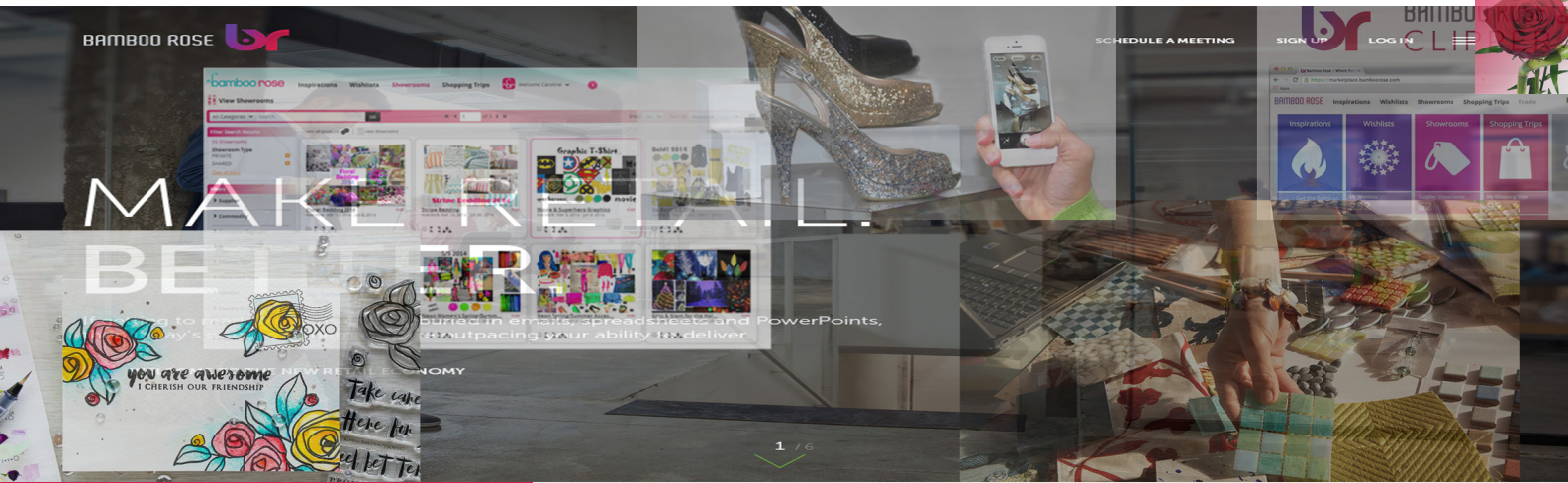




INSPIRED.
EASIER.
MAKE RETAIL. BETTER.
CONNECTED.
SMARTER.



Because inspiration doesn't wait 'til you're in the office...



You can take the *Bamboo Rose* platform with you wherever you go! Yes, that's right! Our mobile app gives you all the power of *Bamboo Rose* whether you're in the office, out on a stroll by the water, or 36,000 feet in the air. It's all in the palm of your hand on your mobile device of choice.

We have taken what is amazing about our award-winning desktop software and dynamically put it on the latest smartphones and table PCs to make your retail life a whole lot easier!

Now you can snap a picture with your phone, brainstorm about it with your colleagues, manage your idea's development process, and see how it's doing in the stores—all while you're enjoying a cappuccino at your favorite café.

That's the power of *Bamboo Rose*: a huge resource in an incredibly small package!

The *Bamboo Rose* platform raises and supports 'everyone' in the boundless new retail economy!

What makes a paradigm shift?

The organic process by which innovation meets technology meets new perspectives. In an endlessly competitive world where the next greatest thing happened yesterday, it takes a paradigm shift to chart new territories, create new opportunities, and bring new products to life.

Your customers want to feel like these products were made just for them. And with the *Bamboo Rose* platform at your fingertips, they will!

Raising up over 80 retailers and supporting over 400 brands, the *Bamboo Rose* retail eco-system changes the game of the product lifecycle from inception to the store shelves, and everything in between!

Bamboo Rose is comprised of *The Three Ds of Retail Ideation and Creation: Discover, Develop, and Deliver*.

Discover — Our world is simply amazing. Anything and everything can be a source of inspiration for a hit new product. *Bamboo Rose* frees your imagination to create any merchandise you can dream of. Work with your peers and buyers to gain insights as you bring your retail inceptions to life, visit virtual showrooms to help you source out the best partners from over 35,000 vetted global suppliers in which to build your bold new creations, and spend less time in meetings and more time creating the future products from the

most powerful retail engine in the world.

