



Andrea Forni
Global IT & Digital Director



Luca Tonello
CEO



GLOBAL EXPANSION IN FASHION & LUXURY SPEAKERS



GLOBAL EXPANSION IN FASHION & LUXURY

The strategic collaboration to enable growth
through Tech innovation & Omnichannel Retail

deda.stealth

An Italian story, with international scope

Deda was born from the entrepreneurial journey of the Podini family, characterized by a constant desire to explore new markets and innovate business models to generate positive social impact and help create shared and lasting value.

The initial commitment in the large-scale retail sector has evolved into a diversified reality that also embraces other strategic sectors such as real estate, finance and technology, in Italy and abroad, looking to the future with enthusiasm and determination.



deda.

€4

Billion revenues
in 2023

14,000+

Employees

Our Group

deda.

€500

Million
consolidated
revenues in 2024

5,000+

Clients

50+

Countries in which
we operate

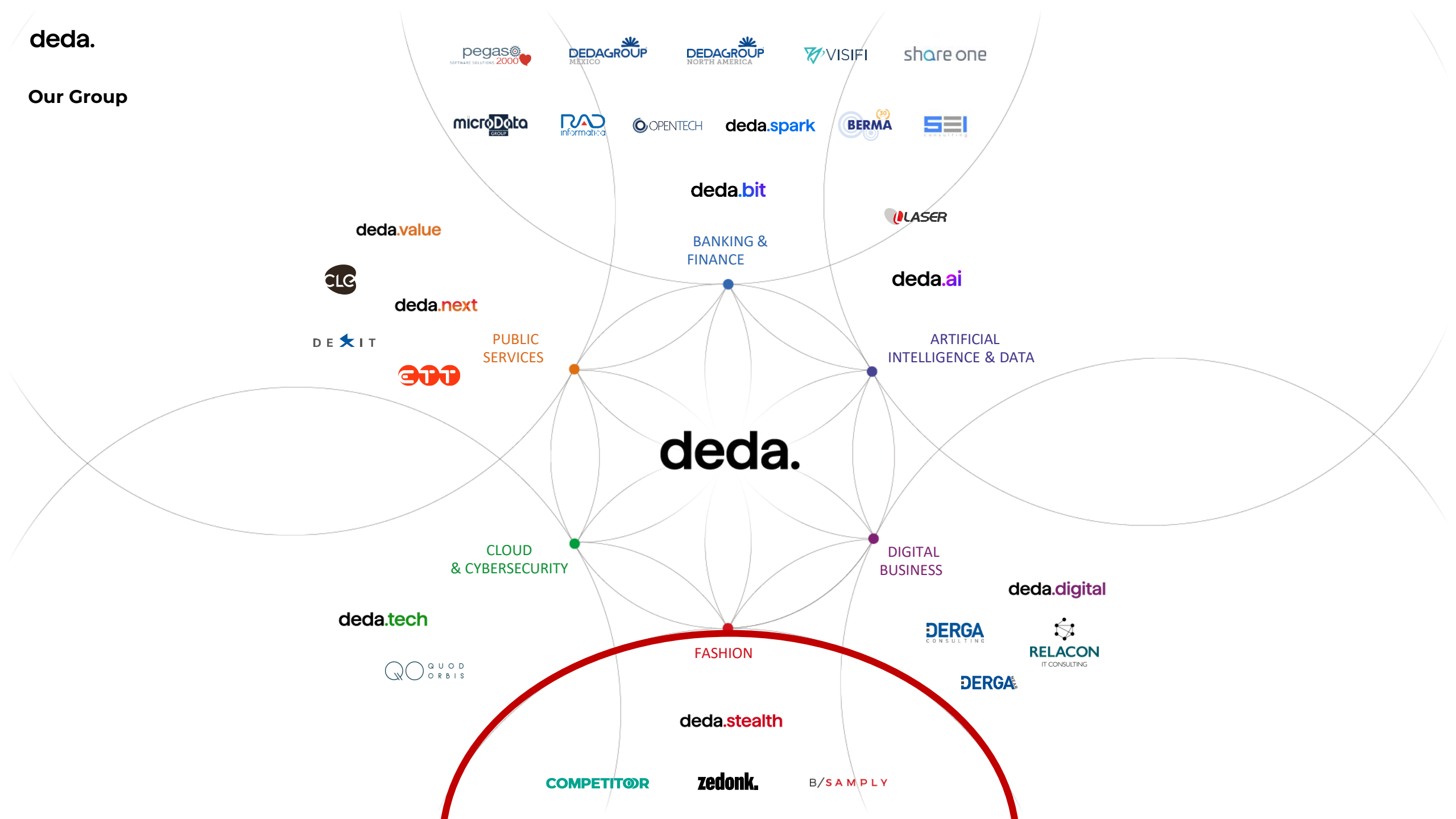
53

Offices, of which
41 in Italy and
12 abroad

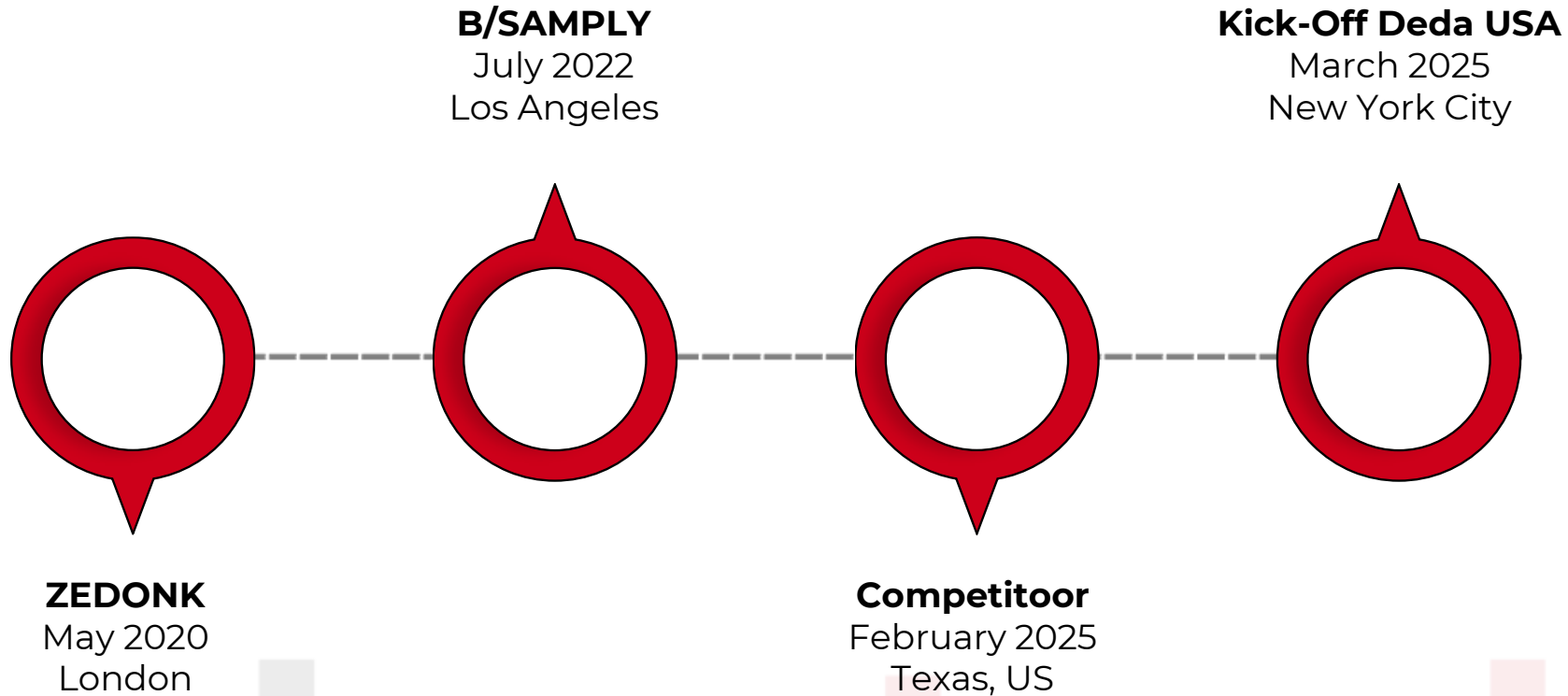
We are an ecosystem of companies that help organizations seize the growth opportunities offered by the technological evolution.

deda.

