



SYMPHONY
RETAIL

Leaders in Actionable Intelligence

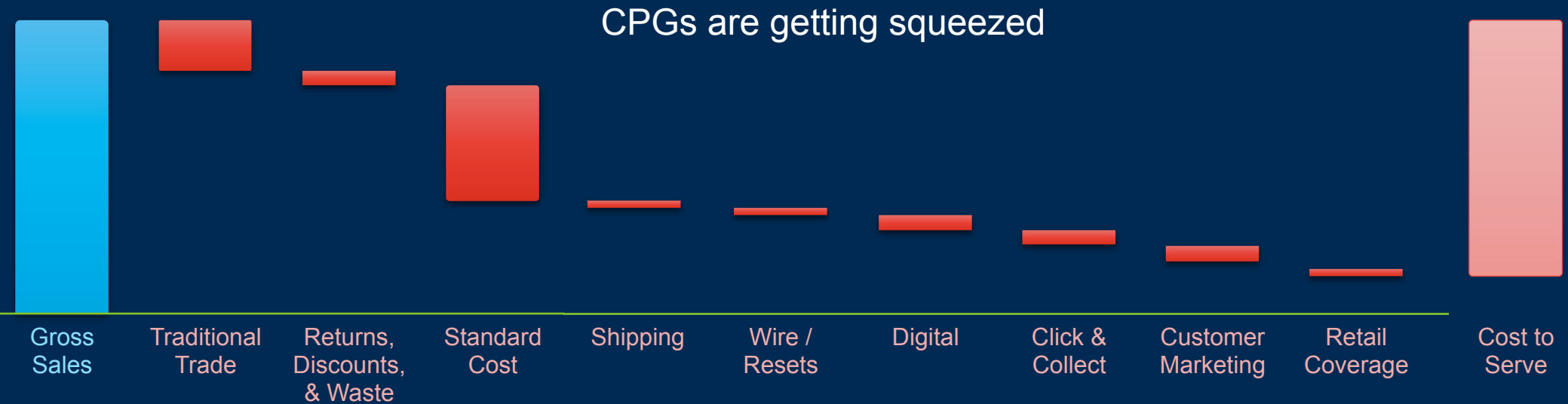
CPG Solutions

Steve Hornyak
President and CCO



Our world has changed

| | Traditional | Today and Future |
|-----------|--|--|
| Strategy | Mostly Top Line Growth | Top & Bottom line, Portfolio Strategy, Channel Architecture, ... |
| Marketing | TV, Coupons | TV, Content, Digital, Social, Segmentation, Personalization... |
| Planning | Individual retailer in isolation | Balance Across Channels, Competition, Breadth, New Products, DSD, DTC, ... |
| Science | Base Pricing, Price slopes, Promotions, Trade, ROI | Shopper Insights, Social Listening, Psychographics, ROI from Total Cost-to-Serve Spend Portfolio ... |



Symphony brings you CINDE your RGM AI Assistant



Conversational **IN**sights and **D**ecision **E**ngine

AI Brands



Yogurt
14oz



Yogurt 32 oz
Sugar Free



Yogurt
32oz

Wall St.
guidance is
Sales, Margin,
& Share growth
quarterly

Meet Donald, Customer Sales Executive



How to
effectively
“hit” all three
objectives
every month?

