

Achieving Mutual Growth through Data Centered Collaboration



ACHIEVING PROMOTION OPTIMIZATION WHEN SERVING THE ANYTIME, ANYWHERE CUSTOMER

Dallas
November 3, 2016



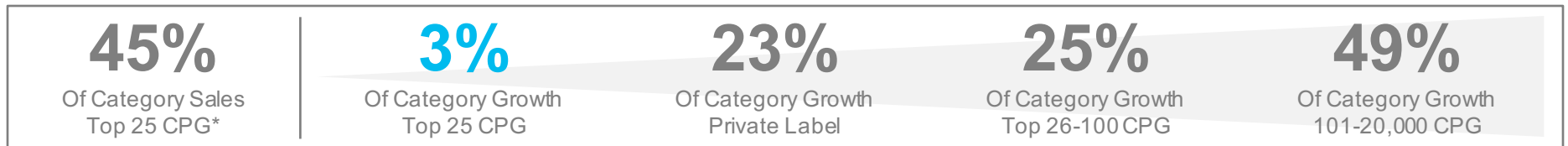
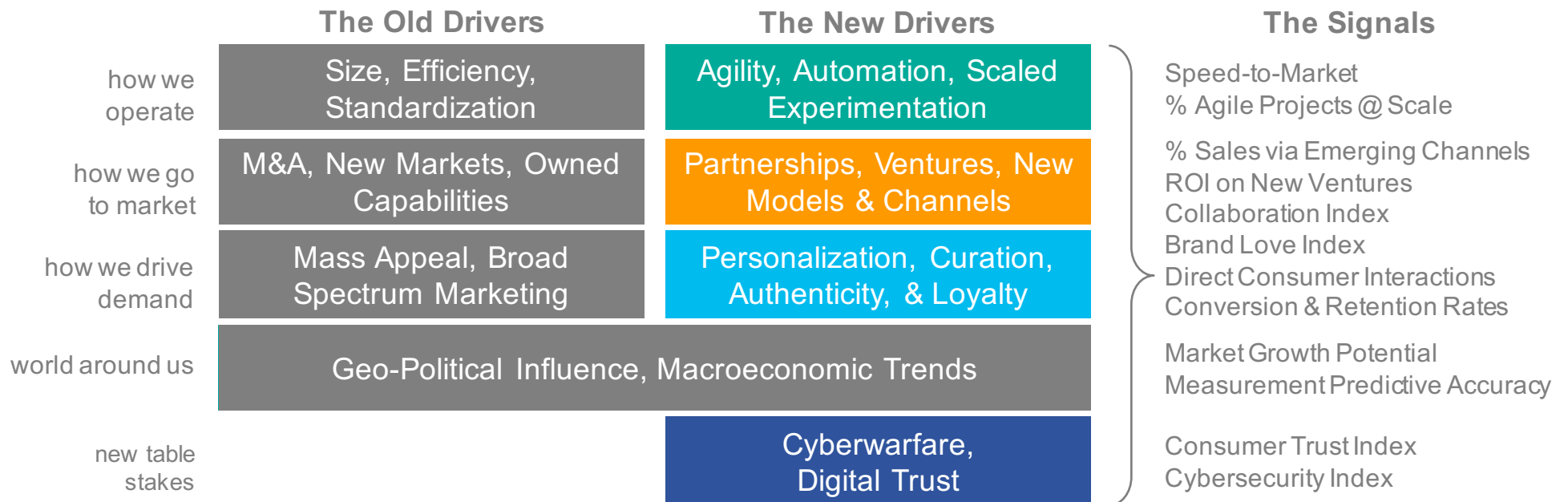
High performance. Delivered.

