

SYNDIGO
CONNECT
2026

Customer & Partner Advisory Board

Syndigo 

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WELCOME CAB & PAB!



Agenda



12:00 – 12:45: **Lunch and Networking**

12:45: **Syndigo Business Update & Strategic Priorities**

1:00: **Industry Outlook & the Shift to AI-Enabled Commerce**

1:20: **Innovation Roadmap & Strategic Investments**

1:45 - **Move to Breakouts**

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**Syndigo Business
Update & Strategic
Priorities**

Our Mission and Vision



Human

**Deliver Winning
Product
Experiences
on Every Shelf**

Machine



Our Anchor Solutions

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Agentic Product
Experience Management



Agentic Commerce



Master Data
Management (**MDM**)



Product Experience
Cloud for **Brands**



Product Experience
Cloud for **Retail**

Leading **commerce data pool**

Network across **15,000 brands & 3,500 retailers**

Largest bench of **industry PXM experts**

2025 Review



1WS Merger & Integration



Next-Gen PXC Launch



Release AI GoPilots Portfolio



Significant Network Expansion



Expanded Services Offerings



Rapid Customer Momentum



Revitalized Partner Team



Elevated Marketing Capability



Robust Organizational Health



Strong Financial Performance

2026 Priorities



**Complete
1WS Integration**



**Accelerate
Taggstar
Momentum**



**Launch
Agentic PXM**



**Power Agentic
Commerce**



**Expand
Recipient
Network**



**Move to
Agentic
Enterprise**



**Elevate
Customer
Success**



**Execute Partner
Program**



**Maintain
Organizational
Health**



**Achieve
Financial
Targets**

We need you!



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Industry Outlook and Research

Geopolitical risk, tariffs, climate disruption, and labor volatility are shaping 2026 retail strategies (Deloitte, Forbes)



Dozens of tariff changes impacting 60+ countries



Pricing & supply chain pressures are increasing



3.5% surcharge on third-party Amazon sellers goes into effect 4/17/26

75%

of U.S. consumers plan to trade down or switch brands due to tariff-driven price increases

NRF '26

The experience of the consumer continues to evolve.

Rapid Adoption of AI for Discovery

+200%

AI shopping queries grew 200% in 12 months; ChatGPT now the #5 global website by monthly traffic

 seoprofy

 OpenAI

61%

of shoppers start discovery in AI assistants before going to a retailer or brand website

SHOPTALK
SPRING

\$4T

global e-commerce sales projected in 2026, with AI-assisted journeys influencing >30% of transactions

 | EMARKETER

AI is real, growing, and changing the consumer buying experience today.

85% of shoppers trust product content over brand loyalty



Quality content is king for the cost-conscious

86% say high-quality product content helps them decide between lower and higher-priced options



Rich media drives unplanned purchases

65% say rich media persuaded them to buy something they didn't initially intend to



Social proof is paramount

77% say user-generated content persuaded them to buy something they didn't think they needed

Quality product content is more important than ever.

How to win in low-loyalty commerce



Embed in agentic commerce (“A-Commerce”)

Sephora inside ChatGPT. Gap first fashion brand with Gemini checkout. OpenAI Agentic Commerce Protocol live with 6+ major retailers. AI agents browse, compare, and buy.

8.8%

of e-commerce will be agentic by 2029

EM | EMARKETER



Appeal easily to people and machines

In a low-loyalty world, it is most important to be the easiest, safest choice for both humans and algorithms. Less focus on being remembered, less focus on storytelling.

50%

high-end agentic share forecast by 2029

MERKLE



Invest in creator & user-generated content

Creator content is becoming product data. Meta, YouTube, and TikTok Shop are turning influence into transactions -- and that content needs the same structure, governance, and syndication as any other product attribute.

