





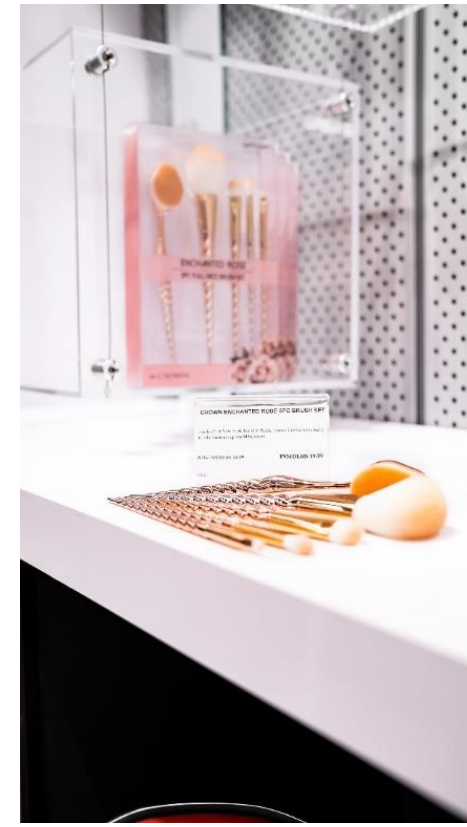
# National mall retailer of emerging trends

“Fun and interactive” stores selling the hottest social media trends in health, beauty, home, toys, and food.

150 stores

29 years

2M Insiders



2021, 2022, 2023 Winner



2022 Omni-channel Winner



2018 Winner



Global Innovation Awards  
2017 Winner



Board Member 2021-present



# We are THE trend retailer for Moms and Gen Z



**NARCITY**

Downtown Toronto Just Got Its First Showcase Store & It's Basically A TikTok Paradise

**STYLEDEMOCRACY**  
UNITING PEOPLE WITH THE BRANDS THEY LOVE

**Toronto Just Got A New Store Where You Can Shop Popular TikTok Trends**

**blogTO**

**Store that sells the hottest TikTok trends opens first downtown Toronto location**

**60%**

of our assortment is Health & Beauty. 40% is Home, Toys, Gifts.

**77%**

say we're the most fun & interactive store in the mall



# And we make the headlines



AI is 'one member of the team': How one company is embedding AI into its work

April 9, 2023



This Mother's Day (or should we say Mother's dAI) at Showcase is Powered by ChatGPT and The Human Touch



