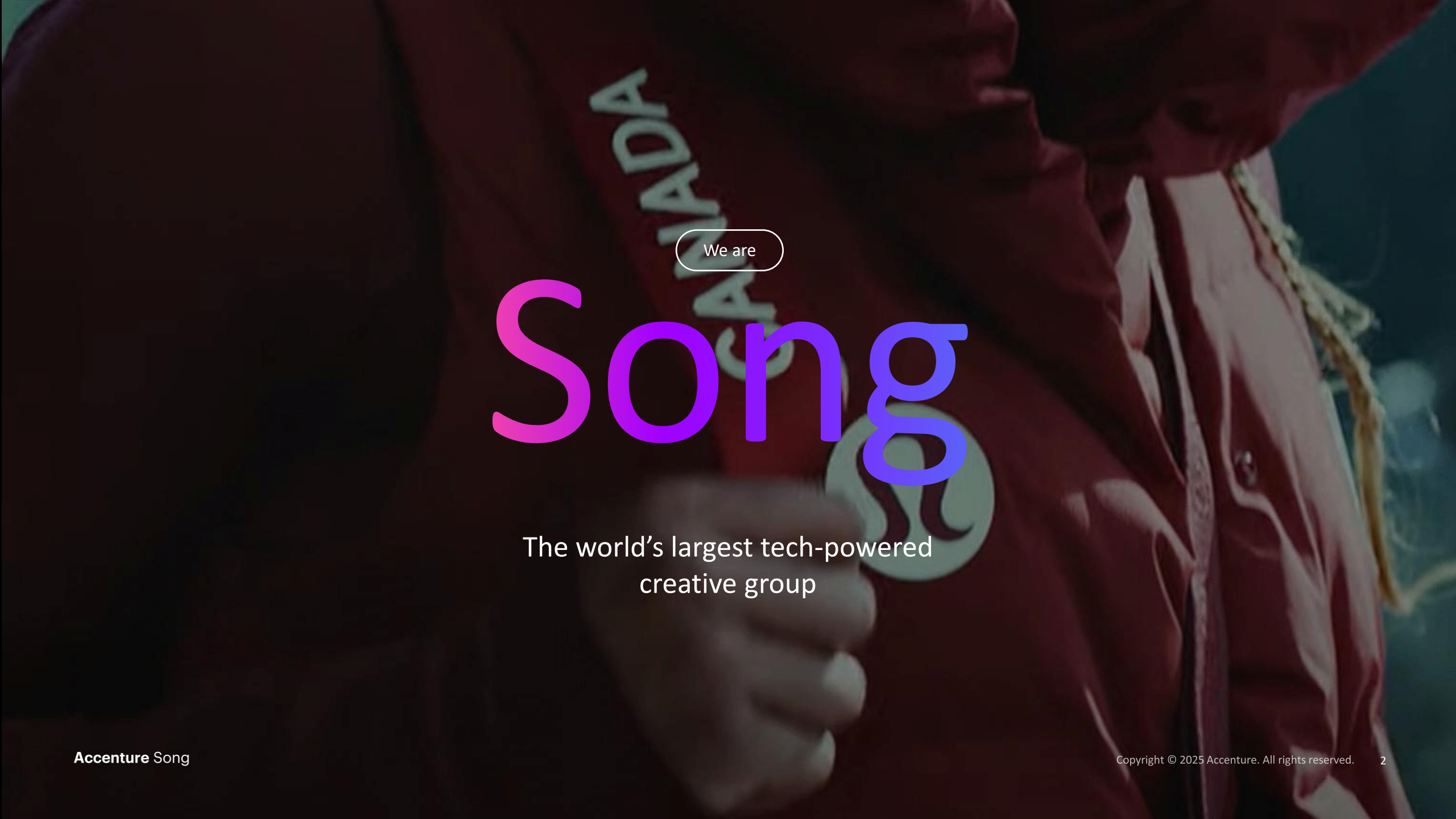




Let's Get Personal

Beauty Innovation Models
& Marketing Powered by AI

The background of the slide is a photograph of a person wearing a red shirt. The word "CANADA" is printed vertically in white on the sleeve. Below it is a circular logo with a stylized "SC" inside. The person is looking down, and their hand is visible in the foreground.

