

ZEOS

Profitable growth isn't limited by demand anymore. It's limited by execution.

A connected growth system uniting ZEOS, SCAYLE, and Tradebyte capabilities into one intelligent engine.

Luis Ribeiro

Keynote Presentation / Innovation Roadmap



ZEOS

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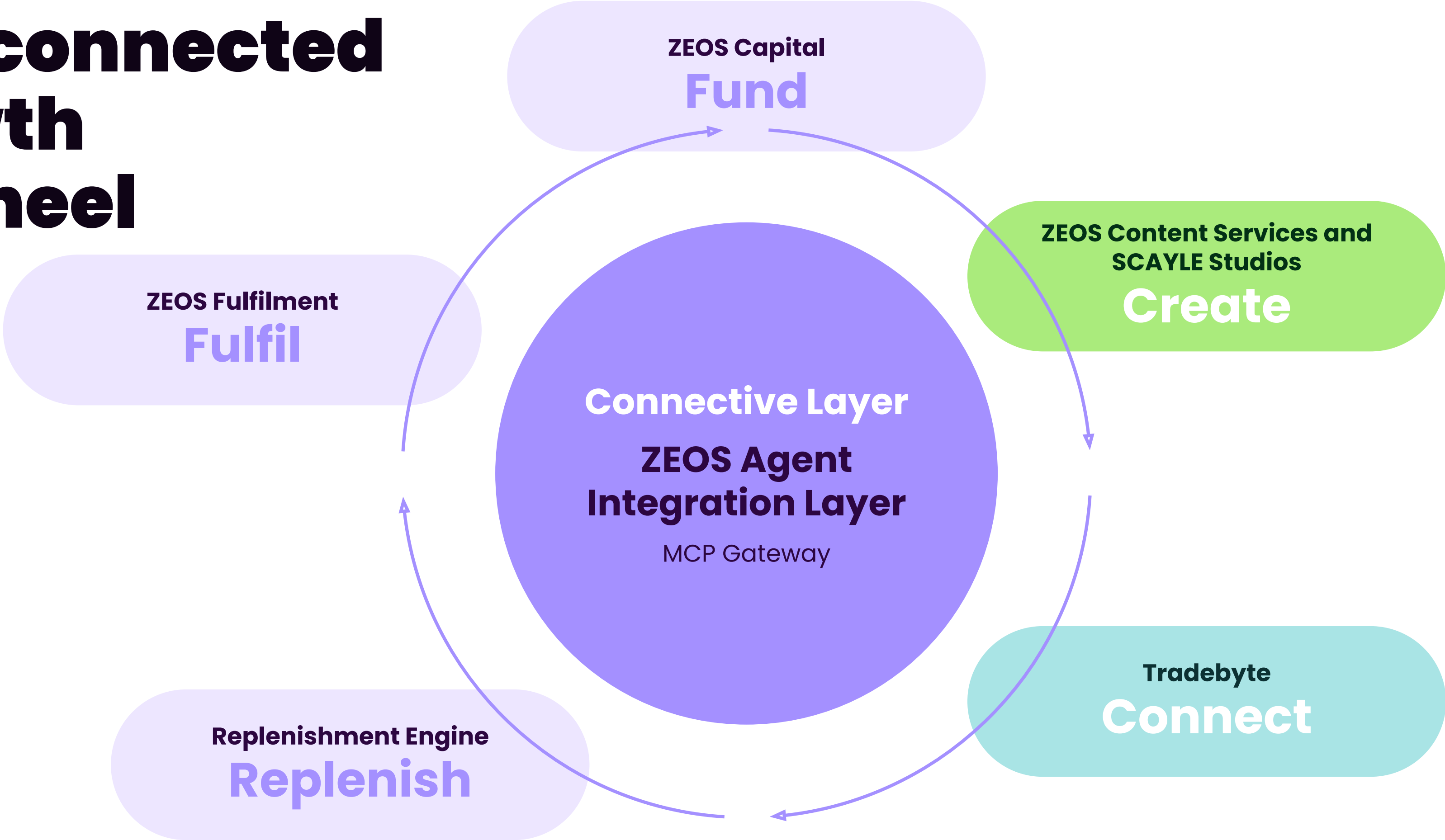
Luis Ribeiro

