



**IS LOOKING FOR INNOVATIVE
SOLUTIONS!**

INNOVATE WITH LENTA

OPPORTUNITIES:

- EXPERT/MENTORING SUPPORT FROM BUSINESS AND THE LENTA INNOVATION CENTRE
- FAST-TRACK FOR QUICK HYPOTHESIS TESTING AND BUSINESS FEEDBACK
- PILOT PROJECT
- LONG-TERM PARTNERSHIP

LENTA BY NUMBERS

88

CITIES

139

SUPERMARKETS

253

HYPERMARKETS

16

MILLION ACTIVE
LOYALTY
CARDHOLDERS



Vladimir Sorokin,
Chief Executive Officer

The Innovation Center is an important component of the comprehensive transformation that will affect the entire company. It was created for systematic work with technology projects, their implementation will contribute to enhancing business value.

OPERATIONS

Innovate with **LENTA**

AUTOMATION OF STORE OPERATIONS:

- ROBOTIZATION OF IN-HOUSE PRODUCTION PROCESSES, INCLUDING 3D PRINTING
- CAFÉ ROBOTIZATION (PRODUCTION AND DELIVERY OF FOOD)
- ROBOTIZATION OF SALES AREAS CLEANING WHILE CUSTOMERS ARE PRESENT
- AUTOMATED SOLUTIONS FOR WASTEWATER MONITORING AND TREATMENT TECHNOLOGIES
- DIGITALIZATION OF THE SELECTION OF GOODS AND CHECKOUT, INCLUDING CHECKOUT OF CONTROLLED GOODS - AGE VERIFICATION, GOODS PROTECTED BY ANTI-THEFT MEANS, ETC.
- ADDRESS STORAGE FOR HYPERMARKETS
- NEW APPROACHES TO IN-STORE PRODUCTS LAYOUT AND EXECUTION CONTROL
- FRAUD PREVENTION IN STORES
- TIPS FOR EMPLOYEES WHILE PERFORMING ROUTINE OPERATIONS
- REALIZATION OF IN-STORE DIGITAL SHELF
- NEW IN-STORE PAYMENT METHODS
- ENERGY SAVING TECHNOLOGIES
- WRITE-OFF AUTOMATION
- TASK MANAGER FOR EMPLOYEES

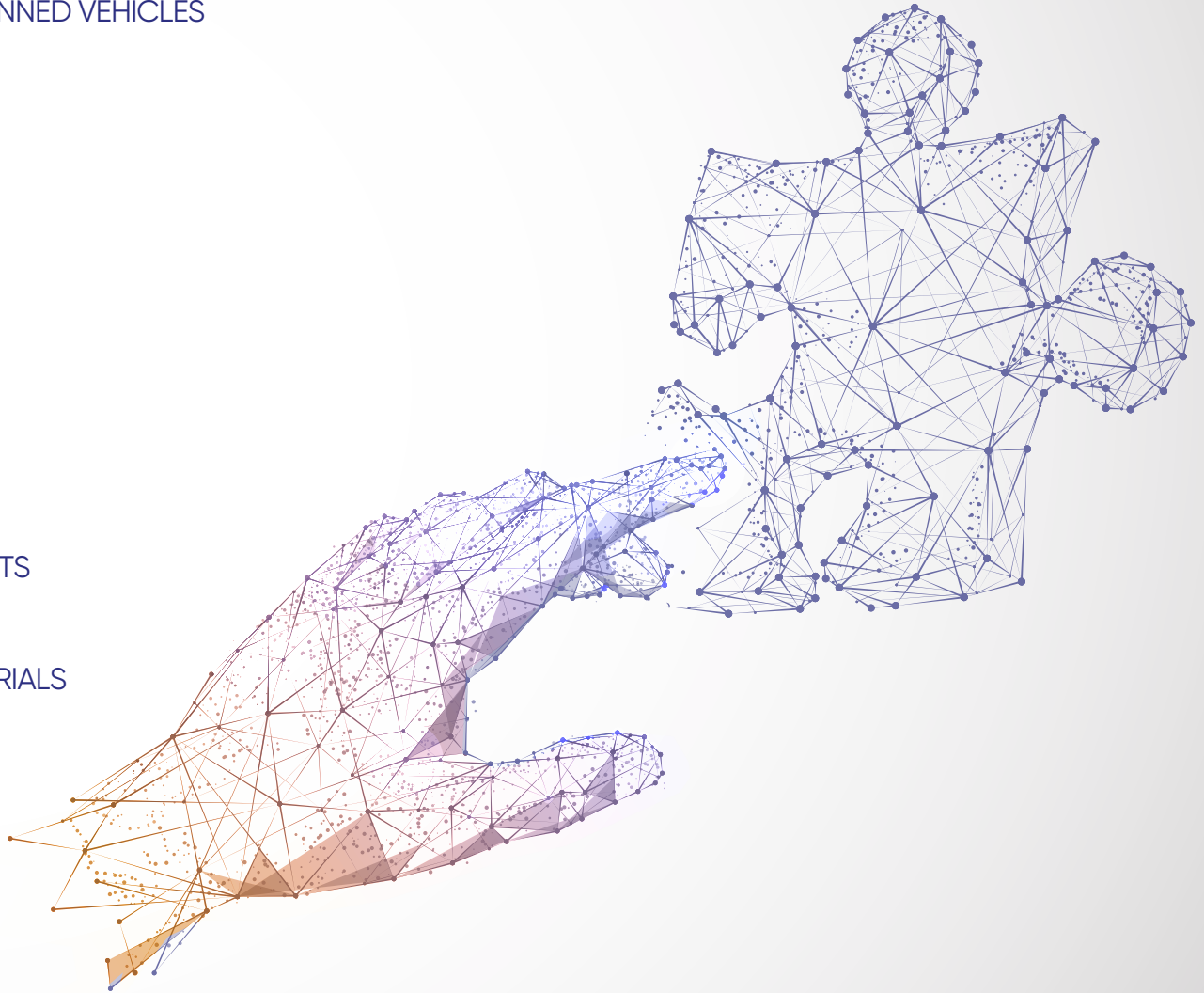
NEW CONSUMER SERVICES:

Innovate with **LENTA**

- ADDITIONAL SERVICES FOR SHOPPERS IN STORES AND PARKING LOTS
- FOOD TRUCKS: TRANSFORMER TRUCKS AND UNMANNED VEHICLES
- INTERACTIVE IN-STORE ASSISTANTS
- IN-STORE SELF-SERVICE TECHNOLOGIES

NEW MATERIALS:

- PACKAGING THAT EXTENDS SHELF LIFE OF PRODUCTS
- BIODEGRADABLE PACKAGING
- RECYCLING FOOD WASTE INTO FUNCTIONAL MATERIALS



MARKETING

Innovate with **LENTA**

- SMART VENDING THAT INTERACTS WITH THE BUYER
- NEW SERVICES FOR ONLINE SALES
- CUSTOMER SERVICE DIGITALIZATION
- CUSTOMER PERSONALIZATION VIA ONLINE OR OFFLINE

LOGISTICS AND SUPPLY CHAINS

- WAREHOUSE OPERATIONS ROBOTIZATION
- AUTOMATION OF GOODS RECEIPT AND CONTROL OF OPERATIONS
- EXOSKELETONS FOR MATERIAL HANDLING
- TECHNOLOGIES AIMED AT IMPROVING PROCESS EFFICIENCY AND SAFETY