We are

Song

The world's largest tech-powered
creative group

Business
Consulting

CONSULTING FIRMS

SYSTEM INTEGRATORS

Creativity

Technology
and data

CREATIVE
AGENCIES

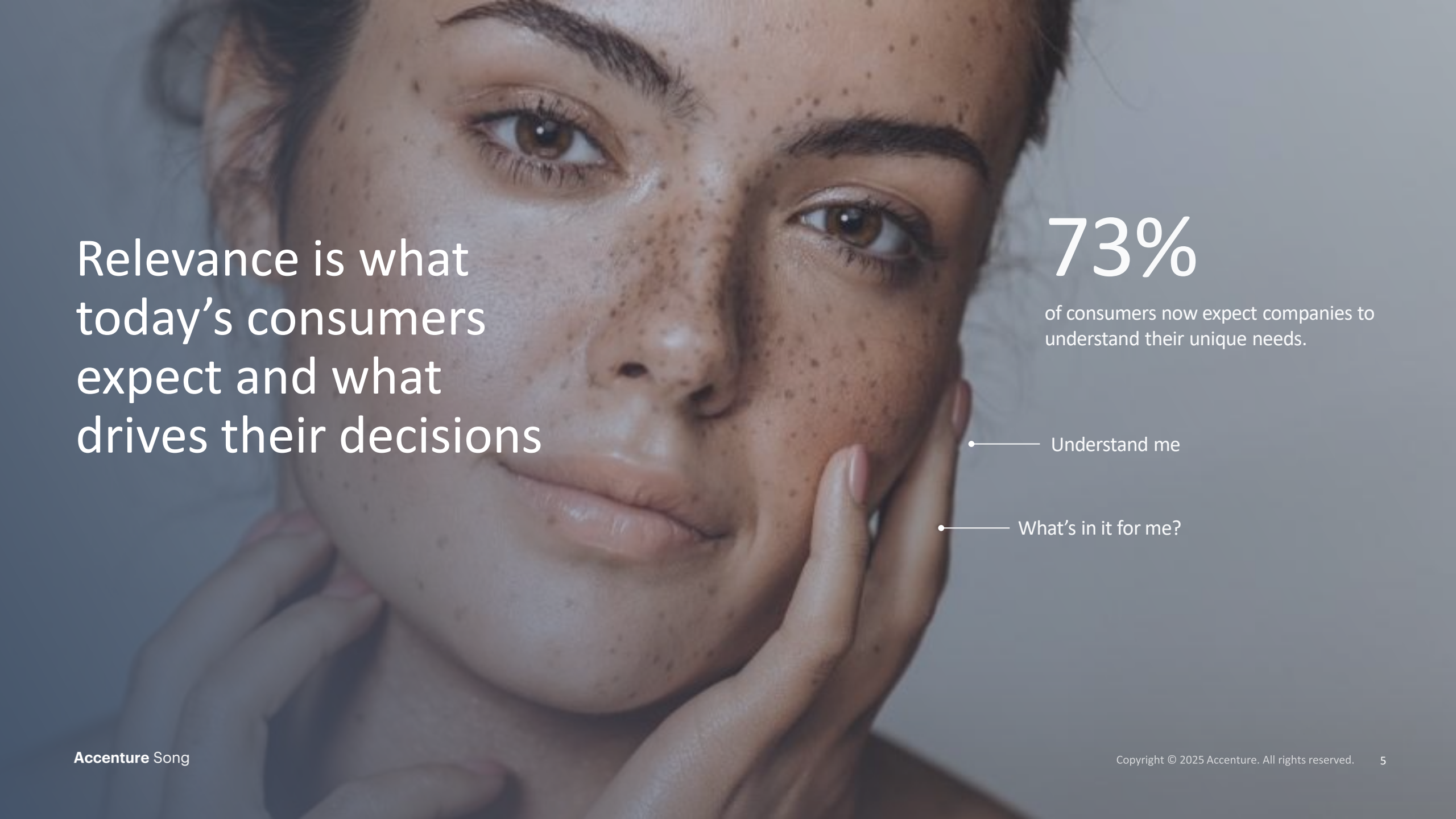
A new breed of partner

From front stage to backstage

FRONT STAGE

Marketing
Commerce
Digital Products
Customer Service

BACK STAGE



Relevance is what
today's consumers
expect and what
drives their decisions

73%

of consumers now expect companies to
understand their unique needs.

• Understand me

• What's in it for me?

Consumers demand tailored experiences

91%

of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations.

64%

of consumers expect real-time assistance regardless of the channel they use.