Our Group



STRATEGY & INTERNATIONAL EXPANSION



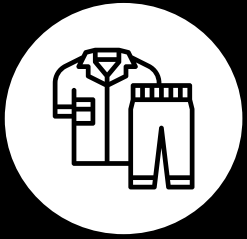
deda.stealth

Outstanding expertise. Inspired by fashion. Designed for fashion.

AN OVERVIEW OF DEDA STEALTH COMPANY

FASHION TECH

FOR THE FOLLOWING MARKET SEGMENTS



Apparel



**Fashion
Retail**



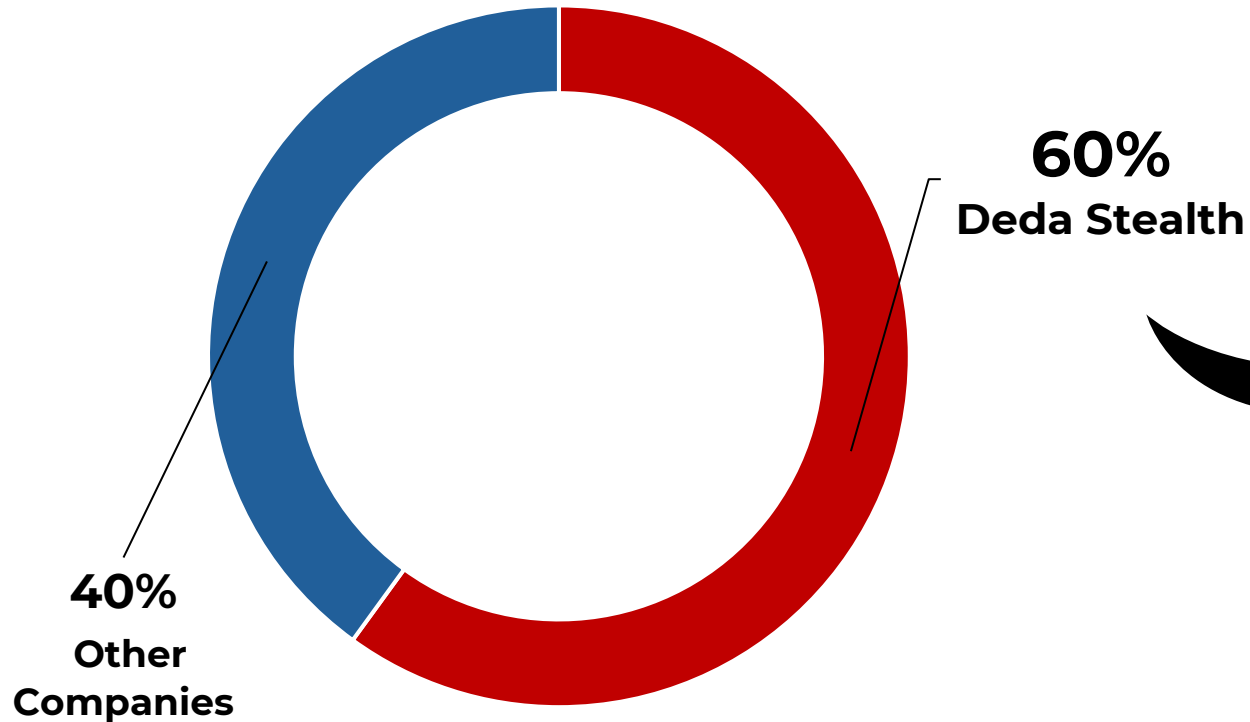
**Leather Goods
& Footwear**



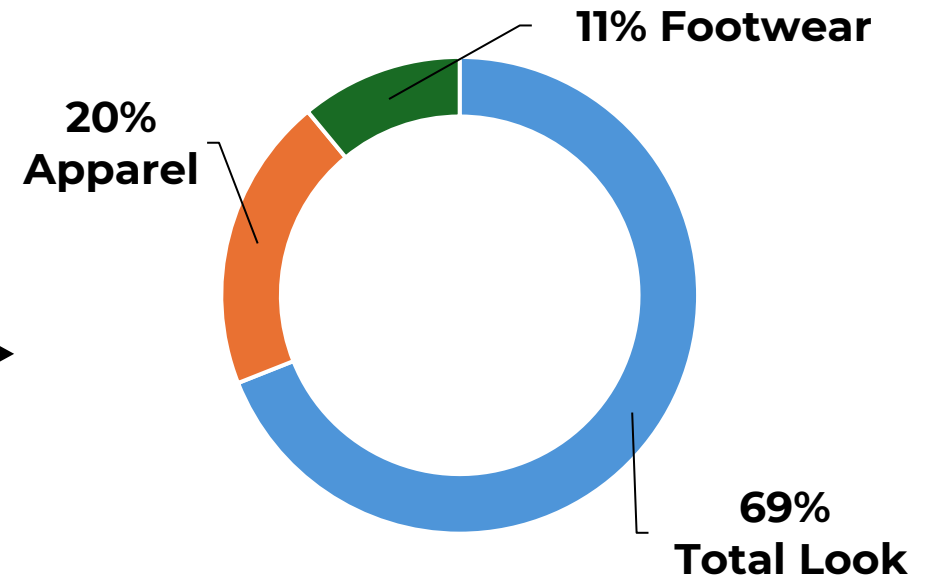
**Hard
Luxury**

ITALIAN FASHION MARKET

TURNOVER MANAGED BY



MARKET SPLIT



POWERING YOUR FASHION JOURNEY



A fashion show runway scene with a model in a red dress walking away from the camera. The runway is flanked by an audience seated on both sides. The background is filled with bright, radiating light beams. A large, stylized text overlay is centered on the image.

[Wolford]

STRATEGIC NEEDS & PRIORITIES



**GLOBALLY STREAMLINED
OPERATIONS**



**IMPROVE
INVENTORY
MANAGEMENT**



SCALABILITY

EMPOWERING OMNICHANNEL SUCCESS

THE ROLE OF BEST-OF-BREED
TECHNOLOGY SOLUTIONS



The Fashion Platform

STEALTH
OMNIRETAIL

VISION

TO TAKE A DECISIVE **STEP FORWARD**, THE GOAL IS TO **SIMPLIFY STORE OPERATIONS**, IMPROVE GLOBAL **BACK-END INVENTORY MANAGEMENT**, AND **CONNECT SALES CHANNELS** MORE EFFECTIVELY IN PURSUIT OF A SEAMLESS OMNICHANNEL STRATEGY.



DEDA STEALTH OFFERING



The Fashion Platform

STEALTH
OMNIRETAIL

STEALTH
DATA SERVICES



COMPETITOR

B/SAMPLE

zedonk.

