

December 18, 2017



Dear Valued Stein Mart Supplier,

In today's rapidly evolving retail landscape, it is increasingly important Stein Mart remain committed to continuous improvement and increased efficiency in every aspect of our organization. Over the past year, Stein Mart has implemented significant internal process and systems changes focused on improving speed and efficiency with which we flow merchandise to our stores, e-Commerce fulfillment center, and ultimately to our mutual customer.

A key component of this effort requires we enhance the depth of product information available, through the use of GS1 Product Attributes and Data Images. These attributes provide numerous benefits including enriching product content on *steinmart.com*, and ensuring that Stein Mart is compliant with regulatory requirements (such as California's Prop 65). Stein Mart understands the efficient exchange of product attributes is a critical component to our continued growth. With this in mind, I would like to announce our renewed partnership with OpenText.

OpenText Active Catalogue automates item setup and ongoing changes to product information, enabling Stein Mart to electronically receive your currently-supplied product and UPC/GTIN information as well as the additional product attributes defined by GS1.

Stein Mart and OpenText will be holding informational webinars to provide overall guidance and answer any questions you may have. The Webinars are scheduled for Wednesday January 24, 2018 at 10:00am ET and 2:00pm ET. OpenText will be contacting you directly, to confirm your attendance at one of these upcoming webinars.

For additional information on OpenText Active Catalogue functionality and the GS1-defined attributes:

- OpenText Informational Landing Page with all Catalogue information:
<https://www.opentext.com/what-we-do/products/business-network/customers/steinmart>
- GS1 Guideline - Best Practice Guideline for Exchanging Product Images and Attributes, Release 3.0:
https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=1067&language=en-US&PortalId=0&TabId=134
- Checklists to Help Retail Trading Partners Implement Extended Attributes & Images:
https://www.gs1us.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=435&language=en-US&PortalId=0&TabId=134

For questions about this initiative:

- Contact OpenText for Catalogue & GS1 questions: Robert Garcia via email at rgarcia@opentext.com or via telephone at 301-340-4867
- Contact your Stein Mart merchants regarding questions not directly pertaining to OpenText

We thank you in advance for your participation in our Vendor Catalog initiative!

Sincerely,
MaryAnne Morin
President & Chief Merchandising Officer
Stein Mart