Canadian specialty retailer Showcase in rapid U.S. expansion



## Retail Council of Canada Board of Directors Meetings with Parliament Hill Ministers

October 18, 2022

Diane Brisebois  
CEO, Retail Council

Deputy Prime Minister  
Chrystia Freeland

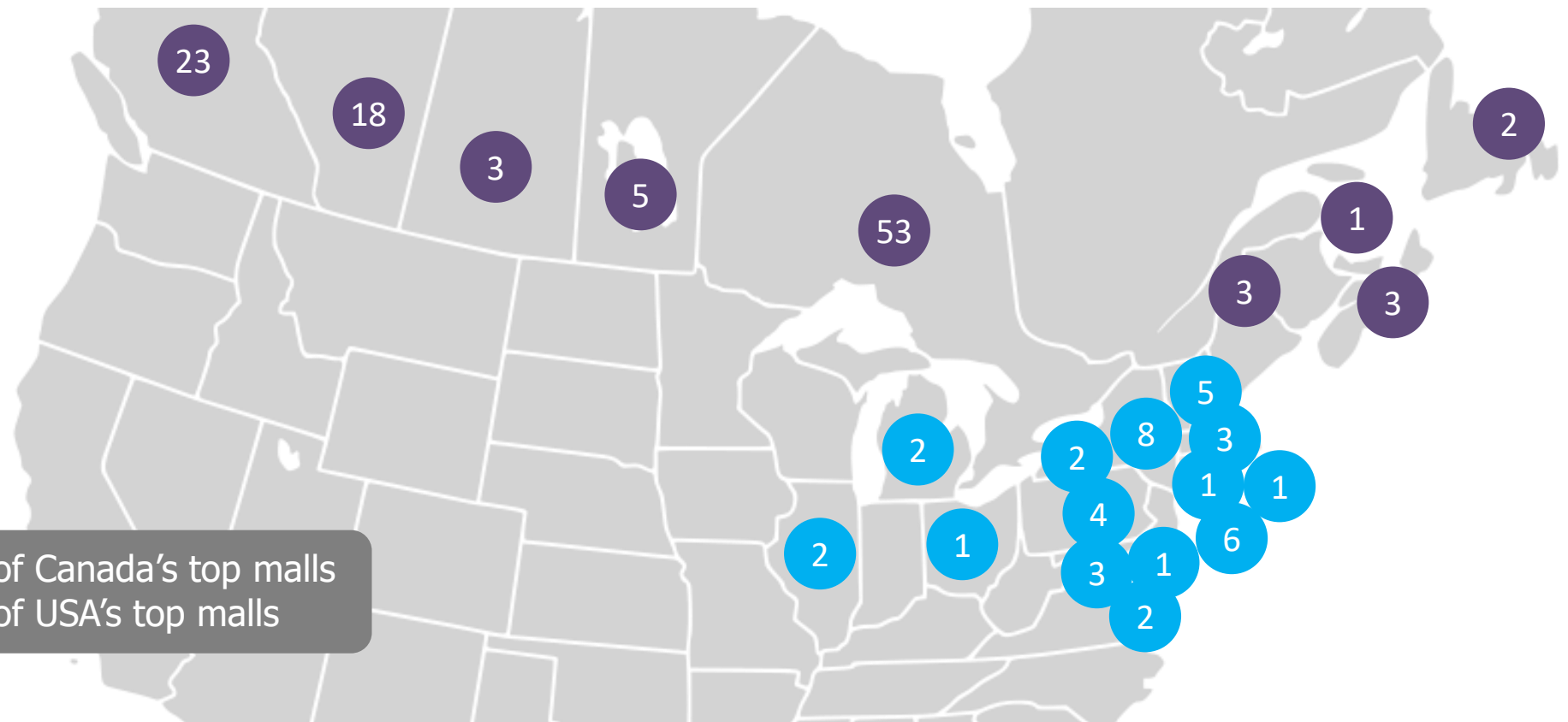
Samir Kulkarni  
CEO, Showcase

Minister of Innovation, Science and Industry  
François-Philippe Champagne

Deputy Minister of Finance  
Michael Sabia



- 109 in Canada + 41 in USA
- Permanent stores, 10-year leases
- High-traffic A/B malls



**ALBERTA**  
 Calgary (3)  
 Edmonton (6)  
 Grande Prairie  
 Medicine Hat  
 Lethbridge  
 Red Deer (2)  
 Rocky View

**BRITISH COLUMBIA**  
 Abbotsford  
 Burnaby (2)  
 Coquitlam  
 Delta  
 Kelowna  
 Langley  
 Nanaimo  
 North Vancouver  
 Prince George  
 Richmond (2)  
 Surrey  
 Vernon  
 Victoria (3)  
 West Vancouver

**MANITOBA**  
 Brandon  
 Winnipeg (4)

**ONTARIO**  
 Barrie (2)  
 Belleville  
 Brampton (2)  
 Brantford  
 Burlington (2)  
 Cambridge  
 Cornwall  
 Georgetown  
 Guelph

In 93% of Canada's top malls  
 In 15% of USA's top malls



# Our Value to Vendors



## Exposure

- Retail credibility
- Direct customer feedback
- Advertising and public relations



## Engagement

- Fun and interactive
- Demonstration & education
- After-sales service



## Volume

- 10x/door vs. mass
- More lifetime customer revenue

We'll adapt to your brand goals, give you prime shelf space, and tell customers your story.