STEALTH OMNIRETAIL

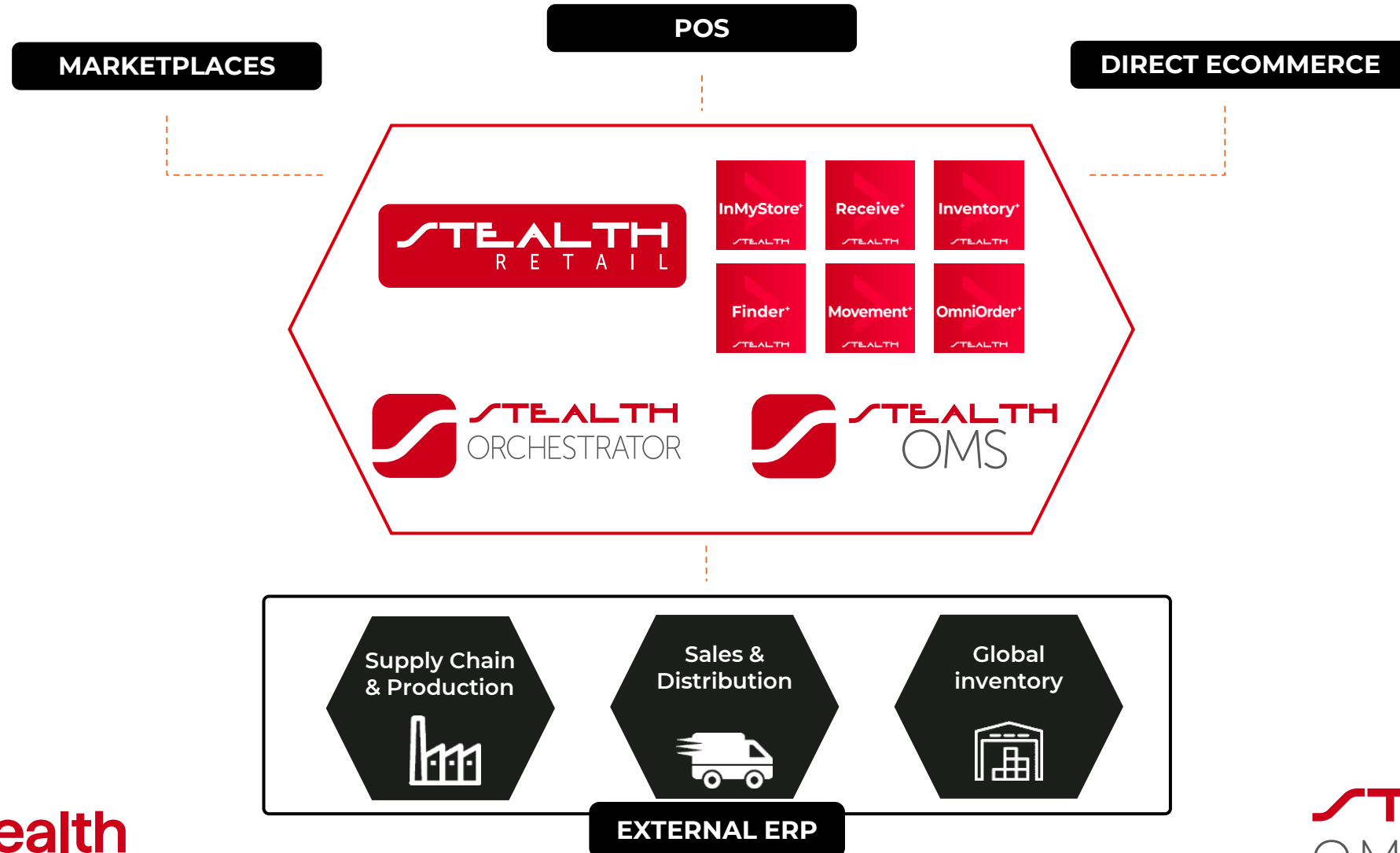


**STAND-ALONE CENTRALIZED RETAIL MANAGEMENT
SOLUTION**

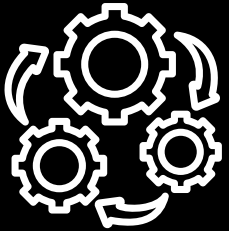
**DESIGNED TO OPTIMIZE PROCESSES AND WORKFLOWS
ACROSS PHYSICAL & ONLINE CHANNELS**

**OPERATES INDEPENDENTLY FROM
STEALTH® THE FASHION PLATFORM ERP**

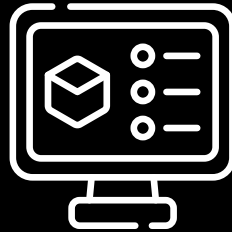
THE MODULAR APPROACH



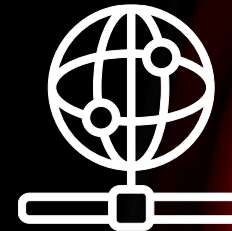
KEY BENEFITS



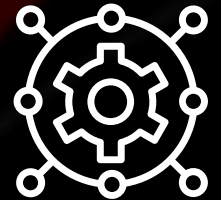
STREAMLINE BUSINESS OPERATIONS, UNIFYING BACK-OFFICE, PRODUCT, STORE, AND PRICING MASTER DATA IN ONE PLATFORM.