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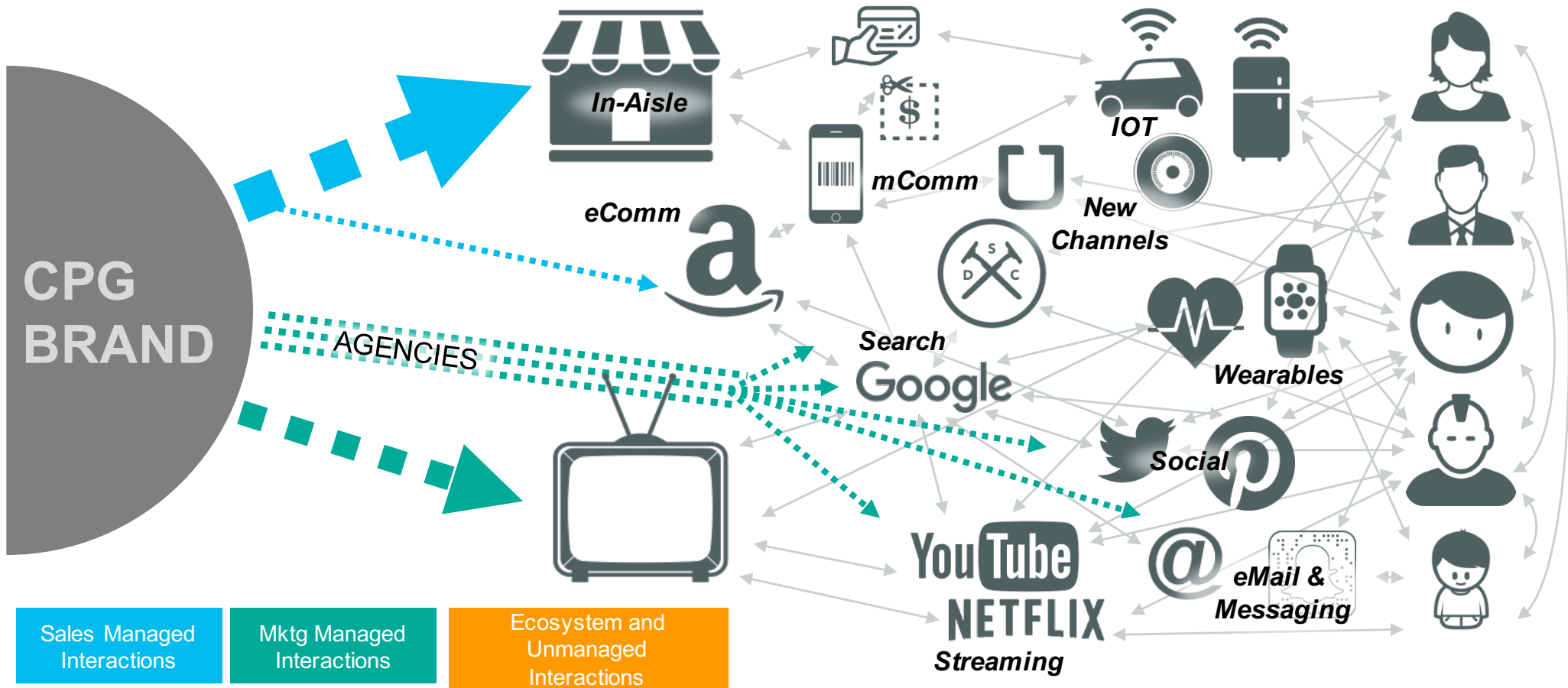
**PACE OF
CHANGE IS
ACCELERATING...**