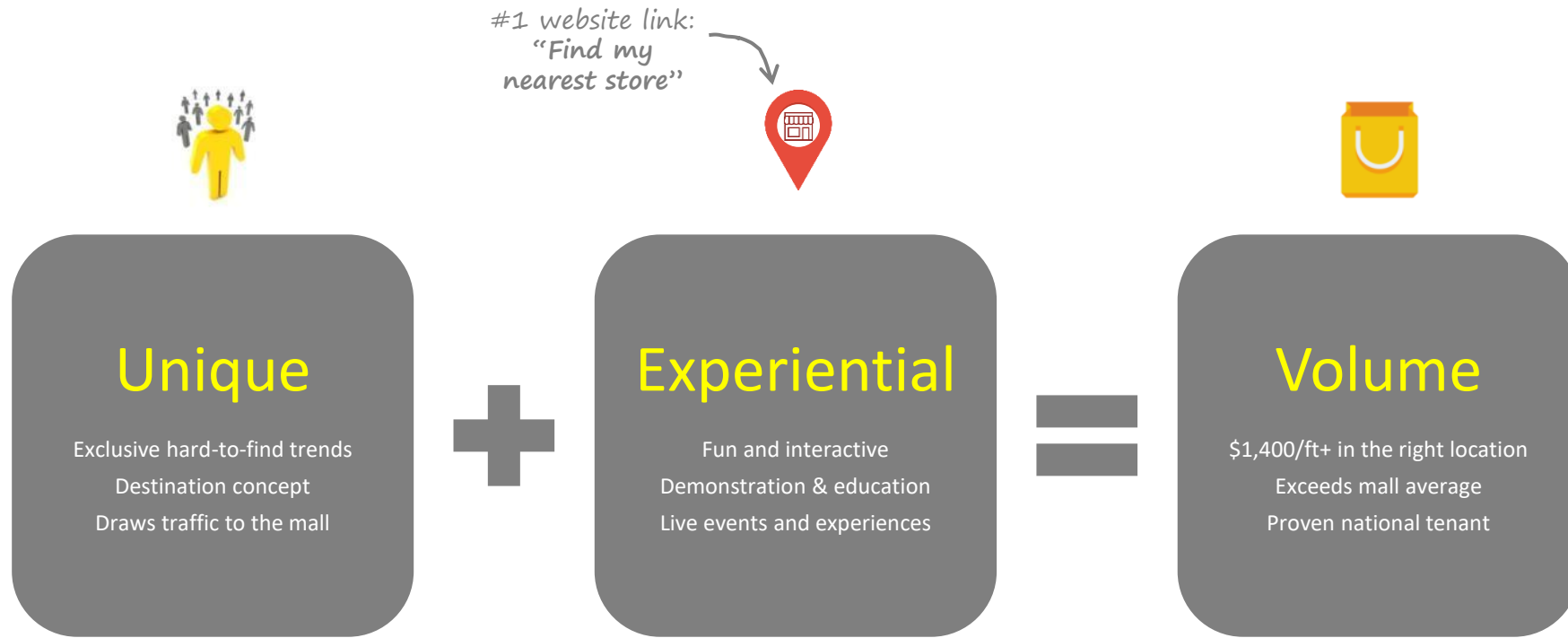
### Break through the noise

Unlike other retailers carrying thousands of brands, we focus on only a handful of trending brands, which helps focus customers and staff on yours.