72%

consumers heavily influenced by AI recs

Chad Lusk
SHOPTALK
SPRING

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- **Macro-economic trends are putting pressure on pricing and supply chains**
- **Rapid adoption of AI for discovery and comparison**
- **85% of shoppers trust product content over brand loyalty**
- **Winning in low-loyalty commerce requires new strategies**

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How to Win in Agentic Commerce

The Network That Makes It Possible

15,000+

Brands

3,500+

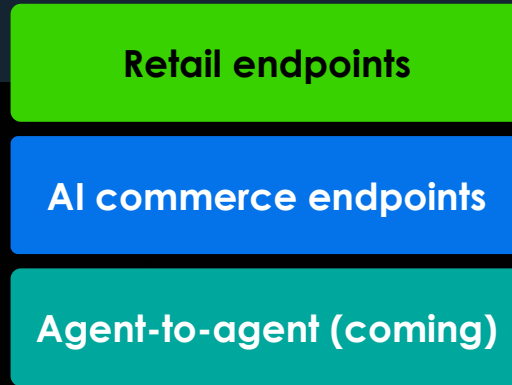
Retail endpoints

168M+

Active GTINs

90%

Top 20 US retailers



Syndigo is the only platform where a brand publishes once and reaches every shelf
Physical | Digital | Social | Agentic

The Problem Agentic Commerce Exposes

Without Verified Data

- Hallucinated product specs in ChatGPT responses.
- Allergen and compliance data pulled from stale web crawls
- Wrong images, missing variants, outdated pricing
- Brands have no way to push corrections to AI endpoints
- One bad data point, amplified across every AI surface

With Syndigo

- Source-of-truth data, pushed directly from brands
- GS1-certified, GTIN-keyed, with full data lineage
- DQ engine runs 1M+ validation checks daily
- Real-time push via ACP feed on any content change
- One update reaches every endpoint simultaneously

This isn't a data hygiene problem. It's a revenue and liability problem — and it compounds every time an AI agent makes a decision on bad information.

Driving Agentic Commerce

Four ways Syndigo ensures your products get discovered, recommended, and bought - wherever AI is making the decision.



Win the AI Shelf

Show up first when retailer AI recommends products to shoppers.

3,500+

retail endpoints, now including AI

Amazon Rufus

Walmart Sparky

Ask Macy's

Albertsons AI



Be AI-Readable Everywhere

Full product truth - specs, nutrition, compliance - embedded where any AI can find it.

168M+

active GTINs, AI-ready

ChatGPT

Perplexity

Google AI

Any AI Agent



Syndicate to AI, Not Just Retailers

Your validated product data flows into LLM experiences - same way it reaches retailers today.

15,000+

brands already in the network

OpenAI Connect

ACP

UCP

Meta



AI That Actually Knows Products

Syndigo's verified content and Nutritionix data train the AI models powering commerce.

1M+

DQ checks run daily on verified data

Nutritionix

Verified Content

OpenAI

Google

AI, Data & The Human Equation



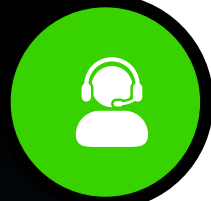
AI Handles the Scale Problem

AI agents now process catalog updates, syndication checks, and content enrichment faster than any human team. The brands winning in AI search aren't publishing more — they're publishing cleaner, structured data that agents can actually read and act on.

1M+

Data quality checks Syndigo runs daily across brand and retailer catalogs

Syndigo platform data, 2026



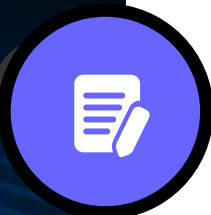
Humans Own the Judgment Calls

Compliance flags. Allergen verification. Brand exceptions. These aren't AI decisions - they're human ones. The right model isn't AI vs. human. It's AI at scale, humans at the exceptions that matter.

73%

Of product data errors involve compliance or regulatory attributes requiring human review

Syndigo DQ analysis, 2025



Data Quality Is the Multiplier

Bad data doesn't just hurt your PDP. In an agentic world, one wrong attribute gets cited, compared, and recommended at AI speed — across every endpoint simultaneously. Data quality is now a revenue and liability issue, not a hygiene issue.

3x

Higher AI shelf visibility for products with complete, structured, GTIN-keyed data

Syndigo GEO analysis, 2026

Four Bets That Matter Right Now



Agentic PX Cloud

AI agents embedded in primary SKU workflows. GoPilots → Agents with human-in-the-loop. The shift from feature to autonomous execution. Converts AI curiosity into operational ROI.