REAL-TIME, UNIFIED INVENTORY CONTROL AND CENTRALIZED MANAGEMENT OF STOCK, TRANSIT, VALUATION, AND INTERCOMPANY OPERATIONS.

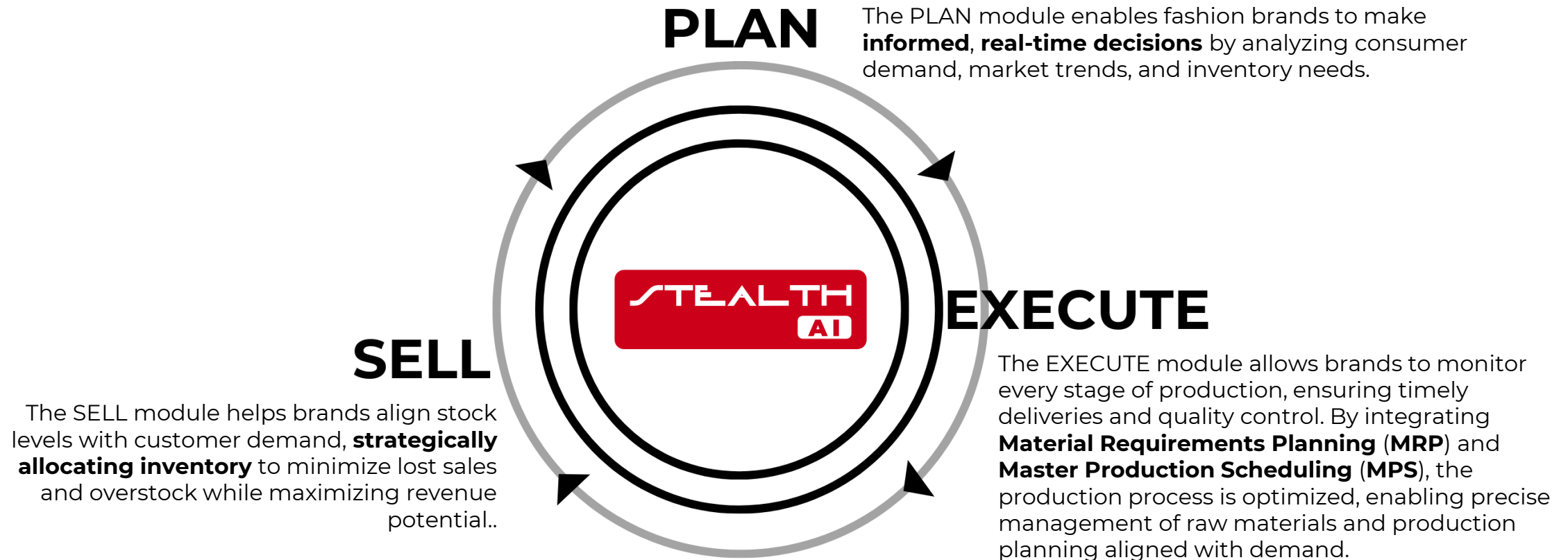


ONE CONNECTOR TO ACTIVATE AND MANAGE ALL YOUR MARKETPLACES SEAMLESSLY.



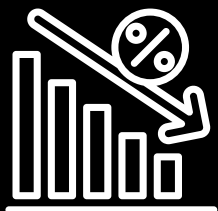
ONE APP TO MANAGE RETAIL AND OMNICHANNEL STORE PROCESSES, STREAMLINING OPERATIONS AND BOOSTING THE CUSTOMER EXPERIENCE.