We see a shift in the key drivers of new growth



* Nielsen 2016 Breakthrough Innovation Report

The consumer ecosystem continues to fragment



...As does the competitive brand landscape

Speed

Agility, Automation,
Scaled Experimentation

Ecosystem

Partnerships, Ventures,
New Models &
Channels

Experience

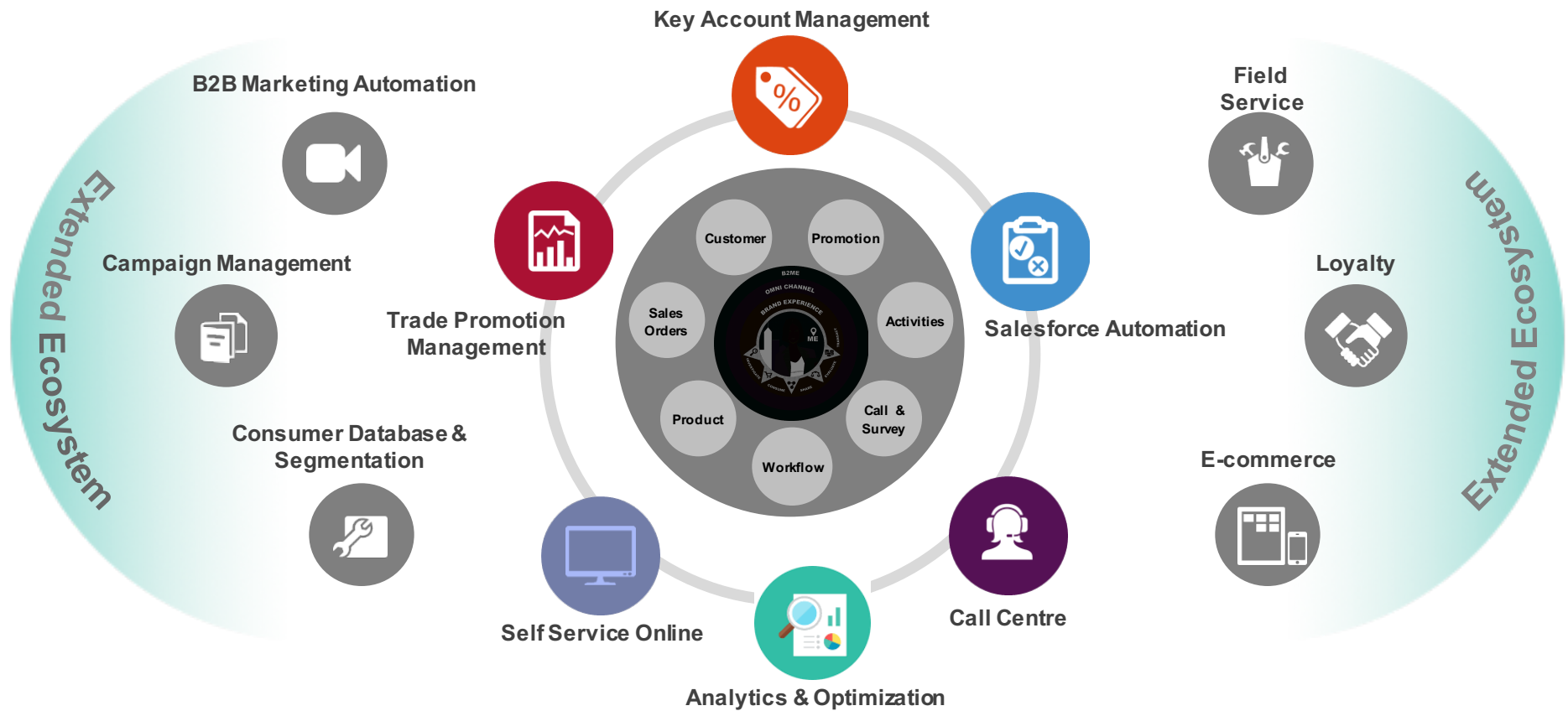
Personalization,
Curation, Authenticity, &
Loyalty

Unbundling Procter & Gamble



There is value in connecting the Sales, Service & Marketing to drive synergy across Trade & Consumer Marketing

Bringing together one fully naturally integrated ecosystem for the entire end to end CPG business to have the right information at the right time.



OUR PANEL



Michael Ziltzer
Unilever
Sr. Director –
Information &
Analytics



Chris Timko
Topco Associates
Dir. Retail
Development



Mike Gamage
Blue Buffalo Pet Food
Director Customer &
Promotion Analytics

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QUESTIONS?