OpenAI Connect, UCP, GEO

Brands and Retailers that win in AI search win the next shelf. We power 68% of top ChatGPT shopping niches. GEO, OpenAI and Google Connect are how we close the loop from data to AI-driven discovery.



Platform Consolidation Story

Unified Syndigo + 1WorldSync = single PXM + Syndication + GDSN. Directly answers CIO consolidation mandate. One source of truth, fewer integrations, lower TCO.



Trust, Compliance & Digital Product Passport

Regulatory pressure and AI governance are table stakes for regulated categories. Data Model Validation, Taxonomy Enhancements, Digital Product Passport — these are deal-enablers for EU expansion.

Those Who Win in 2027 Are Making Decisions Today

If you wait

- Invisible to AI agents — incomplete structured data means zero share of AI shelf
- Reactive to retailer requirement changes — manual scramble every time specs update
- Competing on price because AI can't differentiate their content

If you move now

- First-mover position in ChatGPT, Gemini, and Perplexity shopping results
- Automated compliance — agents handle retailer spec changes across the entire catalog
- Premium positioning because their data tells the full product story

1 Audit your AI readiness score with Syndigo

2 Activate your agentic feed this quarter

3 Talk to us about your 2027 commerce strategy

The window for first-mover advantage in AI commerce is 12–18 months. After that, it's catch-up.

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Innovation Roadmap & Strategic Priorities

2026 Product Roadmap: Focus Areas

Agentic PX Cloud

AI agents built into primary PXM workflows



Synapse™ Powered

Agentic Commerce

The smarter way to connect AI and commerce

BRAND PX CLOUD EXPANSION



- Largest GDSN Network
- UGC Syndication
- Ratings & Reviews

RETAIL PX CLOUD INNOVATION

















- Improved User Experience
- Integrated Vendor Management
- Assortment Planning



Expand MDM for Commerce

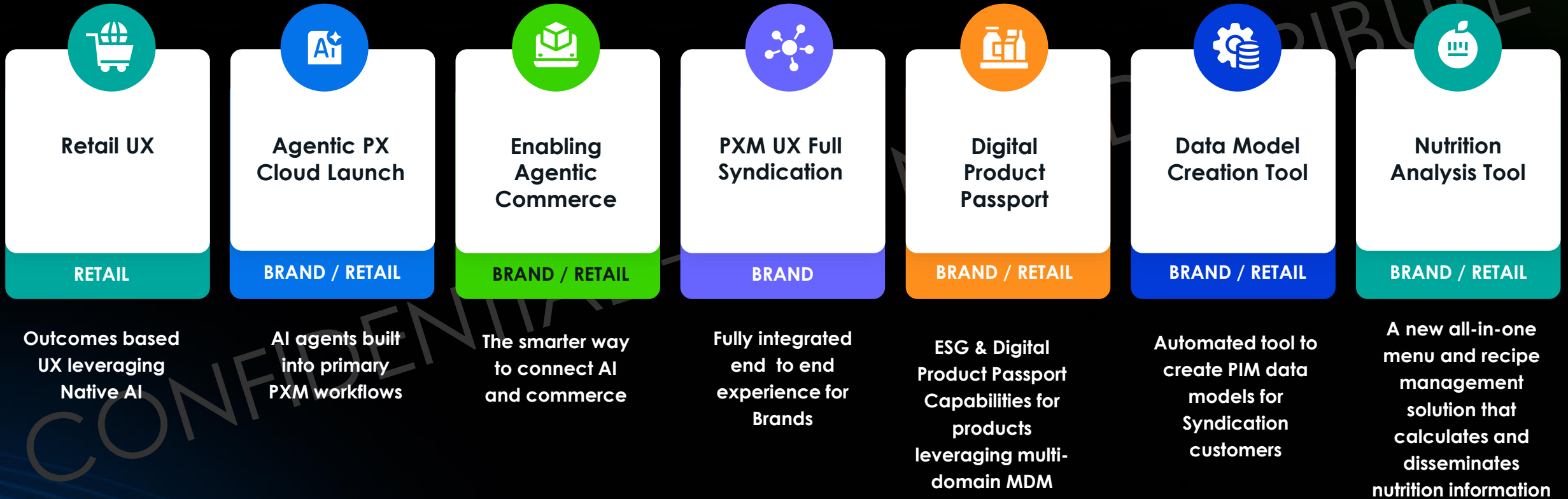
- Integrated Vendor, B2B Customer, Contact MDM
- Self-serviceability, Agentic MDM, App SDK