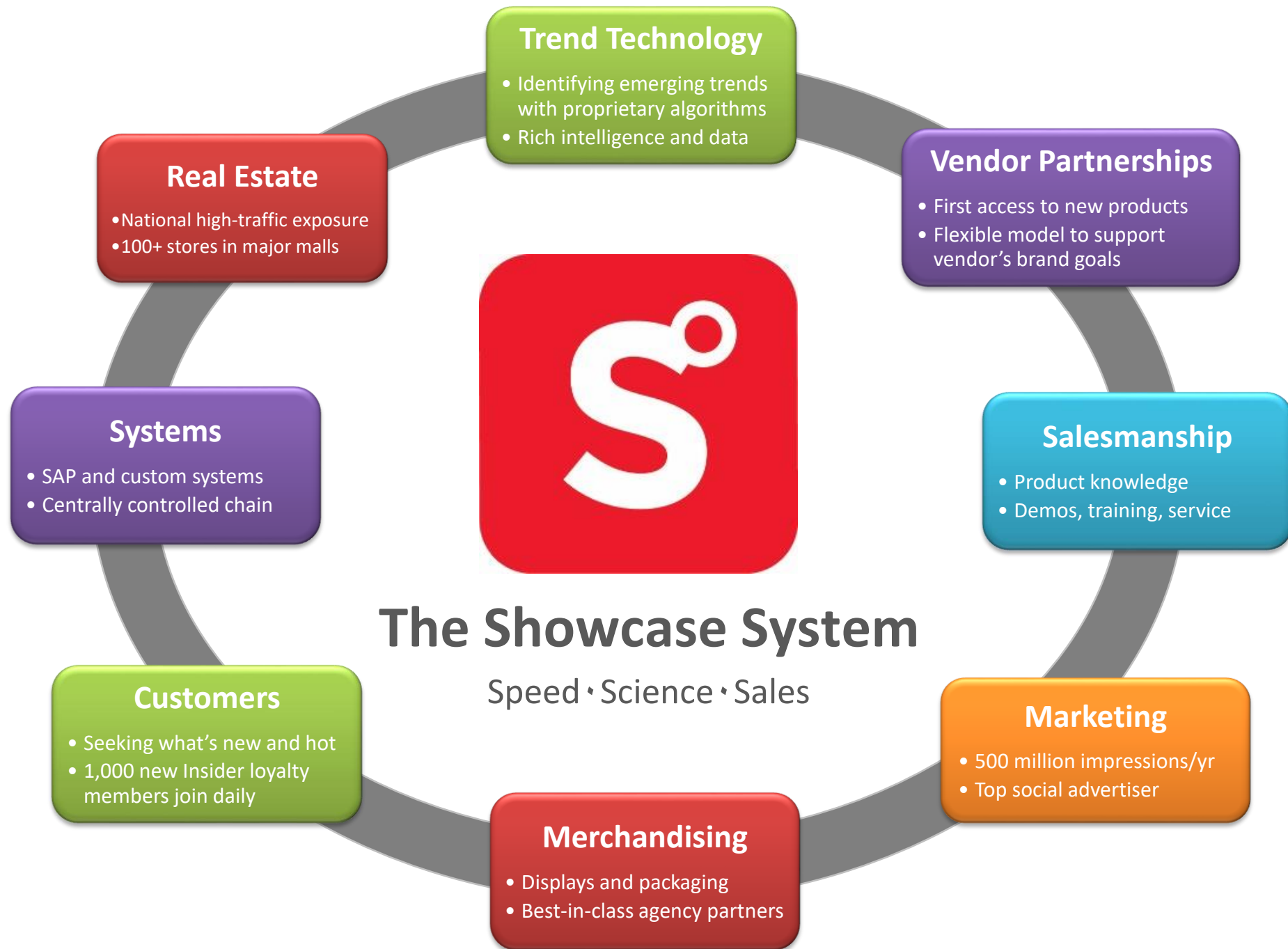


# Our Value to Landlords



## Recent A-Mall Deals

| Cadillac Fairview |              | Ivanhoe    | Oxford      | Cushman    | Simon           | Brookfield       | Macerich         | Pyramid         |
|-------------------|--------------|------------|-------------|------------|-----------------|------------------|------------------|-----------------|
| Sherway Gardens   | Eaton Centre | Bayshore   | Southcentre | Pen Centre | King of Prussia | Christiana       | Freehold Raceway | Walden Galleria |
| Lime Ridge        | Chinook      | Guildford  | Scarborough | Halifax    | Lehigh Valley   | Bridgewater      | Danbury Fair     | Destiny USA     |
| Market Mall       | Polo Park    | Metropolis | Square One  | St. Vital  | Woodfield       | Providence Place |                  | Crossgates      |
| Richmond          | Masonville   |            |             |            | Menlo Park      |                  |                  | Palisades       |





Health • Beauty • Home • Toys



# Our products

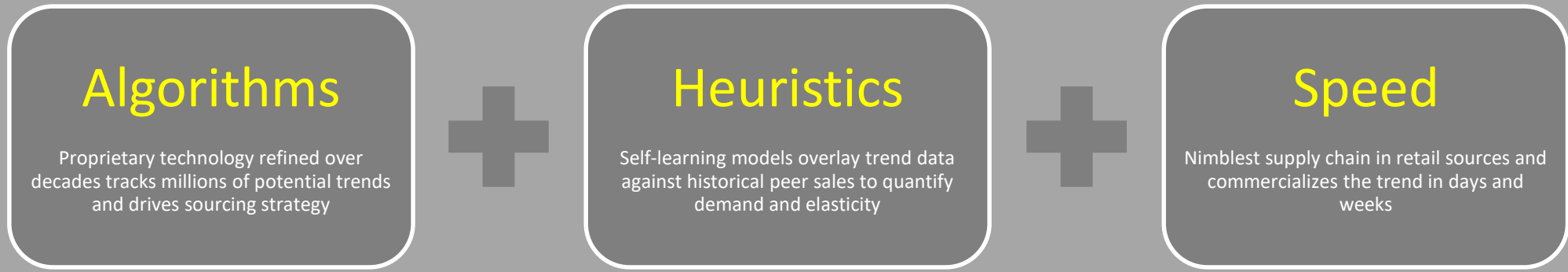
First • Fast • Exclusive

“The world’s largest retailer of its kind”