VP of Technology and Services, ZEOS

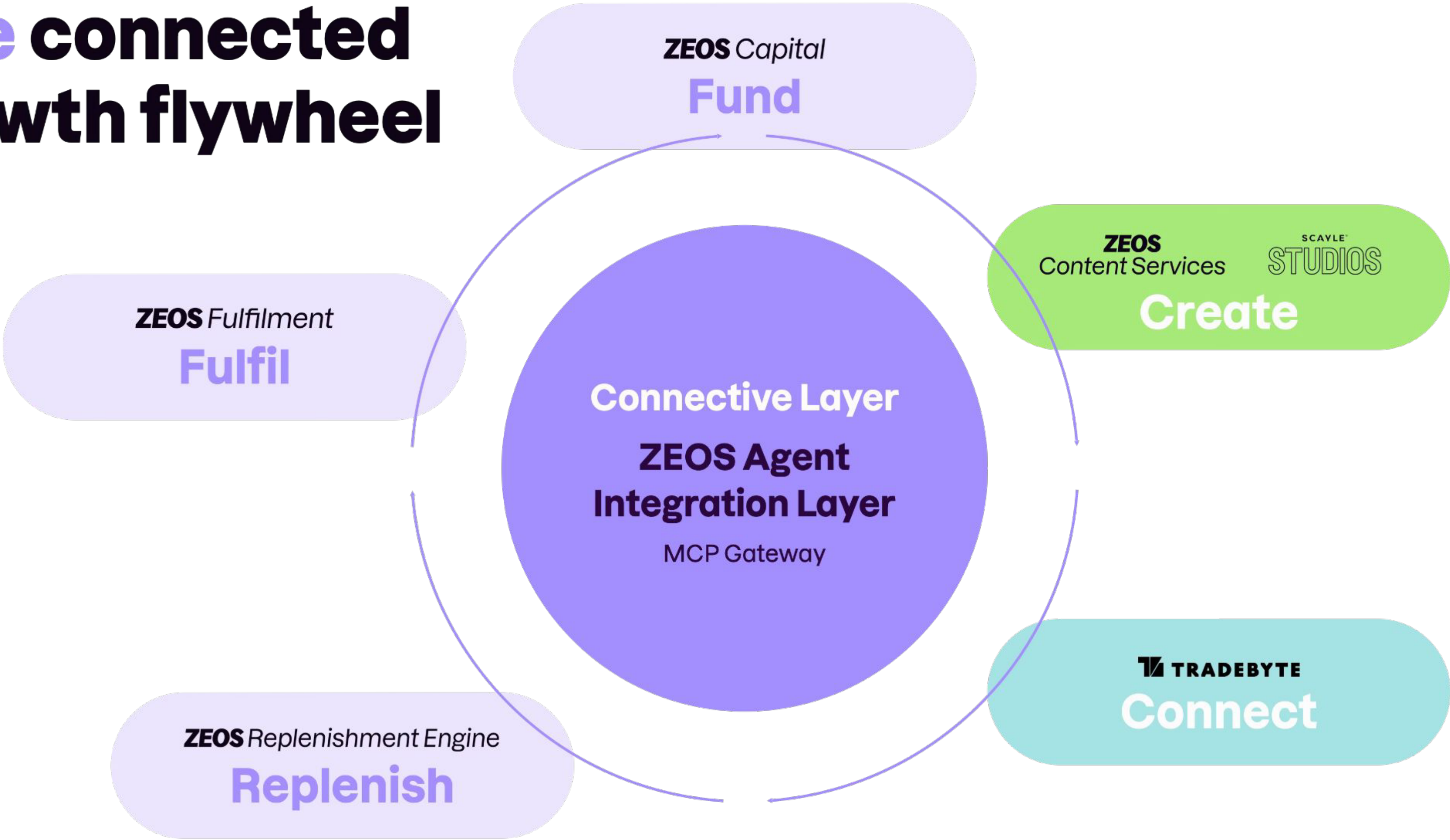




One connected growth flywheel



One connected growth flywheel





Growth starts long before the first sale.