72%

recently abandoned a purchase altogether because of overwhelm with the decision-making process.



 noli



How do you answer the CEO's and CDO's biggest growth questions?

Should we go into social commerce?

How do we get closer to our users
and generate 1P data?

How do we make
the most of our beauty tech?

How do we sell our siloed brands
together and counter retailers?

We're the leaders in beauty.
How do we stay ahead?



Beauty is crowded

To launch and scale anything new,
the only way to succeed is by solving
a real, unmet user need

BIGGEST USER PAINPOINT:

There's more product choice, options, opinions in beauty than ever before.

But with more and more choices, it's hard to find the right product for you.

100%

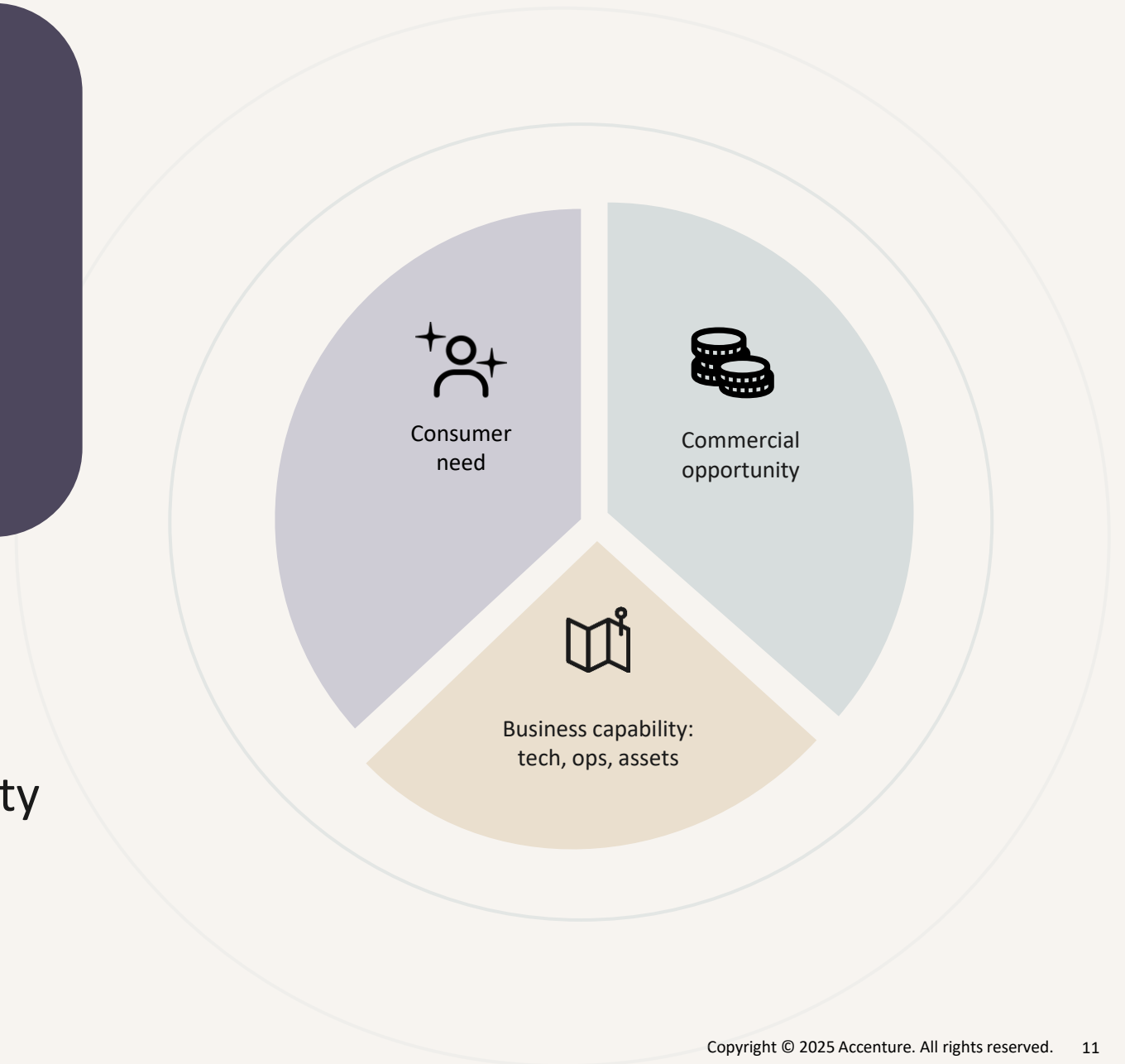
of engaged beauty shoppers struggle to find the right skincare products for them*



Through deep insight and multiple creative leaps, we aligned with executives to:

Create Noli: an AI-powered, personalised eCommerce venture for all beauty

“Accenture was the only partner who could bring together strategy, creativity and technology to create a new platform like Noli”





we've been busy...



