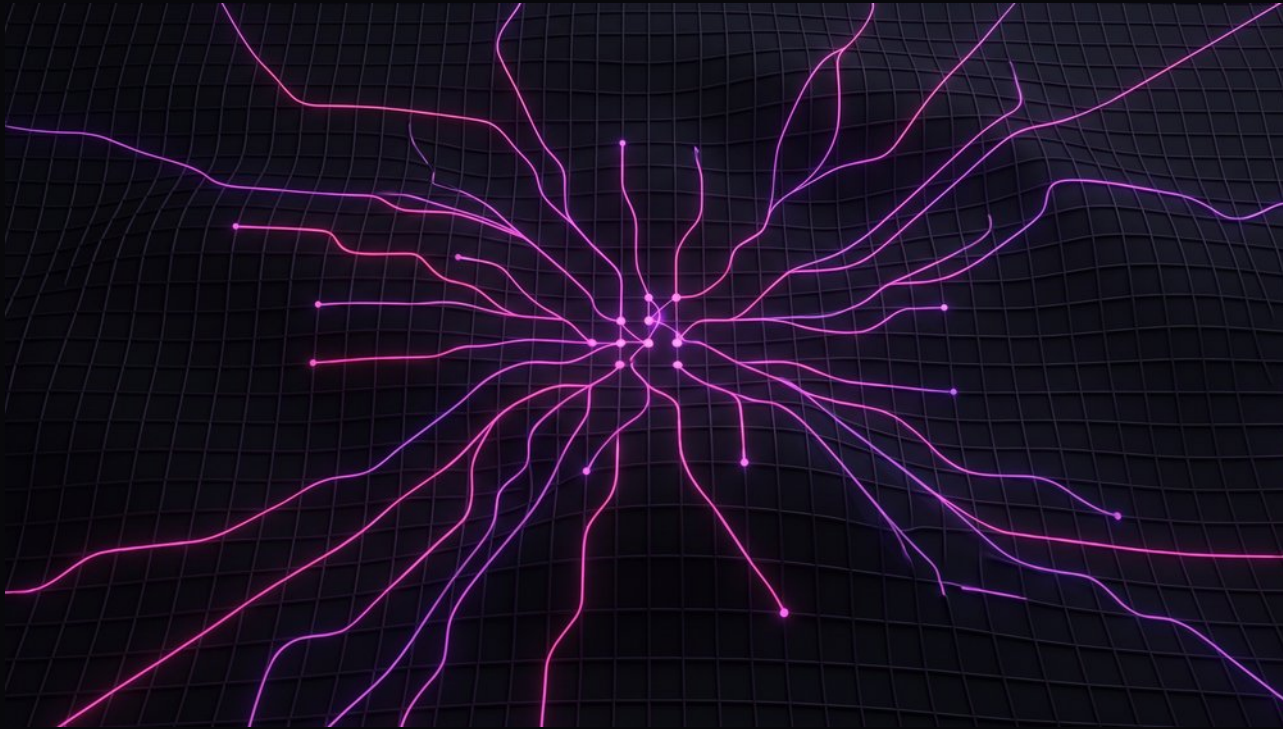




RETAIL & E-COMMERCE

The AI Localization Gap

Global footprint outran localization infrastructure



The acquisition trigger and the throughput ceiling

Global footprint is expanding faster than localization infrastructure across ecommerce, and the gap between content volume and delivery capacity is now a direct threat to revenue, customer experience, and competitive position. GenAI is already inside most of these organizations, but it has outrun multilingual quality controls rather than replaced the need for them.



INDUSTRY EXAMPLE



Nine countries, one acquisition, one integration deadline

DoorDash completed its acquisition of Deliveroo on October 2, 2025, adding operations across nine countries, Belgium, France, Italy, Ireland, Kuwait, Qatar, Singapore, the UAE, and the UK, in a single event. Every vendor workflow and customer-facing communication in those markets now needs to run on infrastructure that was built for a much smaller footprint.

Source: DoorDash investor relations, October 2025



INDUSTRY EXAMPLE



The localization investment is already showing up in the numbers

Global-e Online, whose platforms localize checkout language, currency, and payment methods for retailers selling into more than 200 destination markets, processed \$6.57 billion in gross merchandise value in 2025, up 35% year over year and 85% higher than the \$3.56 billion it processed two years earlier.

Source: Global-e Online Ltd. Form 20-F for fiscal year 2025, filed with the SEC in 2026



What the data shows

9

Countries added in one acquisition

DoorDash's Deliveroo acquisition, closed October 2025.

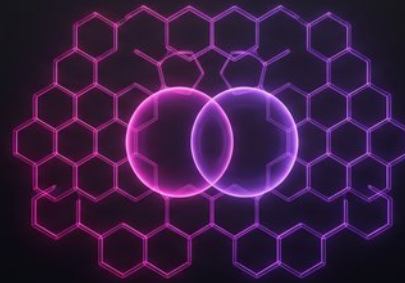
Global-e Online GMV processed, 2023 vs. 2025 (\$ billions)



Source: DoorDash investor relations, October 2025; Global-e Online Ltd. Form 20-F, fiscal year 2025



AWS AI COMPETENCY PARTNER



AWS AI Competency Partner

Based in Redmond, Washington, Centific combines AI automation with 2 million language specialists across more than 230 markets around the world. The company's Amazon Bedrock-powered translation and localization accelerator platform, Flow, delivers 30% to 70% cost reduction for enterprise multimedia localization needs. Flow provides targeted tools for specific tasks or can be combined for larger, complex localization initiatives.

Centific is an AWS AI Competency Partner, a select group of AWS Partners that have shown technical proficiency and a track record of continuing success while implementing generative AI technology powered by AWS. These partners undergo rigorous technical and commercial vetting by AWS Partner Solution Architects, producing customers a consistently high-quality experience.



Outcomes at a glance

35 -> 4

Days per localization cycle

One documented engagement,
cycle time before and after.

40+

Countries onboarded in one
event

A single acquisition closing,
provisioned as one batch.

70+

Markets carrying long-tail
language risk

Where quality guarantees are
hardest to hold below the top 10
languages.

Centific Multilingual AI engagement metrics; self-reported client results.

Localization cycle time, before vs. after



Flow handles exactly this: rapid locale onboarding, parallel workflow routing, and quality coverage for the long-tail languages beyond your top 10, where guarantees usually break down.

[Request a demo →](#)