-4%

Access to capital remains constrained: SME lending in 2024 was still 4% below 2022 levels.*

*OECD, Financing SMEs and Entrepreneurs 2026

>80%

Over 80% of fashion executives cite capital efficiency as their top priority.*

*BoF–McKinsey, The State of Fashion 2026

ZEOS Capital

Bank rates, fintech speed

Financing via Partners

- ✓ ZEOS provides relevant business data directly to financial institutions
- ✓ Speeds up access to financing, but does not materially change lender risk or loan pricing



Asset-based lending

- ✓ Financing is secured against the brand's stock in the network
- ✓ Lower risk enables improved loan rates



Accelerating Time-to-Online without studio bottlenecks

Generative AI engine:

Converts minimal inputs into high-fidelity, on-model imagery, lifestyle visuals, and AI product video.

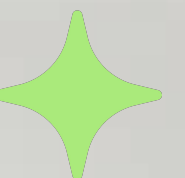


~95% faster production time

From 6–8 weeks to just 3–4 days using Zalando's proprietary AI tools.

Up to 40%

lower content production costs, with 100% marketplace compliance



Choose the content setup that **fits your team**

ZEOS Content Services

Managed content

Turns existing stock or packshots into marketplace-ready content, with minimal input from your team.

SCAYLE[®] **STUDIOS**

Self-serve creative platform

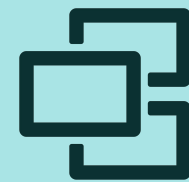
Enables internal teams to create lifestyle imagery and product videos faster with GenAI, while staying in control of the brand.



Connect:

TRADEBYTE

Smart mapping



AI transforms raw product data into channel-ready listings in seconds across 90+ European marketplaces.

Single integration

Expose inventory instantly without multiplying operational tax or technical overhead per channel.



TB.360 growth steering



Delivers benchmarking, profitability insights, and actionable AI recommendations on where to invest next.

ZEOS Replenishment Engine

Platform-native decision support:

Powered by 60M+ shopper demand signals across the Zalando network.

Smart return deductions:

Automatically deducts customer returns in-transit from reorders to avoid overstocking.

Fashion lifecycle rules:

Protects margins by dynamically aligning stock with seasonal demand.