Created Company Culture
and Values

Founders Hired



Product and
Platform Build

BOOM!

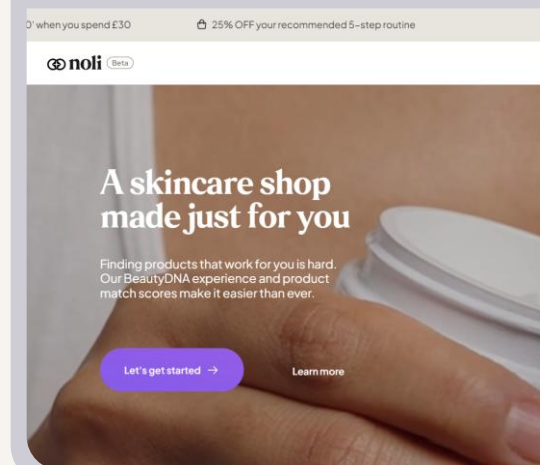
From concept to launch:

In 4.5 months we built and
launched the UK MVP

Fully operational
personalised ecommerce
business

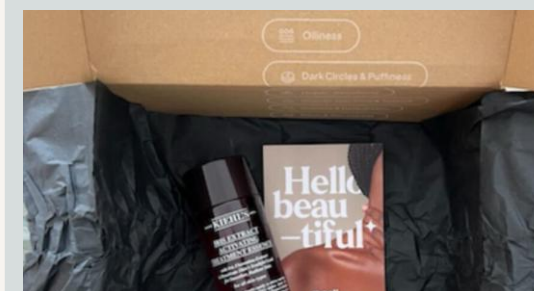
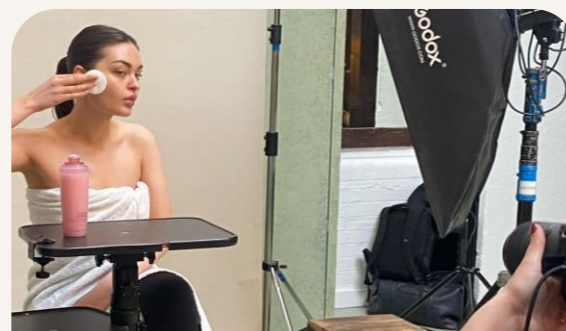
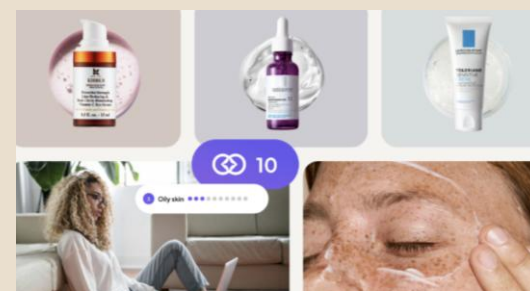
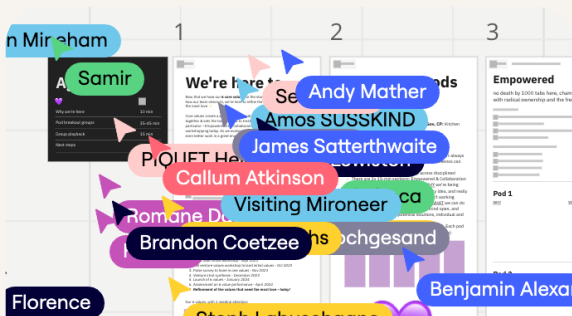