FINANCIAL POST



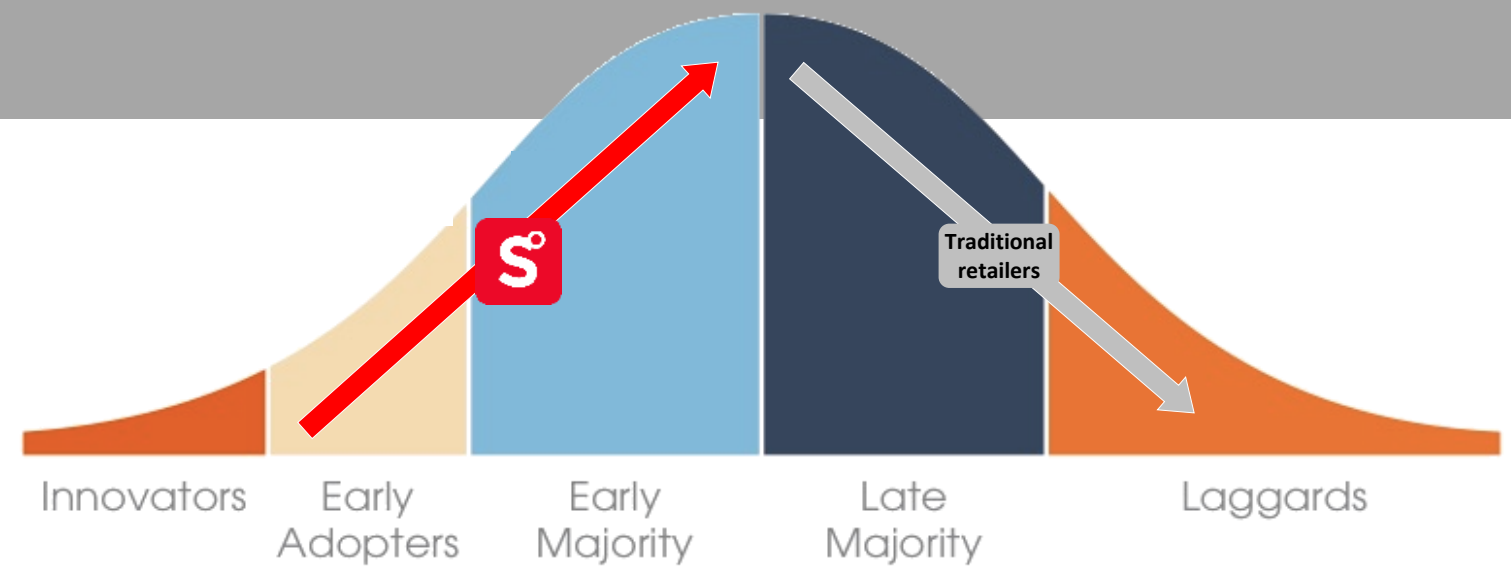
## RAPID RETAIL MODEL



### Inc.

#### 7 Ways to Spot Trends From the Man Who Turned Trendhunting Into Retail Gold

Success relies upon anticipation of what comes next. This entrepreneur shares how to see the future.





# Top Branded Trends



One of the largest volume retailers of Logan Paul's drink sensation

Youtube star Mr. Beast's Feastables



Canada's largest selection of Squishmallows



Home of Pokemon Japanese cards



Leading retailer of Funko Pop



Exclusive Canadian retailer for 20 years





# Growing Private Label Division



Simpleza.  
BEAUTY



Quantum Health Line



EcoTerra  
Eco-friendly  
line

SLOW-RISE  
**Squishies**



GRAVITY  
**BLADE**



Hoverboards  
& Scooters



# Growing Licensing Division





# Vendor Partnerships



Showcase's sales are  
 "mind-boggling."  
 -- Dr. Dolev Rafaeli, CEO, no!no!





