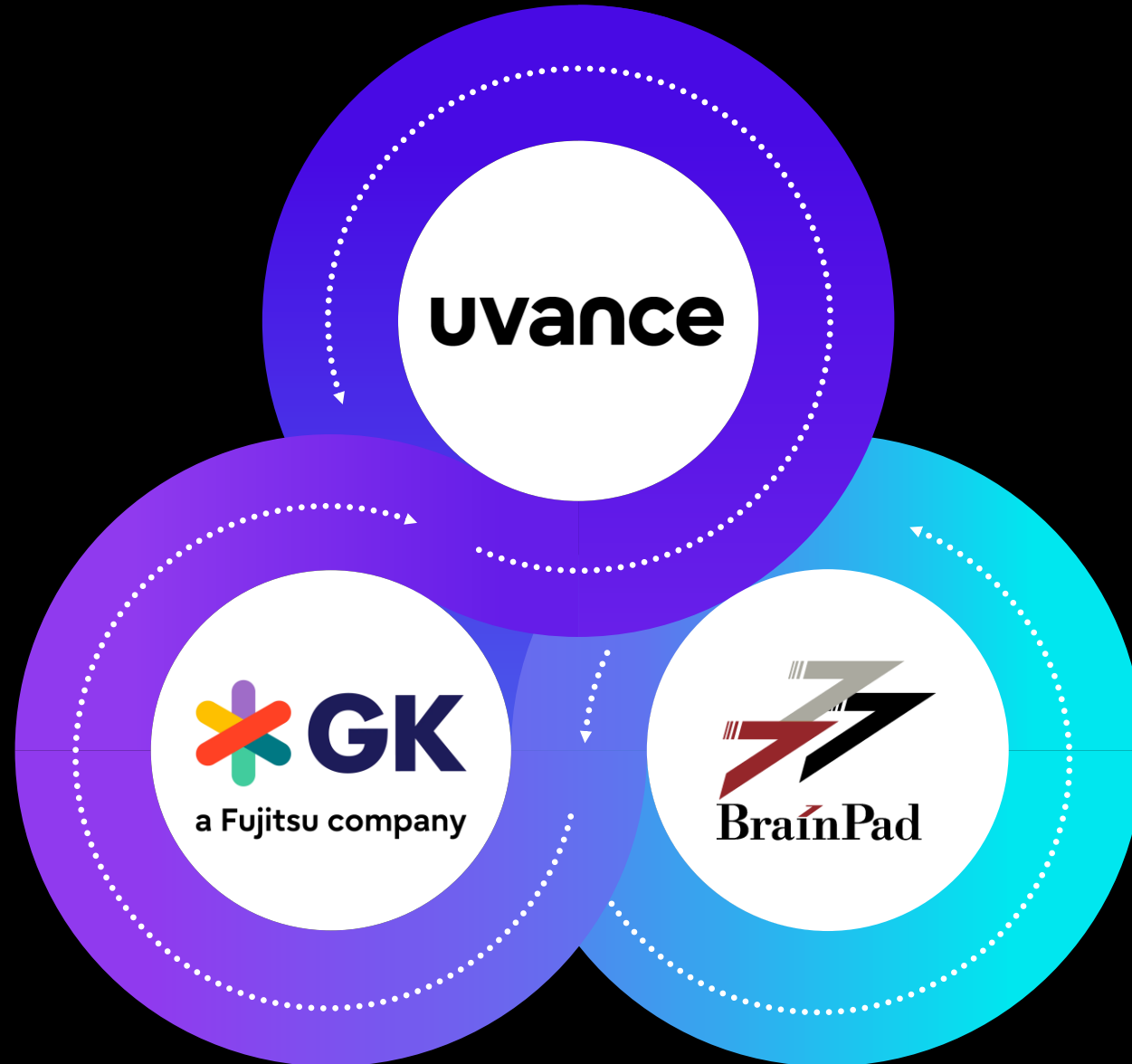
Embedding Data Science & AI into Business

Embed Data analysis and AI in business settings to upgrade customer and employee experiences.

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Standing at the Starting Line for the AI-Native Era

Establish a foundation to acquire overwhelming volumes of high-quality data and build a strong IT base for becoming AI-native.