Concept testing
and iteration

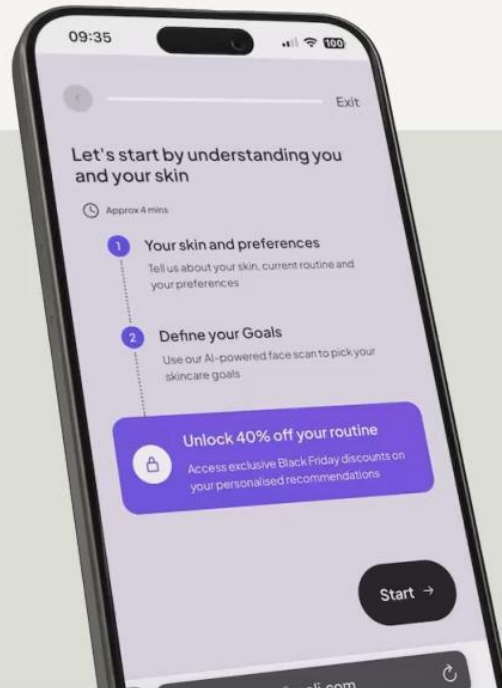


Brand created

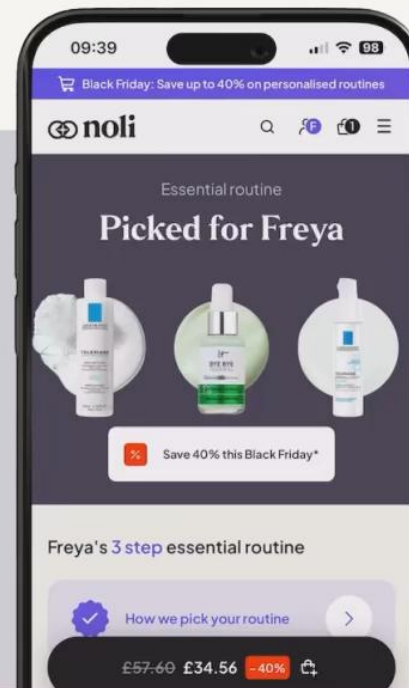
Fulfilled orders



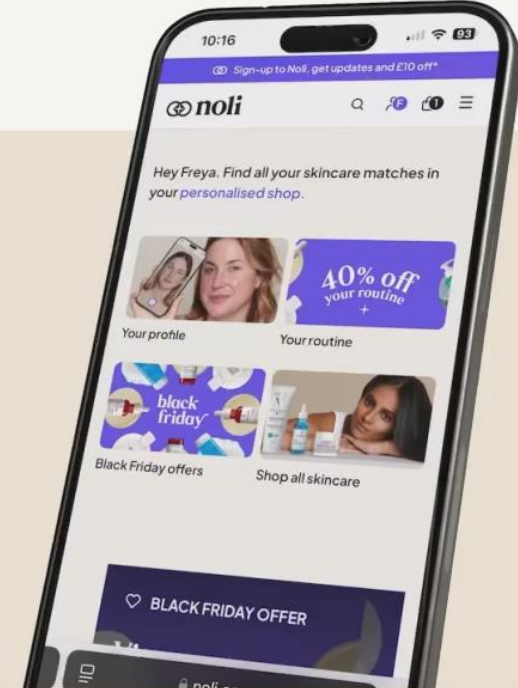
Noli helps users find
the right beauty products for them



Your BeautyDNA



Personalised routines



Best in class eCommerce

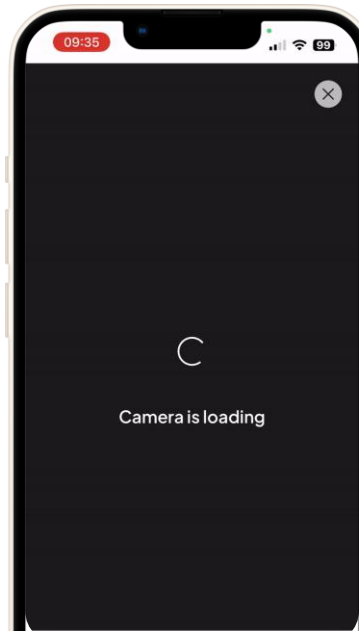
Using AI and deep dermatologist expertise to better understand your skin

Powered by
Modiface AI technology



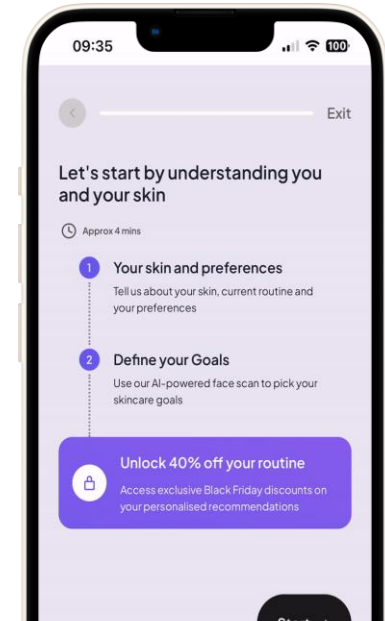
Trained on over 1.1M data points
from 40,000 images and videos