2025 Product Launches


-  Is It Live?
-  PXM UX for Brands (Beta)
-  Open AI Commerce Protocol
-  Freshness Alerts
-  Natural Language Search
-  PXM UX Core Syndication
-  Executive Dashboard
-  Self Service AVMT (Beta)
-  Is It Live? Expansion
-  Improved Globalization Syndication
-  Parallel WorkflowMDM
-  EC Preview & Style Updates
-  Qualitative Vendor Score
-  AI Dynamic EC Layouts
-  Bulk Assortment Onboarding
-  ETIM Offering
-  Data Model Validation Tool
-  Intelligent AVMT

In 2025, we delivered 87 enhancements and 31 strategic initiatives, built on real AI-powered innovation

2026 Roadmap



2026 Roadmap



**Follow-up
Email Rebuild**

UGC


Scalable,
transparent,
and future-
ready review



**AI Review
Summary**

UGC

Evolving
standards to
empower
informed
purchasing



**TikTok
Integration**

UGC


Expanding
reach with
social
commerce
initiatives



**Instagram
Integration**

UGC / Sampling


Ask Bzzagent
agents to Post
to Instagram



**Realtime
API**

Data Source

Automating data
delivery to
downstream
applications



**AI-Assisted
SKU Production**

Data Source

Accelerate data
capture for growth
and churn
initiatives



What's cooking in the lab...

Arc'teryx
Obsessively designed gear

Brand Voice | Voice Pillars

AI-Powered Suggestion
Paste sample content and I

Brand Keywords

Character Keywords

Obsessive x Expert
Reliable x

Search keywords...

Approachable
Caring
Conversational
Energetic
Genuine

Tone Profile

Formality
Casual

Humor
Serious

Irreverence
Respectful

Enthusiasm
Matter-of-fact

Language Complexity
Simple

Obsessive Craft

Arc'teryx communicates with precision and restraint, not because it's a problem, not because it's a

Write like this:
'Every seam, zipper, and detail is a deliberate decision. We didn't redesign the A

Avoid this:
Vague superlatives like 'perfect'.
Casual, breezy product descriptions.

Mountain-Earned Authority

Arc'teryx speaks from a place of confidence without being overbearing.

Write like this:
'Sarah Hueniken didn't test this gear on The Coast Mountains because it was the only gear that worked.

Avoid this:
Overpromising adventure.
Generic outdoor brand language.

Athlete-First Perspective

Arc'teryx writes for mountain athletes, respects the difference between technical and casual, never over-explains.

Write like this:
'Designed for the transition from the first pitch to the final descent.'

Avoid this:
Dumbing down technical details.
Inclusivity language that doesn't replace it.

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# Arc'teryx – Brand Voice & Style Guide

> **Canonical Brand Voice Template v1.1**
> Organization: **Syndigo (Dev)** | Profile: **Arc'teryx** | Version: **1.0**
> Generated: 2026-04-14

**Description:** Obsessively designed gear for mountain athletes.

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## 2. Brand Voice Summary

Arc'teryx communicates with the precision and restraint of a brand that has nothing to prove and everything to deliver. The voice is technically grounded, quietly authoritative, and shaped by decades of real-world testing in some of the world's most demanding mountain terrain. Every word earns its place – mirroring the design philosophy that treats every gram, seam, and feature as a deliberate decision. Arc'teryx doesn't chase trends or shout for attention; it speaks to mountain athletes who already understand that the details are everything.