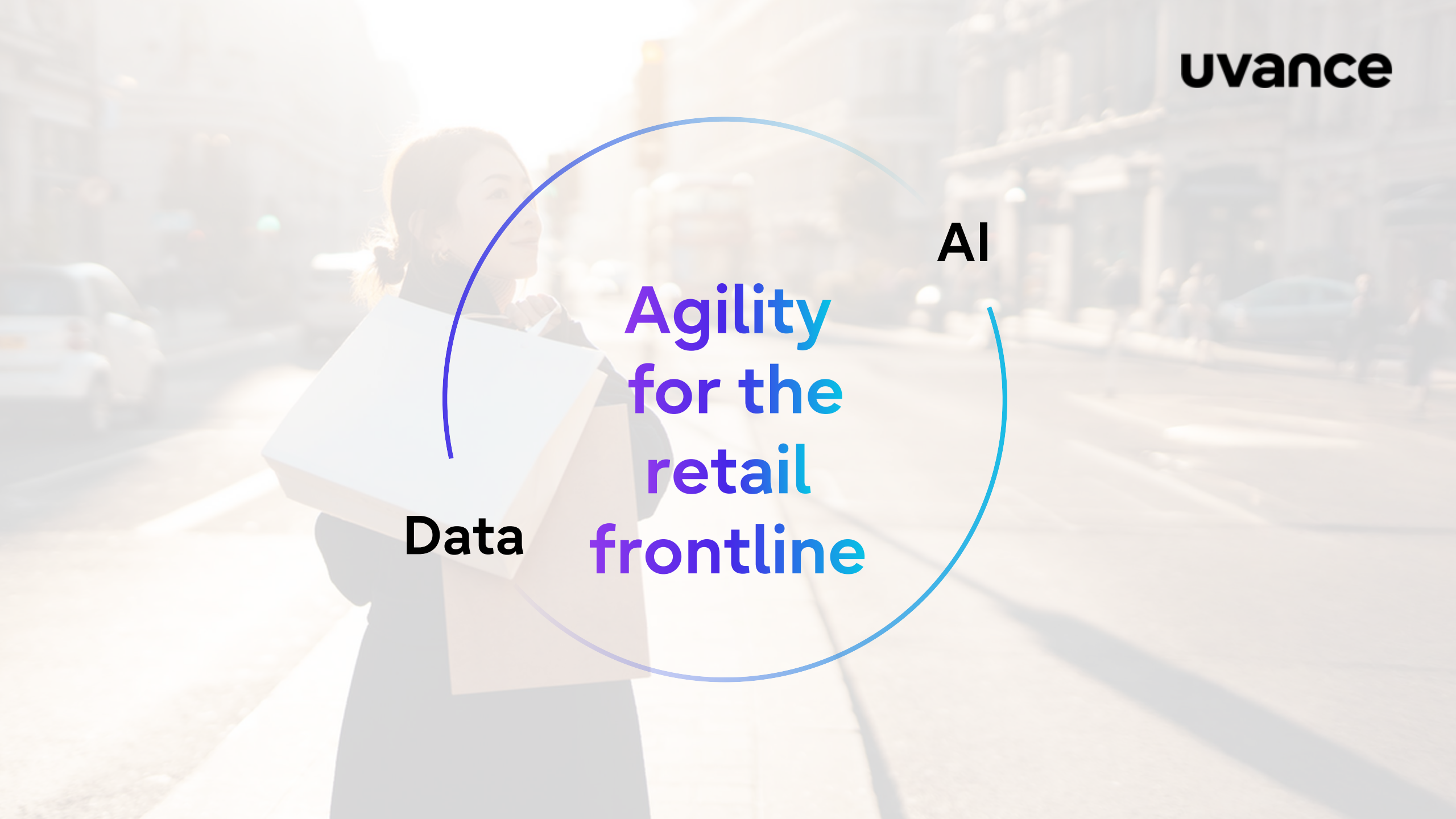


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AI

**Agility
for the
retail
frontline**

Data



Leveraging the power of data and AI to revolutionize
the customer and employee experience. Enhance the
supply chain and propel retail towards a sustainable
future
with U

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