Face Scan



Detecting more than 15 dermatological
signs with 98% accuracy

BeautyDNA
Build your unique profile

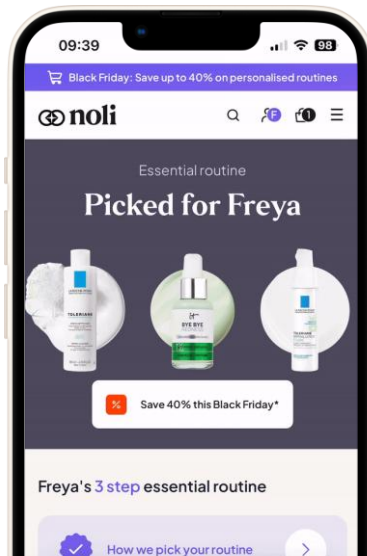


>100 million possible segments

Matching users to the right products, and explaining why

Your essential routine

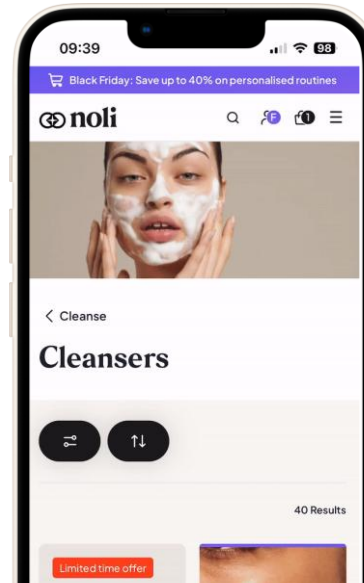
What's best for your skin – not pushed
by marketing campaigns



High average order value (+31% target)
Multi brand purchases
4x higher conversion for routine buyers

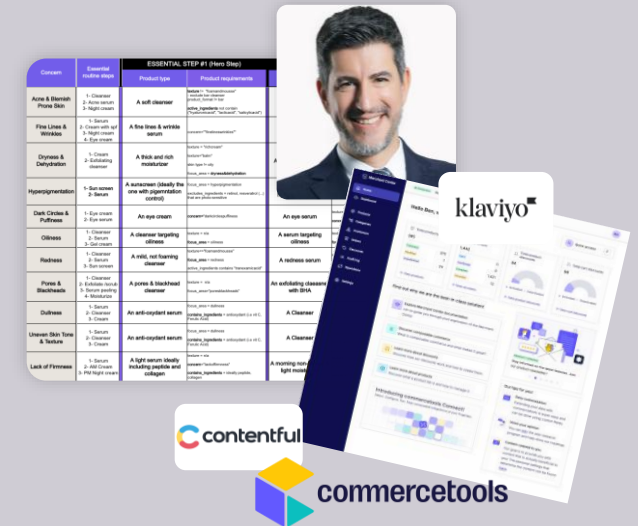
Personalise your shop

See at a glance whether a product is right
for you with Match Score



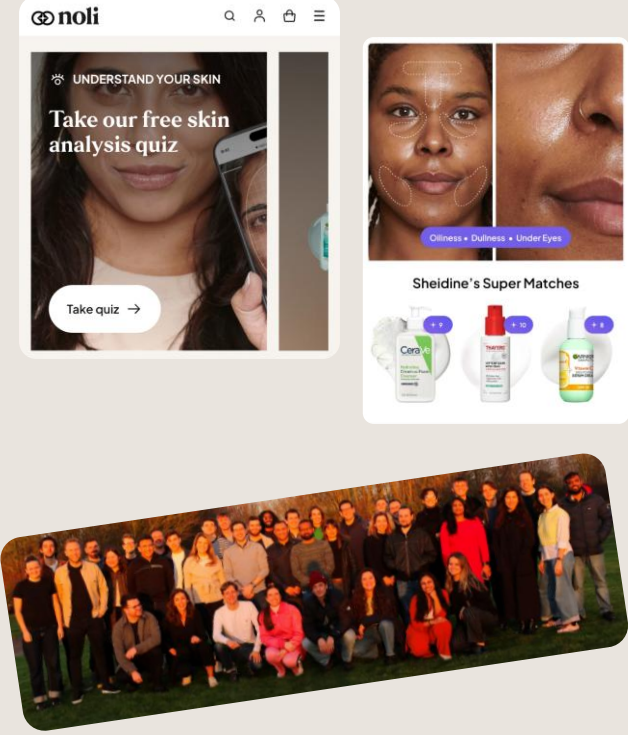
"Noli helps me choose better,
and for that, I'm happy"
– Alpha user