Demand fill rate

+28% pp

Overstock Rate

-70% reduction

ZEOS

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Impact

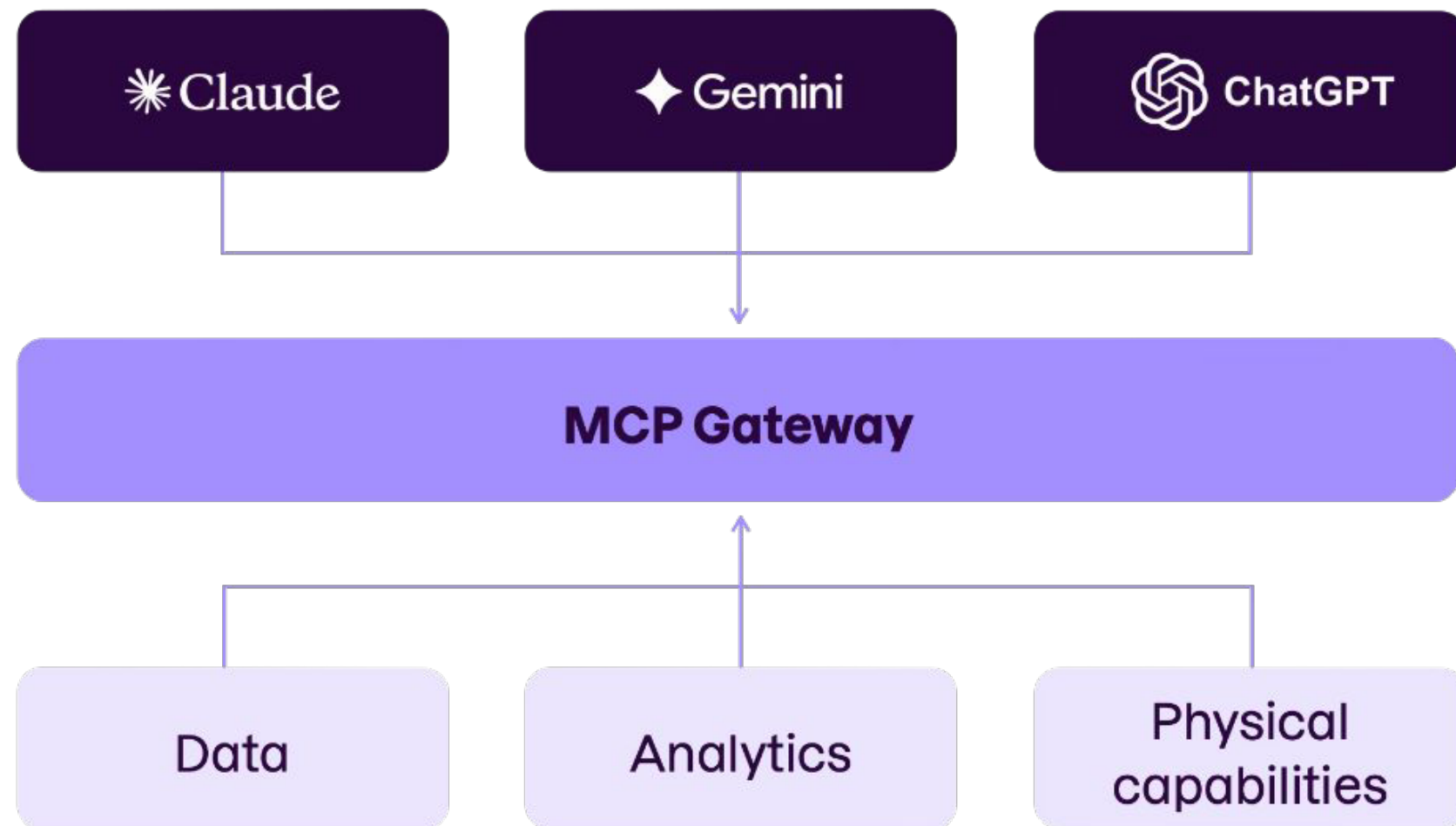
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ZEOS Agent integration layer



Upcoming releases

Return order tracking

Enable agents to query real-time status of return shipments.

Performance reasoning

Automatic interpretation of ZEOS reports with built-in guides.

Automated RTM

Identify overstock and generate Return-to-Merchant orders autonomously.

A connected growth system

Removing friction between your strategy and execution across funding, content, channel access, fulfilment, and replenishment.

Up next: Expert panel

Product leaders dive deeper into ecosystem innovation on stage.