**Brand Essence:** Obsessive precision engineered for mountain consequence
**Brand Energy:** disciplined, assured, technical, understated, purposeful, rugged, uncompromising
**Governing Tone Constraint:** Be precise and quietly authoritative – the voice of mastery earned through terrain, never a megaphone selling a lifestyle. Never inflate, hype, or speak in generalities when a specific functional truth will do.
**Character Keywords:** Obsessive, Expert, Confident, Direct, Thoughtful, Reliable
**Purpose Keywords:** Innovation, Performance, Quality, Integrity, Clarity, Empowerment
**Source Basis:** ai-draft

## 3. Structured Tone Profile

| Dimension | Setting |
|-----|-----|
| Formality | Formal (65/100) |
| Humor | Serious (25/100) |
| Irreverence | Very irreverent (85/100) |
| Enthusiasm | Enthusiastic (70/100) |
| Language Complexity | Complex (68/100) – Technical vocabulary acceptable, longer sentences. |
```

Our Expanded Product Portfolio

Create

Vendor Central w/ Item Setup Automation

Verified Content w/ Photography, 360° Imagery & DataSource

Nutritional & Wellness

GDSN Subscription

Manage

PIM

DAM

Multi Domain MDM

ChannelOnline

Share

Unified Global Syndication

GDSN

Enhanced Content

Ratings & Reviews

Consumer Electronics Rich Media

Engage

Space Management

Guided Selling Experiences

Digital Catalogs/
Sell Sheets

Ratings & Reviews

Conversion Messaging

Optimize

Digital Shelf Analytics

Sales Dashboard

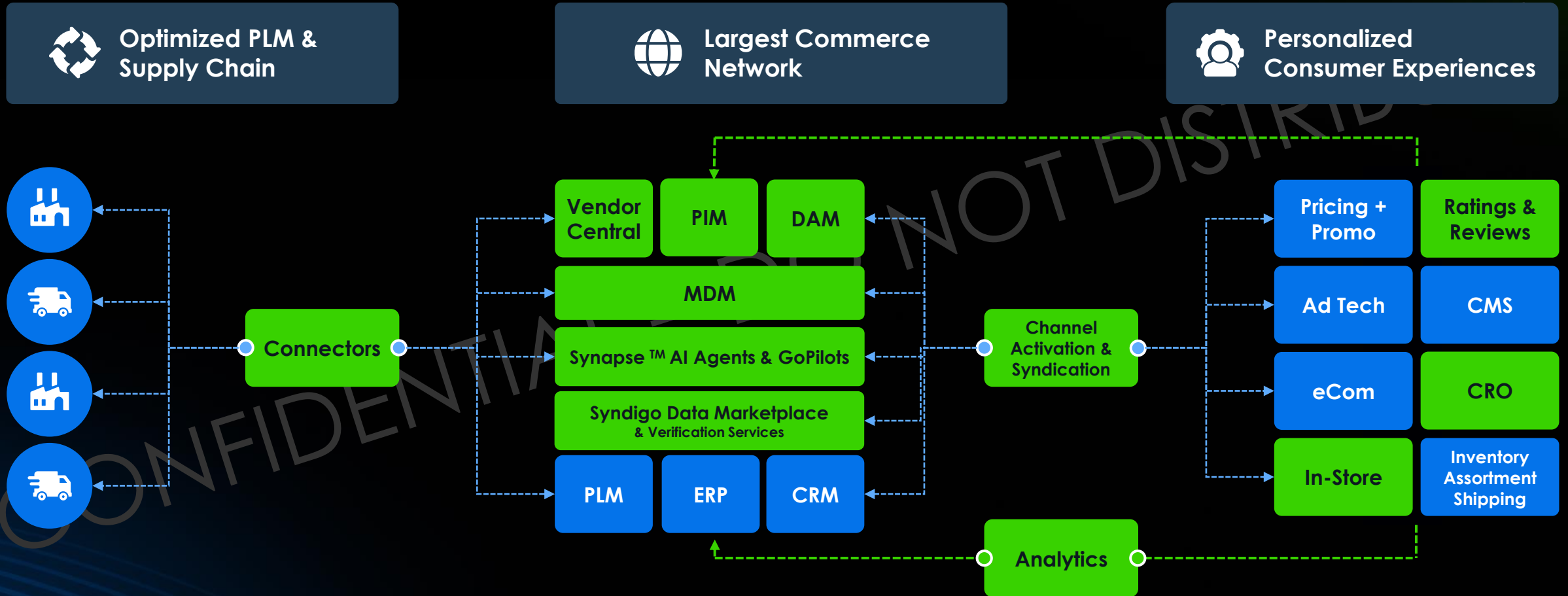
Content Health Metrics

Retail eCommerce Analytics

Trading Partner Scorecards

Syndigo's Comprehensive Commerce Ecosystem

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Brand PXM

Product data management, activation, and insights to drive growth and deliver better shopper experiences across every customer touchpoint



Our Vision

An AI-native, intuitive, and personalized PXM platform simplifying implementation, accelerating time to value, and lowering total cost of ownership

PIM & DAM

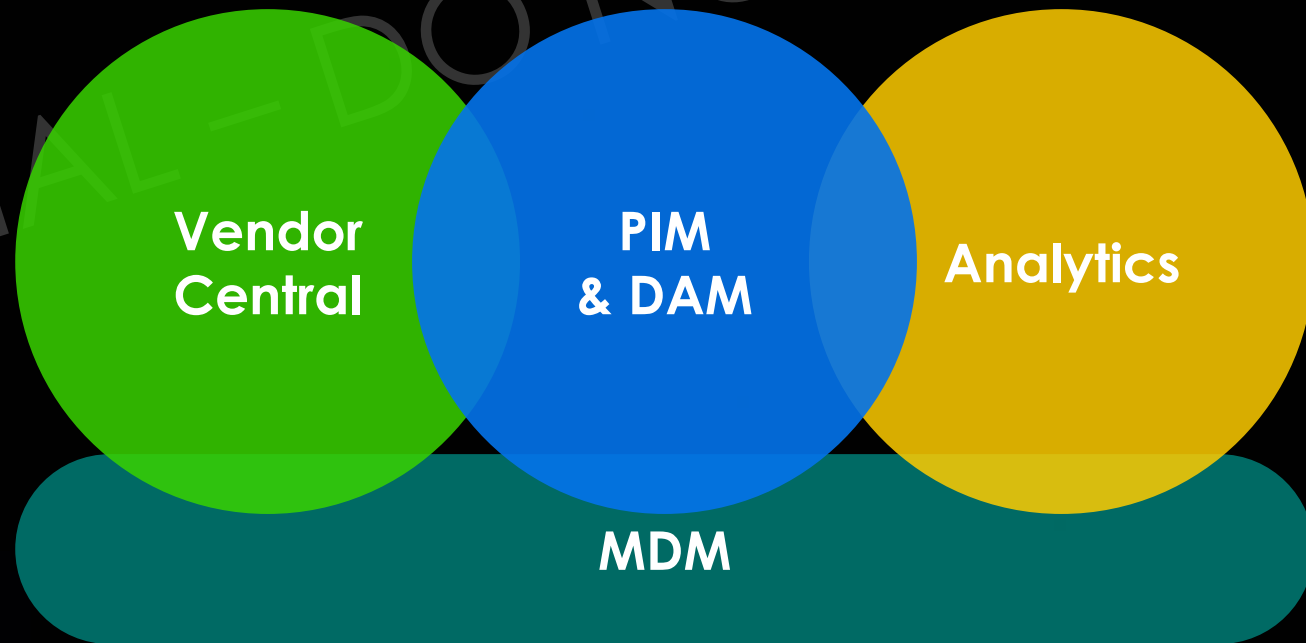
Orchestrate

**Channel
Activation &
Syndication**

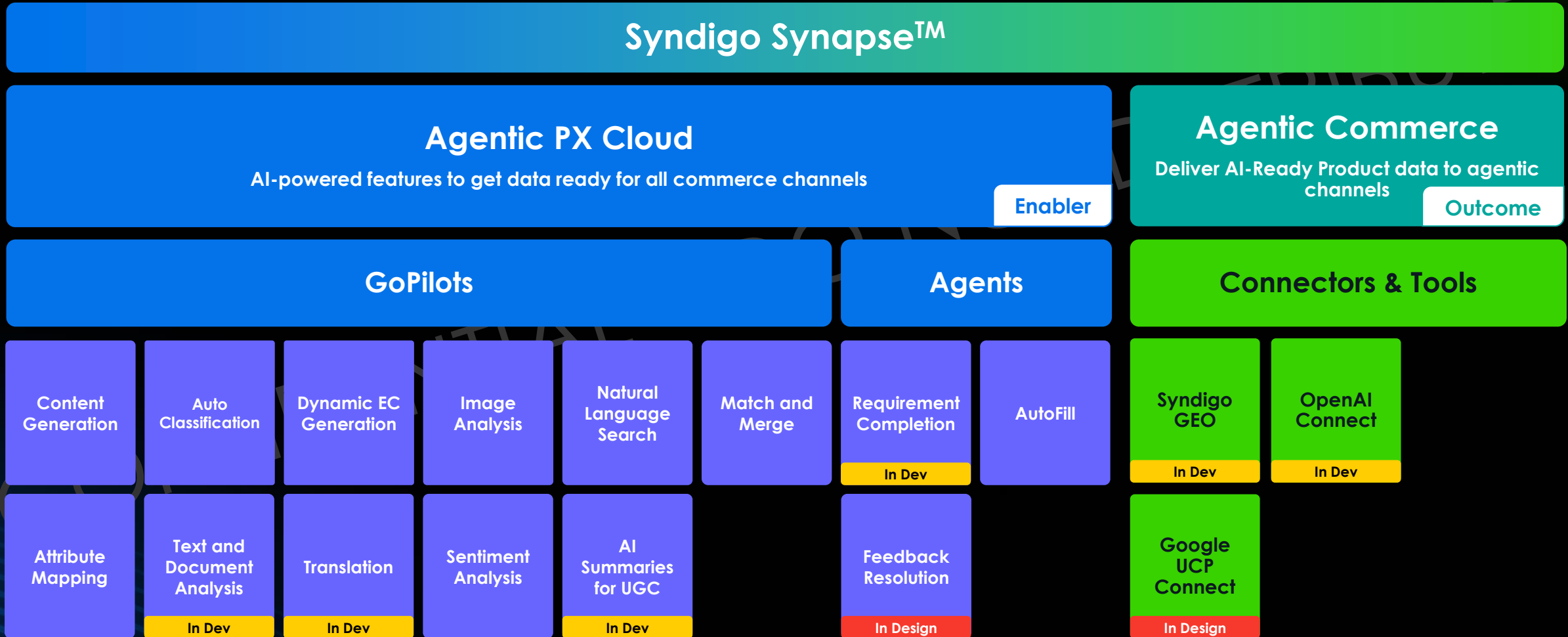
Syndigo's Retail PX Cloud - Vision

Empower retailers & distributors to **expand assortment with efficiency**, **merchandize with high quality data & engaging content**, **deliver winning omni-channel shopper experiences with optimization feedback** to drive sustainable business success with **AI-powered, cloud-native SaaS solutions** which are easy to implement and provide accelerated ROI

 **Brand PXM** →






Syndigo Synapse, Agentic PX Cloud & Agentic Commerce



Your experience, assembled by AI

PREVIOUSLY




Product-first

-  Invisible to AI agents — incomplete structured data means zero share of AI shelf
-  Reactive to retailer requirement changes — manual scramble every time specs update
-  Competing on price because AI can't differentiate their content



GOING FORWARD

Outcome-first

-  First-mover position in ChatGPT, Gemini, and Perplexity shopping results
-  Reactive to retailer requirement changes — manual scramble every time specs update
-  Premium positioning because their data tells the full product story

Data Platform

15,000+ brands. 3,500+ retailers.
Ground truth.

Intelligence Layer

Agent-ready content. LLM-
optimized. Always current.

Network Effect

Every connection makes
the platform smarter.