THE AI BASED APPROACH FOR AN END-TO-END FASHION SUPPLY CHAIN OPTIMIZATION



POWERING YOUR FASHION JOURNEY

KEY BENEFITS



UP TO **20% REDUCTION** IN **LOST SALES** AND A **10% INCREASE** IN **STOCK TURNOVER** ENABLED BY PREDICTIVE ALGORITHMS FOR EXPECTED SALES CALCULATION



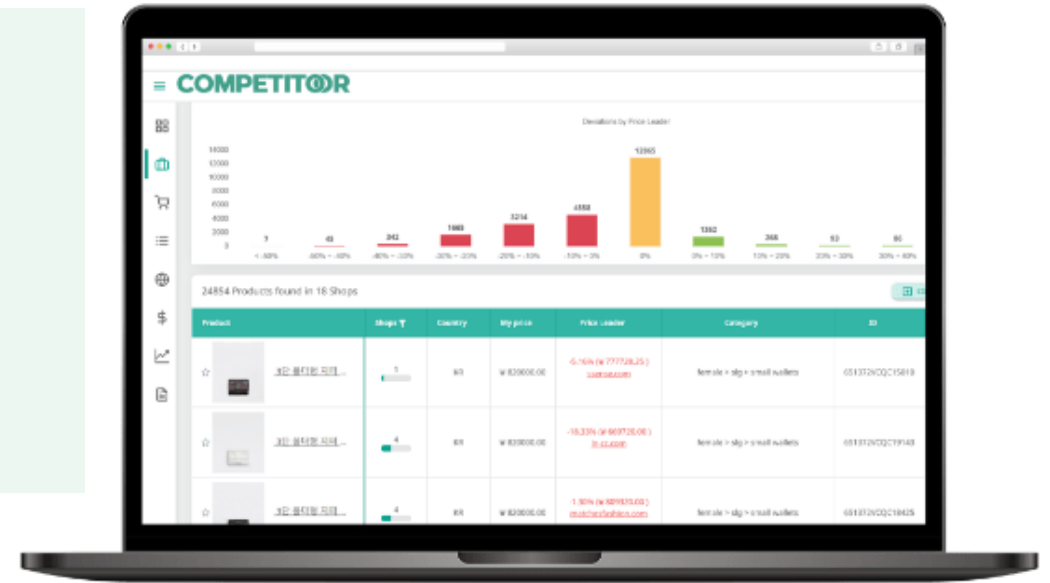
25% REDUCTION IN **UNSOLD INVENTORY** WITH STOCHASTIC **DEMAND FORECASTING**, BOOSTING EFFICIENCY AND MINIMIZING WASTE



20% INCREASE IN **ON-TIME ORDER FULFILLMENT** ACHIEVED THROUGH OPTIMIZATION ALGORITHMS AND AI. **13% REDUCTION** IN **AVERAGE PRODUCTION TIME** FOR NEW COLLECTIONS.

COMPETITOR

The AI leading platform
for price and market
monitoring



COMPETITOR

Competitoor leverages **AI tools** to **collect and manage** vast amounts of **pricing and market data**, providing clients with a measurable competitive advantage while **saving them substantial time and costs**.

Collected data is transformed into **actionable, high-value insights** by combining technology and market expertise with a **model based on continuous client collaboration**.

**50
million**

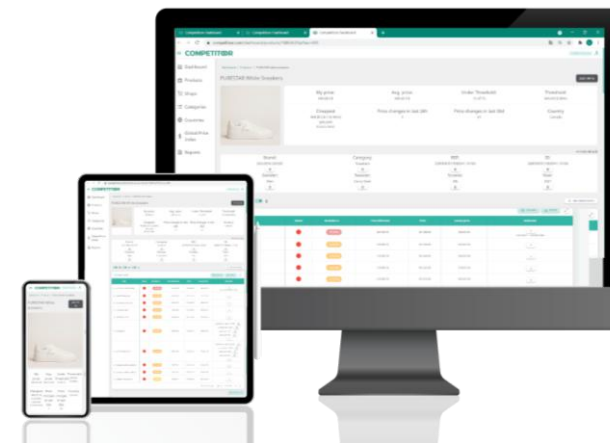
products monitored daily

450,000

e-commerce and
marketplaces

98.7 %

data accuracy



**The best way to predict
the future is to create it.**

- Peter Druker

deda.stealth