Starts at 11:35

Content panel discussion

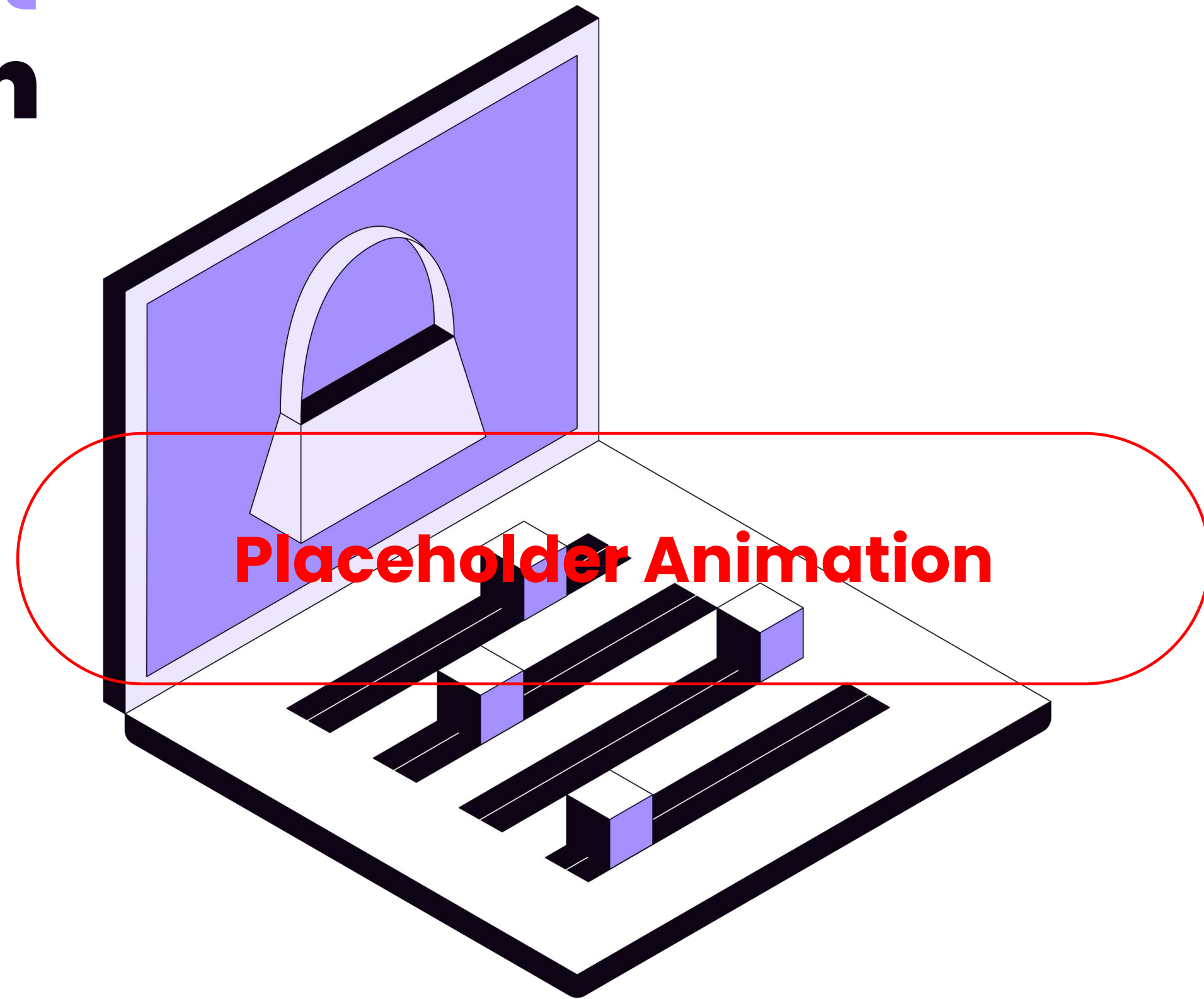
Accelerating content production without studio bottlenecks.

Starts at 15:00





ZEOS Agent Integration Layer





ZEOS Agent integration layer

MCP Gateway Architecture

Enables merchant AI agents to securely connect with ZEOS data, analytics, and physical fulfilment capabilities.