# Our marketing

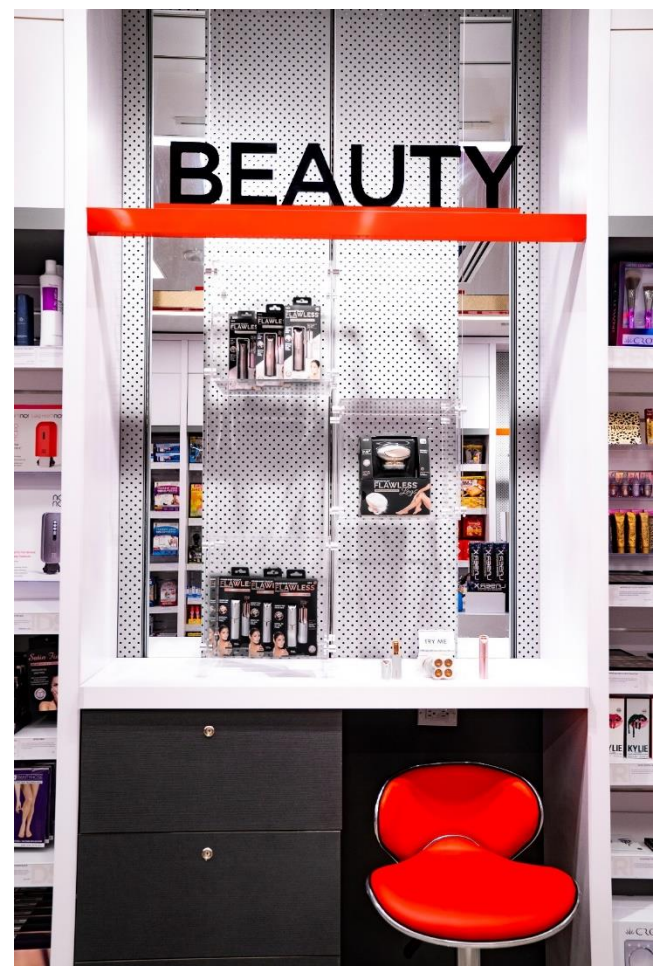
Bringing trends to life

Showcase “has built a retail empire from studying and capitalizing on trends.”

**Inc.**  
MAGAZINE



# Demonstrations



Constant live demos engage and entice our customers





# Live Shopping

You've seen Danny on Dr. Oz, Food Network, Stephen and Chris, and the Daytime Emmy's. Follow Danny's adventures as he explores the hottest new trends at Showcase – from health to beauty, home, tech, and toys.

Watch for a new Live show every Tuesday, Thursday, and Saturday. Save even more when you use Danny's special promo code!

**WATCH NOW**



**“Canadian Retailer ‘Showcase’ Launches Live Shopping Shows Hosted by TV Personality”**

### Quick facts:

- Livestream shopping event every 48 hours
- Broadcast to Showcase's 2 million Insiders
- Streams on Facebook, Instagram, and TikTok
- Viewership driven by 100 million emails and 500 million impressions across social platforms annually
- Coordinated inventory/pricing across stores and site
- Drives measurable ROI both online and in-store

### Ideal product:

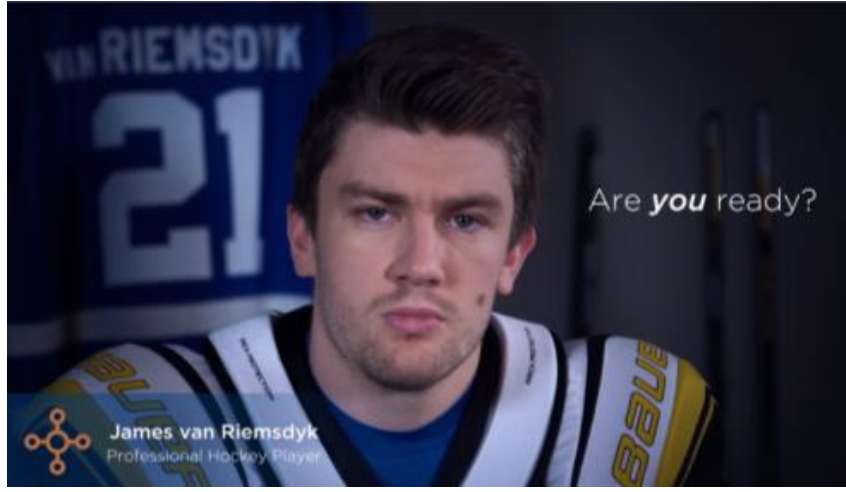
- Hot new trends, exclusives, and doorcrashers
- Timed events, global launches, and limited-time offers
- Guest celebrities/personalities are welcome





# Media Production and Advertising

**Tommie Copper / NHL Star spot**  
National TV Spot  
directed and  
produced in-house



**Gravity Blade Spot / Stunt Video**  
Choreographed by  
Hollywood stunt legend  
Tommy Chang

**Hidden Gems**  
Brand Spot  
directed and  
produced in-  
house



**Squishies Dance Video**  
Produced and shot at  
legendary Director X's  
studio

One of Facebook's largest  
advertisers in Canada



## #ShowcaseMadeMeBuyIt 190 million views

@ShopAtShowcase

## 700,000 followers

+1,000 followers every few hours



WHAT SHOULD I DEST...



WHAT SQUISH SHOUL...



Do you want your own fi...



Your first @ owes you a ...



Replying to ...



You must go it's so fun!!!!

#AirpodsJUMP...

▷ 1.6M

4-3



# 2 million Insiders and growing

Can't view this email? View as a [webpage](#).

