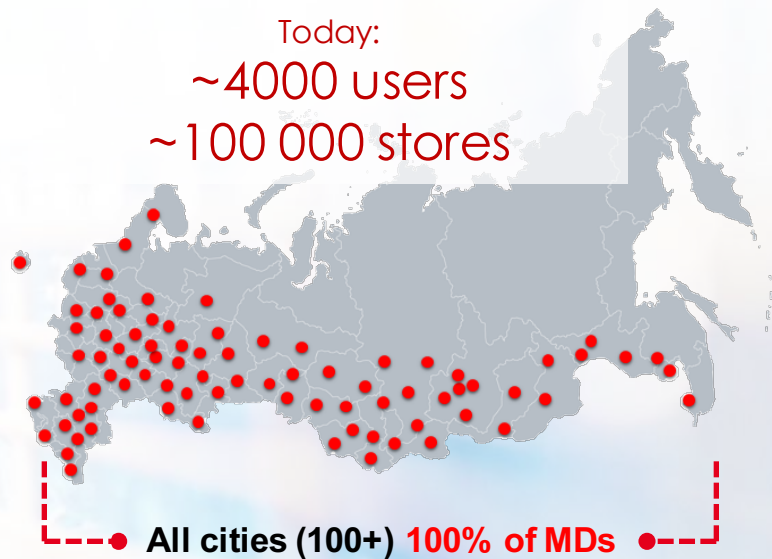
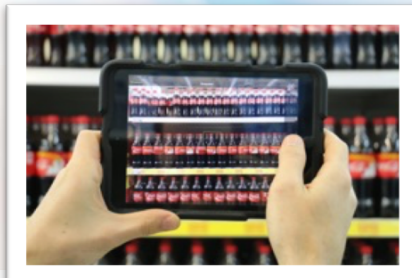


Roll-out process was not the easy but we did it



1. Clear vision and positive business case
2. Management FULL support
3. Pilot to cover ALL questions
4. Quality control system
5. Well prepared process and team behind



Main results are

1. Solid execution for **3x time more sales employee**
2. Execution process became **faster**
3. OOS decrease ~-2%;
4. Market share increased more +1%;
5. +10% volume vs non-covered stores

1. Define Strategy



2. Mobile App



3. In-Store Execution



1. Our main goal was to build solid execution process

✓ Done

2. BUT! Can we use this process to make strategy planning process easier and more precise???

We collect a lot of data
really **BIG DATA**

~300 records for one image
x ~10 images per store

=>

~3000 records for one visit
x ~100 000 stores per months

=>

300 000 000 records per month
x 12 months

=>

3.6 Billion records yearly

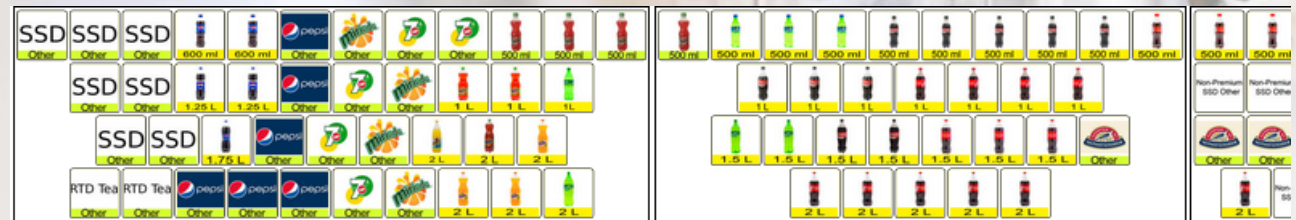
1. Images of shelves



3. System build following KPIs:

- Shelf share
- OOS or Availability by each SKU
- SOVI: on Shelves / Coolers / Displays
- Contract compliance for Pay-for-Performance
- Competitor shelf share

2. 'Realogram' = Digital shelves:





1. Internal sales data
on store level

More than 200K stores monthly



2. Execution data
on store level

300M records

Steps #1 to improve strategy planning

1. Execution drivers analysis (shelf, assortment and etc.)
2. Sales drivers analysis

Our dreams are ultimate analytics



1. Internal sales data
on store level

More than 200K stores monthly



2. Execution data
on store level

300M records



3. Price & promo
on store level

In plans

new



4. Other data
Media; Weather and etc.

In plans

What's Next with Trax

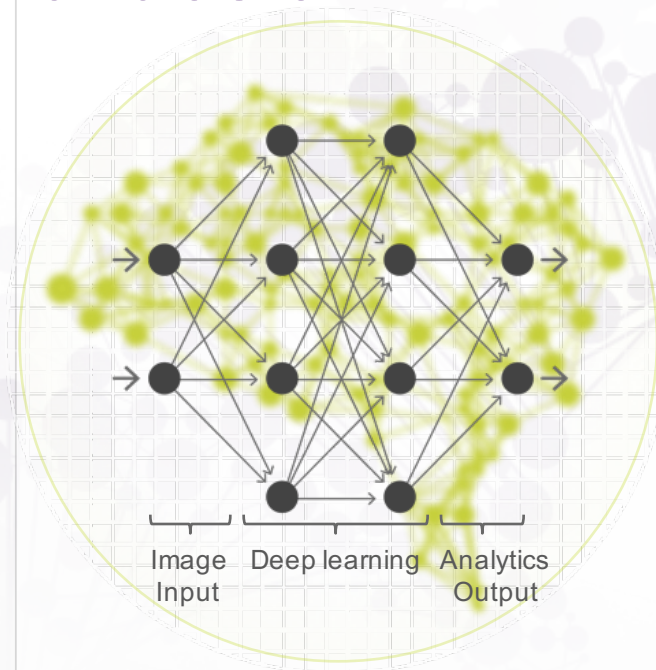


We capture retail today. So you can see the opportunity of tomorrow

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Trax Retail Compass reveals powerful insights & recommendations from the shelf

Millions of shelf images are uploaded weekly to our Trax cloud



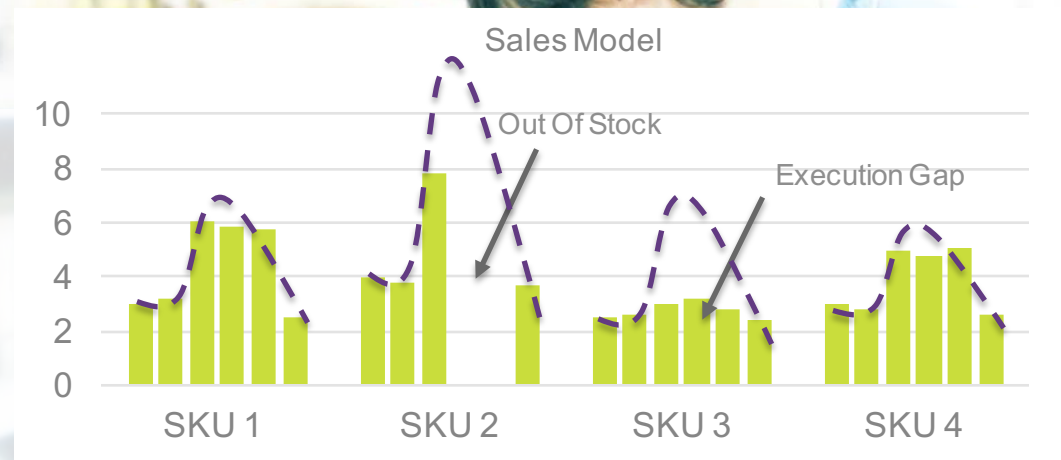
Our deep learning retail recognition engine reveal powerful insights and recommendations from the shelf.



Implement scientifically-designed shelf strategies.

Leverage our predictive engine and big data infrastructure to unlock category opportunities and market trends.

- › Various complimentary data sources are used to enhance our prediction capabilities to identify revenue opportunities at all points of sale, in all stores.

