



Contacts:
Media – Orlando Veras
646-429-7450
orlando.veras@macys.com

Macy's and Marxent Partner on Largest Virtual Reality Rollout in Retail History

Macy's offers virtual reality experience in approximately 70 stores nationwide and plans to open 20 more by January 2019

Virtual reality experience reduces return rates to less than 2 percent

Technology boosts customer confidence in furniture purchase and increases basket size

NEW YORK—October 16, 2018-- Macy's and Marxent today announced that the companies' partnership is the largest virtual reality rollout in retail history, with approximately 70 Macy's VR installations in stores nationwide. The companies expect to add another 20 locations by January 2019. In partnership with Marxent, Macy's is enabling customers to discover products and make informed buying decisions using the Macy's VR furniture experience.

"Macy's is constantly looking for ways to bring excitement and fresh experiences to our customers. Through the Macy's VR furniture experience, we are giving our customers a new way to visualize a large selection of furniture products. Customers design their living space and, using a VR headset, immerse themselves in the virtual rooms they create. VR is a practical application proven to drive sales and a terrific example of combining technology and the human touch," said Hal Lawton, president of Macy's.

In the three pilot stores, VR-influenced furniture sales have increased by more than 60 percent versus non-VR furniture sales and decreased returns to less than 2 percent. Customers are more accurately visualizing their spaces and adding multiple furnishings with confidence. The program also allows Macy's to offer a full range of furniture in a dramatically smaller space.

"With Macy's VR furniture experience, customers can take a 2D floorplan and transition it to 3D in real time," said Beck Besecker, co-founder and CEO of Marxent. "Macy's VR for furniture is an easy to use application and consumers have a huge selection to choose from. The technology decreases return rates and VR gives customers a real omnichannel experience."

Another exciting addition is an augmented reality furniture experience called "See Your Space IRL." The technology allows customers to virtually place Macy's furniture products in their actual living spaces. "See Your Space IRL" is now available on the Macy's mobile app for iOS on the iPhone 7 and newer, and will be available on the Macy's app for Android in 2019.

LIST OF MACY'S VR STORES

Arrowhead Towne Center	AZ	Cherry Hill Furniture	NJ
Chandler Fashion Center	AZ	Rte. 46 Furniture	NJ
Pleasanton Furniture	CA	Route 22 Furniture Store	NJ
Northridge Fashion Center	CA	Newport Center	NJ
Santa Ana Mainplace	CA	Summerlin	NV
Victoria Gardens	CA	Las Vegas Home	NV
Fresno Furniture	CA	Herald Square	NY
Thousand Oaks	CA	Carle Place Furniture	NY
Roseville Furniture	CA	Cross County	NY
Los Cerritos Center	CA	Brooklyn (Downtown)	NY
Northgate	CA	Easton Town Center	OH
Downtown La	CA	Tuttle Crossing Furniture	OH
Mission Valley Home	CA	Lima	OH
Valley Fair	CA	Summit	OH
Del Amo Fashion Center	CA	Washington Square Furniture	OR
Montebello Home	CA	South Hills Furniture	PA
Monterey Furniture	CA	Ross Park Furniture	PA
South Coast Plaza Home	CA	Northpark Center	TX
Walnut Creek Broadway Plaza	CA	Memorial City	TX
San Francisco Union Square	CA	Stonebriar Centre	TX
Cherry Creek Furniture	CO	Springfield	VA
Southglenn Furniture	CO	Alderwood Furniture	WA
Park Meadows	CO		
Christiana	DE		
Dadeland	FL		
Pembroke Furniture	FL		
Ft Lauderdale Furniture	FL		
Aventura	FL		
South Dade Furniture	FL		
Miami International	FL		
Gandy Furniture	FL		
Town Center Furniture	GA		
Gwinnett Furniture	GA		
Mall Of Georgia	GA		
Lenox Square	GA		
Perimeter Furniture	GA		
Old Orchard	IL		
Castleton Square	IN		
Fayette	KY		
Northshore	MA		
Boston (Downtown)	MA		
South Shore Plaza	MA		
Annapolis	MD		
Somerset Collection	MI		
Southdale Furniture	MN		
Mall Of America	MN		
Paramus Furniture	NJ		

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 650 locations in 44 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$52 million each year, plus 153,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About Marxent

Marxent's 3D Cloud™ is used by innovative omnichannel retailers to reduce furniture returns, sell bigger baskets and enhance the customer experience. From 3D Room Design to AR to VR, 3D Cloud™ enables shoppers to plan, visualize and buy with confidence. 3D Cloud™ is a content management and hosting platform for 3D products that scales to the enterprise and powers applications for product visualization and configuration at all points in the customer path to purchase, including Mobile with AR, VR Showroom and Web VR applications. With 3D Cloud™ retail solutions, buyers can visually configure, price and quote projects with multiple components and customizations. For more information, visit www.marxent.com.