Scalable tools and platform, genAI powered reco explainability



Novel Noli IP created,
bridging brand silos

We've succeeded through bringing a startup, user-obsessed mindset together with deep tech, commercial and marketing expertise

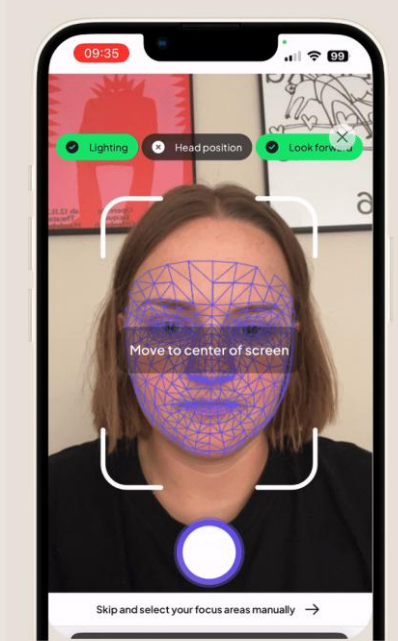


The screenshot shows the noli website interface. At the top, there's a navigation bar with the noli logo and icons for search, user profile, shopping cart, and menu. Below the navigation bar, there's a section titled "UNDERSTAND YOUR SKIN" with a sub-header "Take our free skin analysis quiz" and a "Take quiz →" button. To the right, there's a close-up image of a person's face with skin analysis overlays and text: "Oiliness • Dullness • Under Eyes". Below this, there's a section titled "Sheidine's Super Matches" showing three skincare products: CeraVe, The Ordinary, and Noli. At the bottom of the screenshot is a large group photo of the noli team.

Alpha user community

Stand alone team

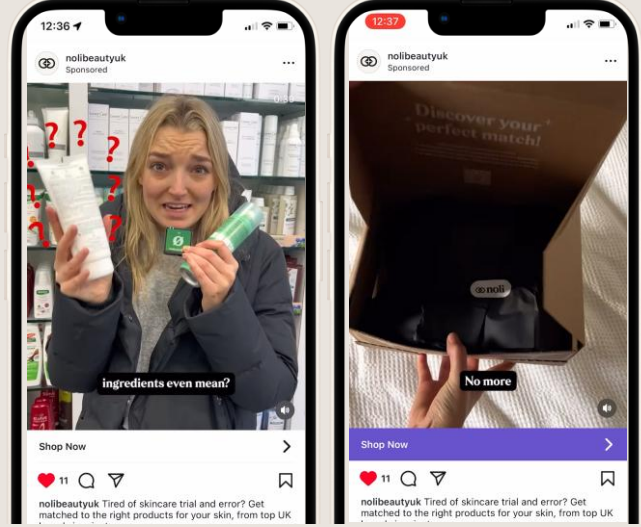
Test and learn



The screenshot shows the noli mobile app interface. At the top, there's a status bar with the time 09:35 and battery level 99%. Below the status bar, there's a face scan interface with a blue wireframe overlay on a person's face. The interface includes three green buttons at the top: "Lighting", "Head position", and "Look forward". A white box in the center of the face says "Move to center of screen". At the bottom, there's a blue circular button and a text prompt "Skip and select your focus areas manually →".

Enhanced AI face scan

Novel Noli IP



The two screenshots show the noli mobile app interface. The left screenshot shows a person holding a skincare product, with a red question mark overlay and the text "ingredients even mean?". Below the image, there's a "Shop Now" button and a heart icon with the number 11. The right screenshot shows a person holding a skincare product, with a red question mark overlay and the text "No more". Below the image, there's a "Shop Now" button and a heart icon with the number 11.

Brand, design

Commercial activation

Content, campaigns

Outstanding MVP impact in first 12 months

Has Noli helped you find the right skincare product?

94%

said we gave them a fair, good or excellent product/ routine match. 50% said excellent

Has Noli helped you shop with more confidence?