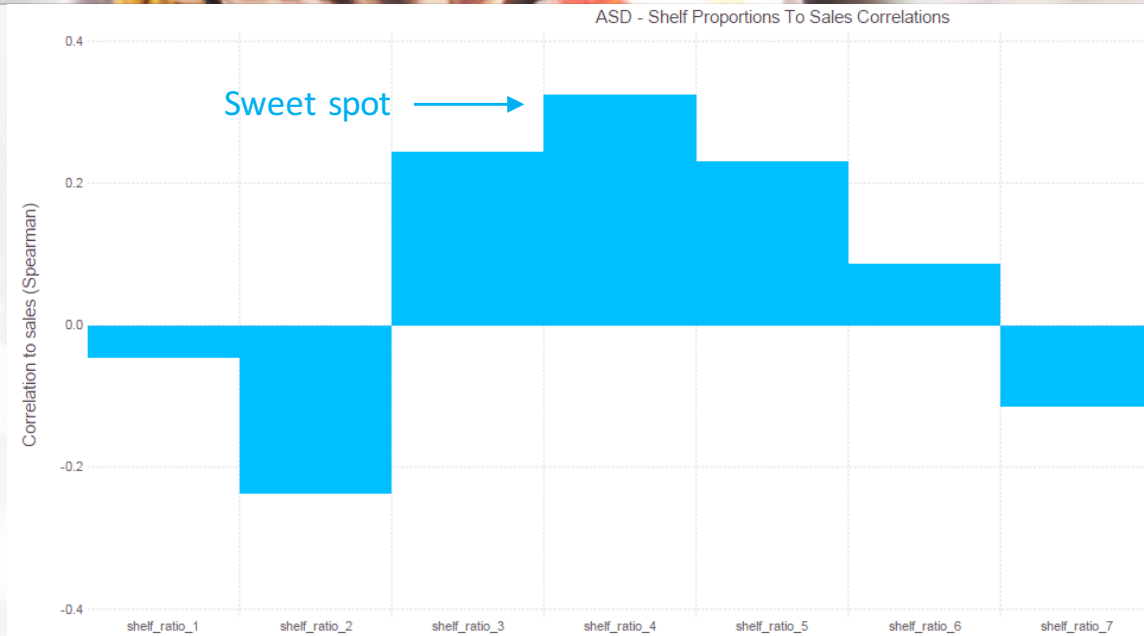


- › Leverage our data science methods to understand stockout drivers, patterns and predictive modelling on sales impacts.
- › Understand optimal store assortment within categories, adjacent categories and grow your private label products.
- › Our engine identifies the most optimal promotions and shelf placements in the store and can derive shelf location value.

Quantifiable Measure for On Shelf Position

Using advanced correlations analysis between multiple variables, Compass is able to identify and quantify the value of shelf position at a SKU level.

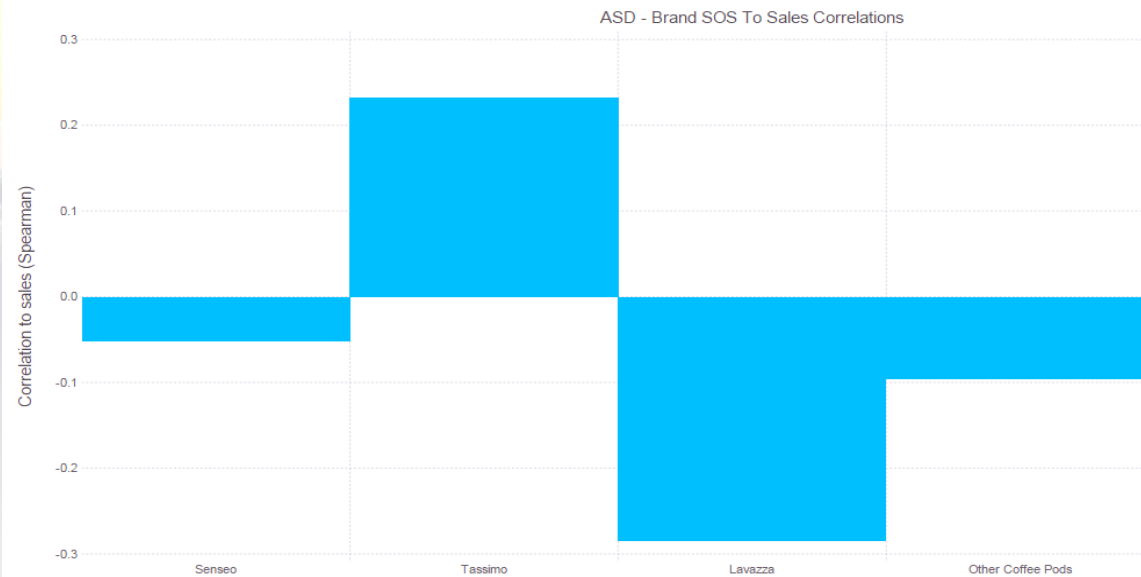
- Statistically significant
- Using Spearman Rank Correlation
- Sales are normalised with respect to seasonality and promotion



Quantifiable Measure for Competition Adjacency

Compass is able to identify and quantify the impact of the presence of specific competitors adjacency.

- Statistically significant
- Using Spearman Correlation Coefficient
- Sales are normalised with respect to seasonality and promotion



Price & Promotional Analysis

Leverage Trax Data and Recognition Engine integration to unlock Price and Promotional behaviour over time and across channels.

- Predict and understand competitive behaviour and market trends to optimize your price and promotional effort and timing.
- Prevent volume loss due to competitor price changes and promotions.
- Real time price elasticity analysis.



Global Leader in Retail Innovation



Trax Footprint:



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Thank you
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so you can see the opportunity of tomorrow.

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