Practical launch use cases

Return order tracking

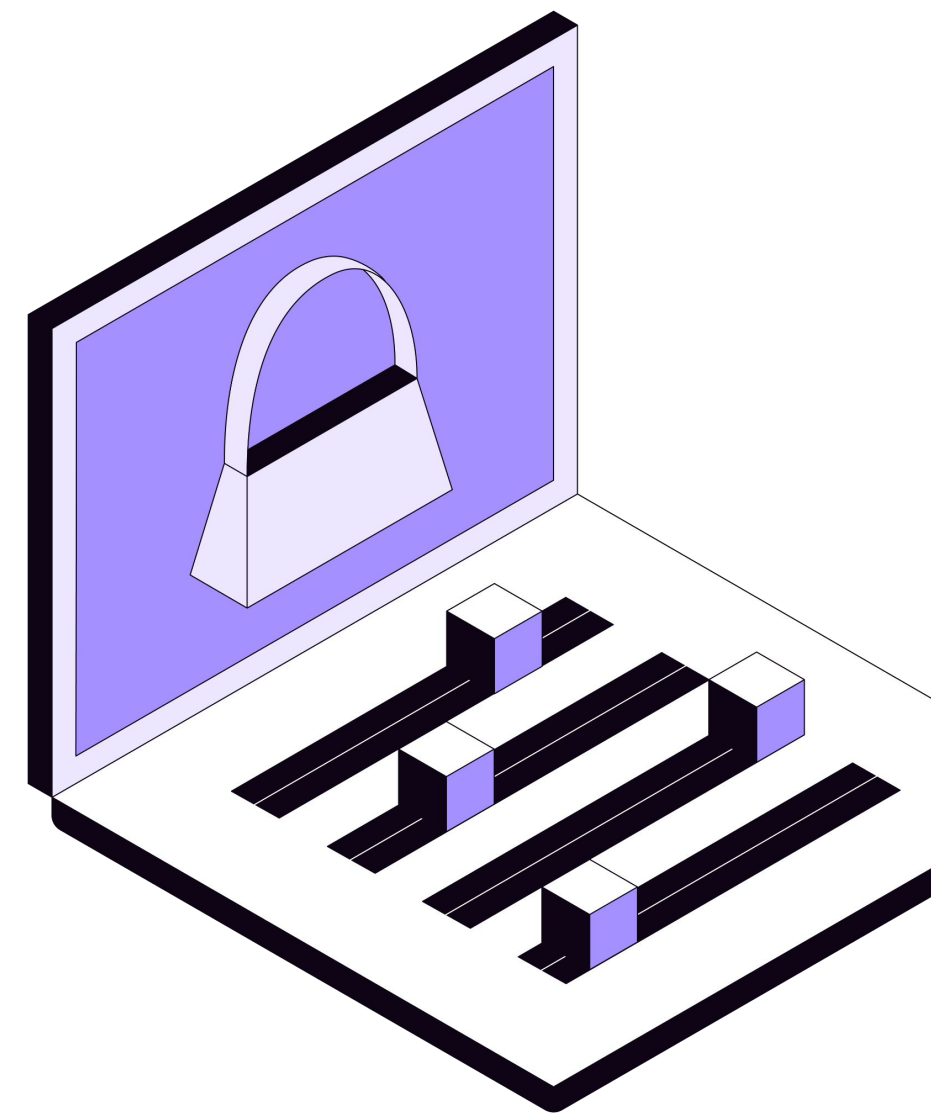
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