90%

said yes

With great support from our exec sponsors

“
Fantastic! I have full confidence that this great team’s work will delight consumers. Well done all!”

Trust Pilot

4.7/5



17 hours ago

I'm shouting it from the roof tops

The ease of this website and the selection across all money spends is special. The routine selected for me is amazing! Just signed mother up this ending so she also cannot wait. I tell anyone that will listen about this! What a find, what a gem, thank you team Noli x

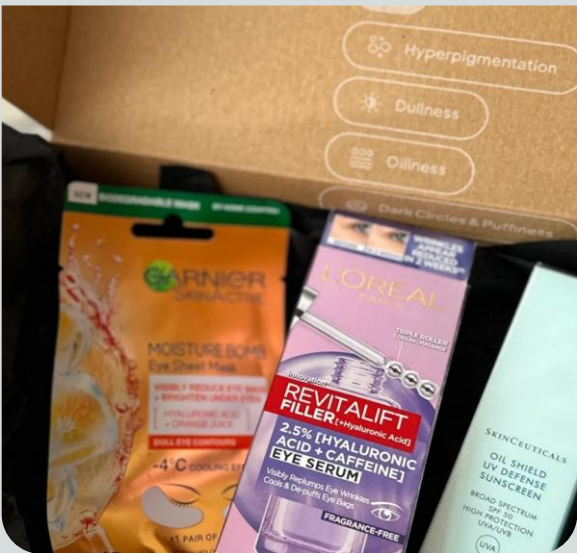
Date of experience: 04 February 2025

Now we're going big.

>30k users



Order per day record



GMV daily record



Passed 1% conversion

CVR for Decoded Users (last 7 Days)

Last 7 Days

- 1 Page Viewed Enhanced
- 2 Order Completed

3.40%

Conversion Rate



Voi là



Gen AI is a once-in-a-generation force for relevance and growth



90%

CMOs expect Gen AI to disrupt
their industry

93%

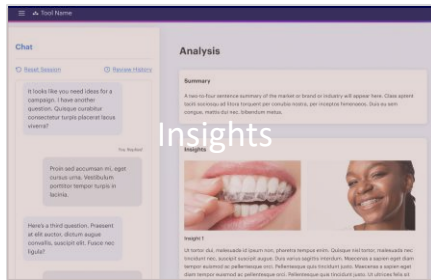
CMOs expect it to change their
relationship with customers

27%

Annual projected increase in
global market size

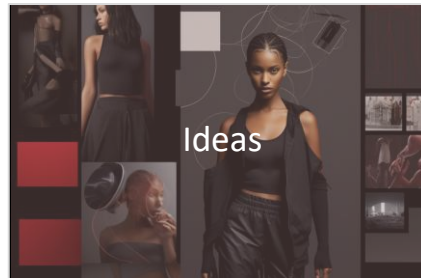
How GenAI will help revolutionize marketing

Sharpening insights



by making better-informed decisions with enhanced intelligence.

Unleashing creativity



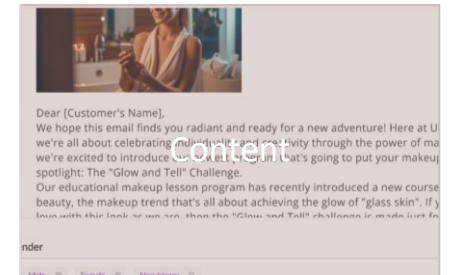
by bringing in new insight and ideas beyond what is possible today.

Tailoring connection



by delivering relevant, highly personalized experiences.

Creating at scale



by meeting demands to produce more content, faster.

What if the marketing
workflow were integrated,
automated and powered by
AI?

Introducing
the AI workbench



The Beauty of GenAI

Web site image

GenAI image

The outcome: Bring better brand experience – to all channels

91%


of consumers who bought
a name brand product on Amazon in the
last three months recalled
the Product Detail Page (PDP)

But only

41%

of those same consumers recalled
the TV commercial for
the product





Take aways

- Dig deep for the **unmet need** – and you will succeed
- Design, test and evolve relentlessly to meet that need
- Strategy, creativity and technology are the **magic recipe**
- The work we do as marketers is being reinvented
- AI and GenAI will help us unlock **personalisation and relevance**

A close-up portrait of a woman with voluminous, curly, light brown hair. She has light-colored eyes and is looking directly at the camera with a neutral expression. The lighting is soft, highlighting her facial features. The background is dark and out of focus.

Thank You