**FREE SHIPPING ON ORDERS OVER \$50**

**TOMMIE COPPER™**  
exclusively at **SHOWCASE**  
HOME OF THE HOTTEST TRENDS

[TOPS](#) [BOTTOMS](#) [ARMS](#) [LEGS](#) [BACK](#) [KIDS](#) [ALL](#)

SELECT MENS & WOMENS COMPRESSION SOCKS




**B1G**  
**50% OFF**  
SECOND PAIR\*

**SHOWCASE**  
HOME OF THE HOTTEST TRENDS

As Seen On TV | What's New | Shopkins | Health | Home | Beauty | Fun & Games

FREE SHIPPING | 100+ STORES Across Canada | SHOP IN \$SCAN WITH NO DUTIES

*Running Low on Proactiv?*



Hi Samir,

Your Proactiv is likely running low. Proactiv needs daily treatment, otherwise in all likelihood your acne will come back. So get your refill [in-store](#) or [online](#) today!

**SHOWCASE**  
HOME OF THE HOTTEST TRENDS

On TV | What's New | Shopkins | Health | Home | Beauty | Fun & Games

FREE SHIPPING | 100+ STORES Across Canada | SHOP IN \$SCAN WITH NO DUTIES

Thank you Josh, for being a Showcase Insider!

**25% off your next purchase**  
before April 2nd, 2017



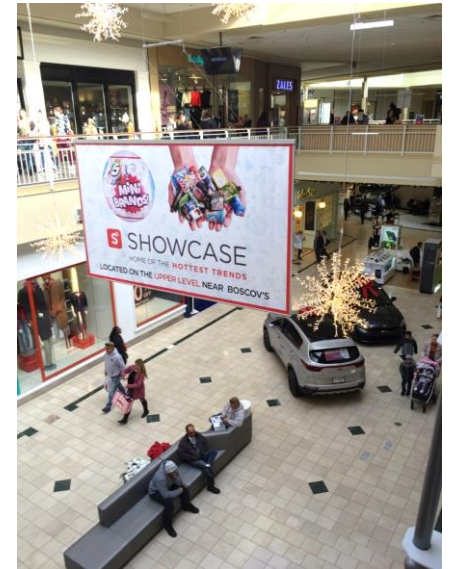
8 02962 84219 9

Redeem in store: Present this barcode at any store.  
Note to Cashier - iVend Customer **2507676787**

Targeted personalized emails to loyal customers drive traffic to the mall



# Visual Display and Signage






# Gift Guides and Flyers

500 million impressions annually on digital and social channels

**MORPHE** the professional choice

DRAMATIC LOOKS  
**PRO PALETTE**



QUALITY, TRENDY, FUN. **FROM \$29.99**

GO FLAWLESS  
**MASTER BRUSHES**

**25% OFF ANY BRUSH** WITH PURCHASE OF A PALETTE

**FROM \$5.99**

ShopAtShowcase.com • INSIDERS ONLY SIGN UP FOR FREE

**SHOWCASE** HOME OF THE HOTTEST Beauty TRENDS

1,457,544 YouTube Views | 23,384,566 Makeovers | 945,323 Social Shares | 107 Stores

Help Me Find...

Cart Account Stores Flyers Full Site


Browse Departments Makeup Beauty Tools Eyes Lips Skin Care Oral Care Foot Care See All

**MORPHE**



Ecommerce platform and fulfillment

**MORPHE** GIFT GUIDE



MORPHE 35F FALL INTO FROST PALETTE

MORPHE 35R READY, SET, GOLD!

MORPHE 35DM MATTE NATURE GLOW

MORPHE 35T 35 COLOUR TAUPE

MORPHE 35OS COLOUR SHIMMER

MORPHE 35W 35 COLOUR WARM

MORPHE 35K 35 COLOUR KOFFEE

**MORPHE EYESHADOW PALETTES**  
SAVE \$10  
\$39.99 REG. \$49.99

MORPHE LIQUID LIPSTICK ONLY \$19.99

VANITY FANCY PANTS

**BLACK & GOLD MERMAID OVAL BRUSH 10 PIECE SET**  
SAVE \$10  
\$29.99 REG. \$39.99

**UNICORN BRUSH 7 PIECE SET**  
SAVE \$5  
\$24.99 REG. \$29.99

**CHUBBY MERMAID MAKEUP BRUSH**  
50% OFF WITH ANY PURCHASE  
\$9.99

ShopAtShowcase.com 107 Stores

•Insiders Only SIGN UP FOR FREE

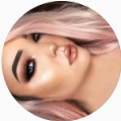


# Live Experiences and Collabs



GIFT GIVING GUIDE:  
FOR THE TREND CONSCIOUS




 **ashleyhawmakeup** [Follow](#)

292 posts 261k followers 379 following

Ashley Haw Beauty Influencer | Snap Tutor: ashhawmakeup@gmail.com #AshleyHawMakeup