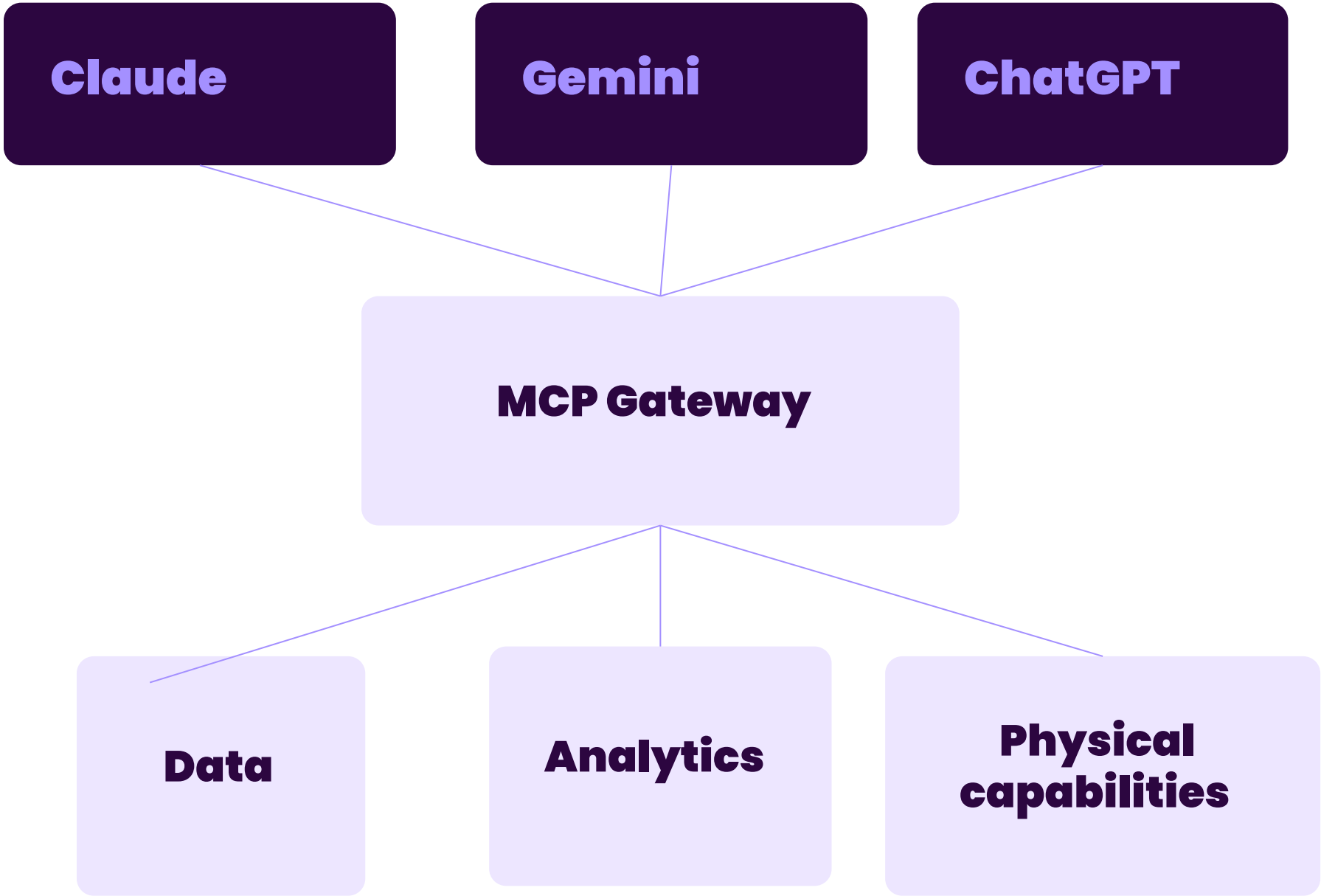
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ZEOS Agent integration layer