Develop — Do you paint with pixels, illustrations, words, and images? *Bamboo Rose* seamlessly integrates with *Adobe's Creative Cloud* suite of design applications for all your retail endeavors. Find the right patterns to adorn your new product, manage the materials that build it, create eye-catching and irresistible packaging, control and compare development costs on every level, make decisions based on intelligent recommendations, and run your QC and compliance testing like a boss!

Deliver — And when it's time to put those new ideas on the shelves, *Bamboo Rose* puts you in the driver's seat of the entire delivery process. Take POs to a whole new level; manage those orders from sales to production and beyond in real-time—so your customers always know you've got them covered; keep suppliers rolling along like a well-oiled machine; and run calendaring, logistics, and finance never missing a beat, a shipment, or an invoice with military precision and a bit of pizzazz!

We've powered over \$350 billion dollars in customer transactions, have over 150,000 active members, and helped bring products to market 40% faster than traditional merchandising lifecycle practices.

Welcome to *Bamboo Rose's* paradigm shift on the path to true retail enlightenment!



Bamboo Rose Factoid



- *Bamboo Rose* members spend 28% less time in meetings.
- *Bamboo Rose* members get products to market 40% faster.
- *Bamboo Rose* members establish new markets 30% more efficiently.
- *Bamboo Rose* members can be fully up and running in as little as 40 days.
- *Bamboo Rose* members include: *Adidas*, *Khol's*, *Lowe's*, *Macy's*, *Saks Fifth Avenue*, and of course *McCloskey's Boston SWAG, Inc.*, to name a few!

A Bay State Retailer's Success Story!



Samantha Adams is as Boston as it comes: born at Mass. General Hospital, holds a Master's degree in Retail Management from the University of Massachusetts at Amherst, and is a proud member of the Boston Business Association.

She is the CEO and founder of *McCloskey's Boston SWAG, Inc.*, with a flagship store in Boston's famous Faneuil Hall Marketplace. She also owns a chain of *McCloskey's* all throughout the Bay State and New England locations such as Martha's Vineyard, Amherst, Gloucester, Portsmouth NH, and Newport RI—with plans for expansion well into the 2020s.

She loves selling *anything and everything Boston* at all of her outlets. And at any given moment at the *McCloskey's* on Boston's waterfront district, she'll get patronized by many Boston celebs such as *Mayor Marty Walsh*, *Steven Tyler*, *Liz Walker*, *David Ortiz*, *Mindy Kaling*, and even *Ben "Batman" Affleck*—as her pictorial wall of fame behind the cash register will attest.

So it is no small coincidence that this award-winning entrepreneur, lauded native businesswoman, and retail guru would seek out the most powerful technological tools to help her retail empire thrive—especially in a down economy.

Sam (as her friends call her) has weathered many a brutal New England winter and recent economic downturns by always being innovative, progressive, relentless, positive, and creative.

So when she partnered with *Bamboo Rose*, she felt as if she *hit the retail lottery* because not only can she effortlessly purchase Boston-themed products from other vendors but now she creates them herself!

And this was put to the test not too long ago when she was strolling along one day at Boston's Public Gardens. There she snapped an image of *Robert McCloskey's* larger than life bronze ducks from his time-honored children's classic *Make Way For Ducklings* and imagined a relief of these famous ducks on a *Boston signature beanpot coffee mug*.

Through the power of the *Bamboo Rose* platform, Sam found: the design resources she needed to make a whole line of these coffee mugs, a local well-regarded business to manufacture the cups, and the tools necessary to successfully sell and manage the significant financial gains from this new product line.

"My most rewarding part of the entire process was when this father and his little girl came into my store one day. The girl noticed the *Duckpots Coffee Mugs* and said, 'Daddy you need one of these!' To which he replied, 'You bet I do!' And then he turned to me and asked if I had any brewed coffee he could put in the mug right then. I told him that I sure did: *Boston's Best Coffee Roasters!*"

Sam Adams not only embodies the American entrepreneurial spirit but also gives back to the local economy by partnering with local businesses to help hers. And she finds them through *Bamboo Rose's* vast retail eco-system that puts the resources of the world (or the nearby town) at her fingertips—creating products, economic revenue, and jobs!



For More Info

Bamboo Rose is headquartered in historic Gloucester, Massachusetts, USA with global offices in the UK, India, and Hong Kong.

Visit us at:

www.BambooRose.com

for more information, to schedule a meeting with us online, and to subscribe to our *Rosy Future Newsletter!*

Call or email us today to see how *Bamboo Rose* can help your enterprise thrive in *the boundless new retail economy!*

Don't forget to follow us on:



Bamboo Rose
17 Rogers Street
Gloucester, MA 01930

Phone: (978) 281-3723
Fax: (978) 281-0673

info@bamboorose.com