### 3 Showcase Beauty Products That Will Help You Get Ready Faster!

December 22, 2017 By Nancy Polanco - 38 Comments

 **ready.to.glow** [Follow](#)

856 posts 81.9k followers 749 following

Ready to Glow - Hemali Mistry | MUAH | readytoglow.muah@gmail.com | Snapchat: you.tu.be/Q2LQgtPEP5M



LIFESTYLE December 21, 2018

**12 Days Of Holiday Giveaways: Morphe & ColourPop Gift Set**

[Tweet](#) [Submit](#) [Like](#) [Share](#)



Engaging customers with live events and experiences, such as in-mall events, influencer collaborations, and PR roadshows with local media.



# Sales Support



Online Training and Testing



Product Knowledge Forum

Demos and Testimonials



Tutorials from Beauty Experts and Influencers



Brochures and Training Guides





# Recent successes

How it all comes together

no!  
no!  
HAIR



Leverage curiosity about this \$300 personal care item with demonstrations, education, and retail exposure

Challenge



Classroom training and demo units for constant live demos



Online training & testing



3D retail try-me displays



Demonstration kiosks



16 live TV appearances



38 national flyers

Result

**\$50+ million in retail sales**

Higher sales/door than Neiman Marcus, Bed Bath & Beyond  
Drove vendor's direct response  
Showcase staff featured in vendor's infomercials

Showcase's sales are "mind-boggling"

Dr. Dolev Rafaeli, CEO no!no!  
Beauty Inc. Magazine



# TOMMIECOPPER

Build engagement with this copper compression clothing line through exclusive distribution and broad selection

Challenge



Exclusive Canadian site, 500 sku's, web community, sizing guides, FAQs



National PR roadshow



Knowledge & story-sharing forum



Signed James van Riemsdyk as brand ambassador



Dedicated store-within-a-store nationwide

Result

## 140,000 sold in first few months

Awarded exclusive Canadian license, tripled sku count, now establishing partnerships and associations throughout Canada

"I love my job!! Just sold a TC knee to an elderly gentleman who came in using a cane and walking very slowly due to his sore knee ... I explained to him the benefits of TC products and he bought the knee ....after putting it on in the store....he walked out without the use of his cane and with almost a spring in his step...he said he felt like a new man...told me the pain was almost non existent...made my day to be able to help him in this way:"  
Leslea Stein, Showcase Store Manager, Store #59



# DAFNI

Introduce this \$300 beauty brush and make believers out of women who have tried everything to straighten their hair

Challenge



Leverage viral video that created interest (and skepticism)



Hands-on education with staff to create local testimonials



Secured prestigious PR such as Marilyn Denis and MTV



Inventor visit + demo events

Nationwide demos and customer education in store



Result

## \$1 million in first 4 weeks

Entire program executed in 28 days, from sourcing to training to launch to nationwide demos to PR roadshow



Spread the word about this hot new girls collectible toy and build the community of collectors

Challenge



Live events partnering with landlords

Creative contests



Trading events nationwide

**TORONTO STAR**

Shopkins the latest toy craze to captivate Canadian kids

Latest collectible kids' toy humanizes consumer products and draws in children with playful names and a YouTube cartoon series.

Front page news coverage

Canada's largest selection



Collectors app

Result

**1 character sold every 2 seconds**  
Regular lineups and crowd control

The largest volume of any retailer in Canada



With a looming pandemic and society in crisis, how to help first responders and health care workers get Canada's fair share of PPE

Challenge



Bid on the global markets to secure supply of 150 sku's of PPE starting in March 2020



Chartered planes at exorbitant cost to bring product to the front lines



Secured COVID-19 Site License and Medical Device Establishment License



As 99% of our malls closed, deemed an "essential service" staying open for Lockdown 1



Supplied federal, provincial, and municipal agencies across Canada



Received media coverage coast to coast



Partnered with Ottawa Public Health to teach kids about mall safety

Result

**11M units / \$27M of PPE supplied across Canada**

Served 117 communities, assisted countless first responders, protected jobs

One of Canada's leading retailers of PPE



# Where we're going

Scaling for the future



# Scaling For the Future



Newly expanded 250,000 sq.ft. distribution facilities  
(Head Office near Toronto ON; US Distribution Center near Buffalo NY)



Opening new stores across North America



Fully integrated ERP/CRM system



Expanding our Live Shopping and Social platforms





**Let's make  
retail magic together!**