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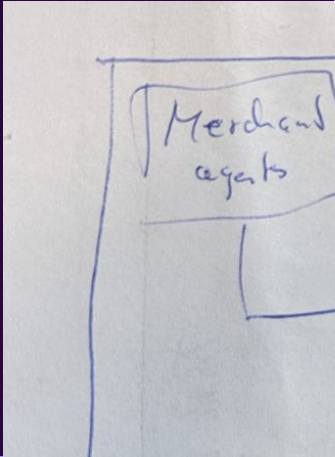
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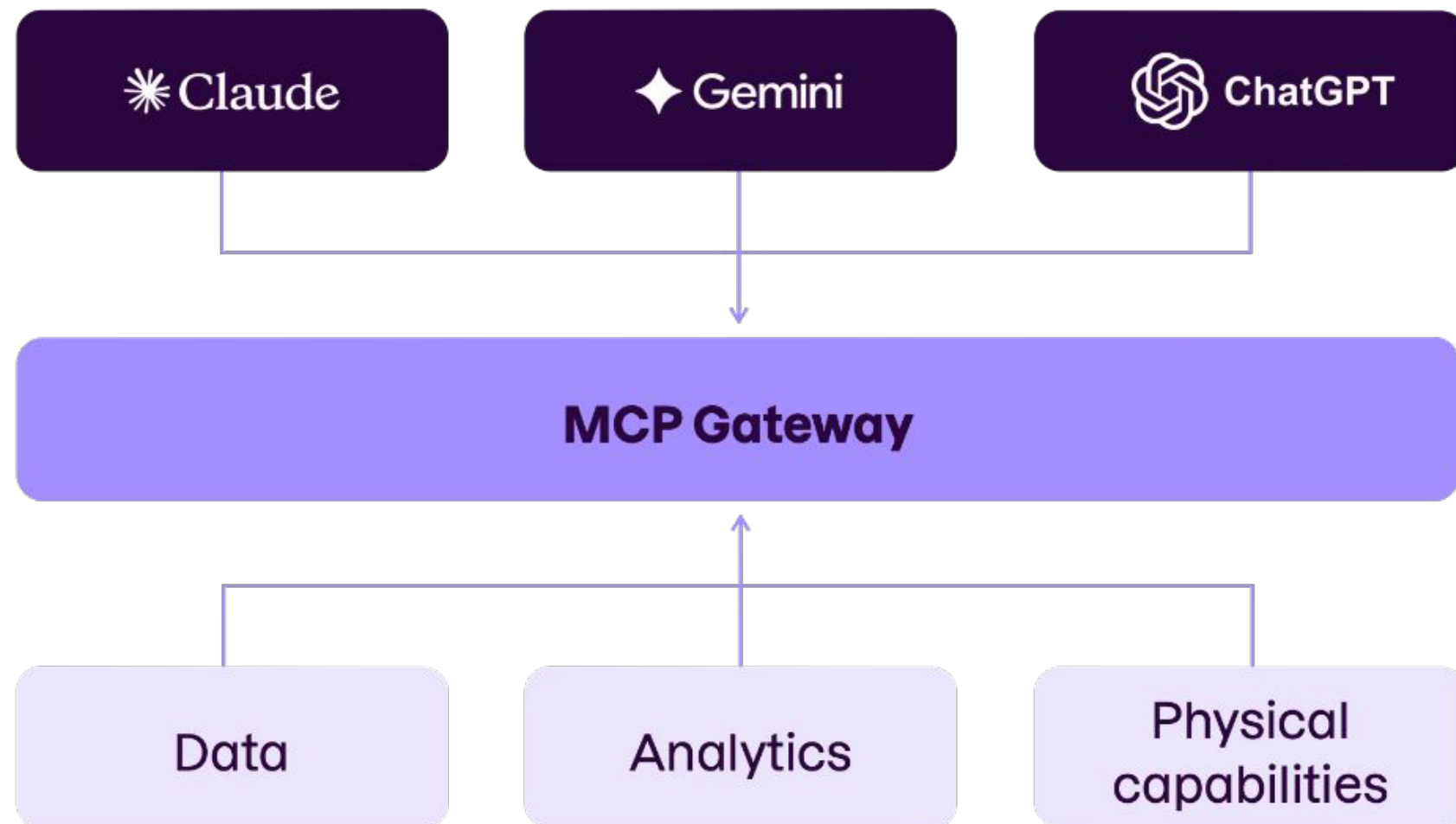
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