Donald is constant
“Panic Mode” chasing
monthly goals

Now **CINDE** does the
heavy lifting so
Donald can focus on
Customers & Strategy

Iterations

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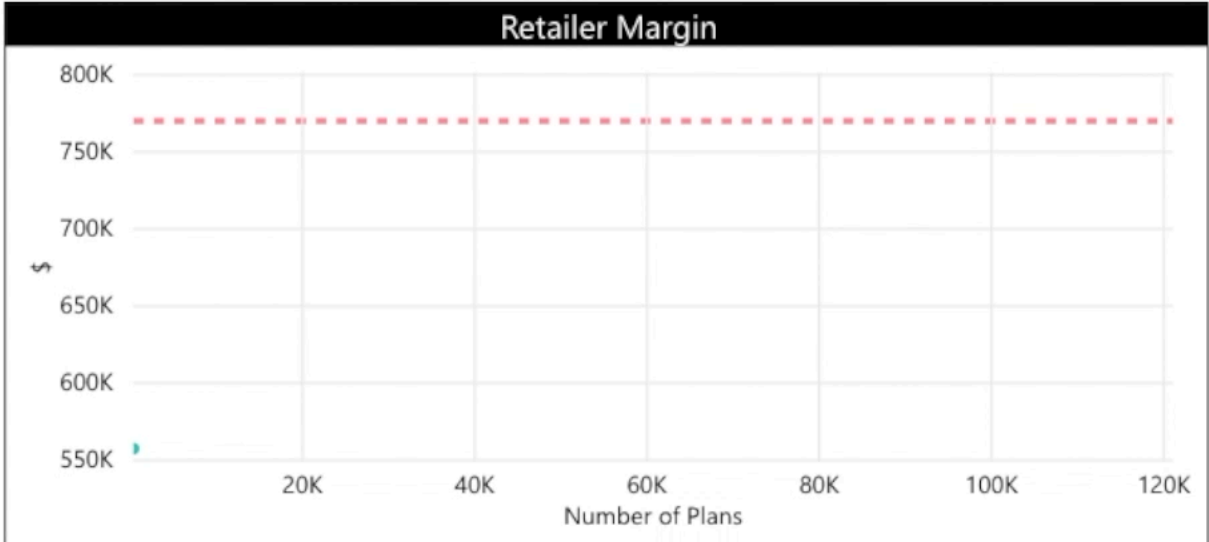
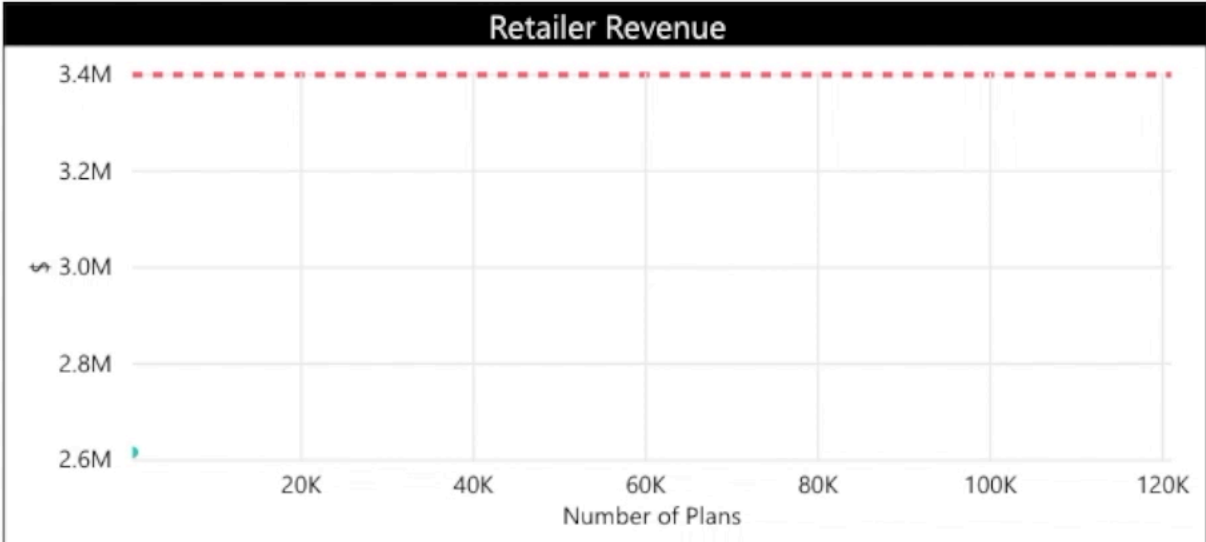
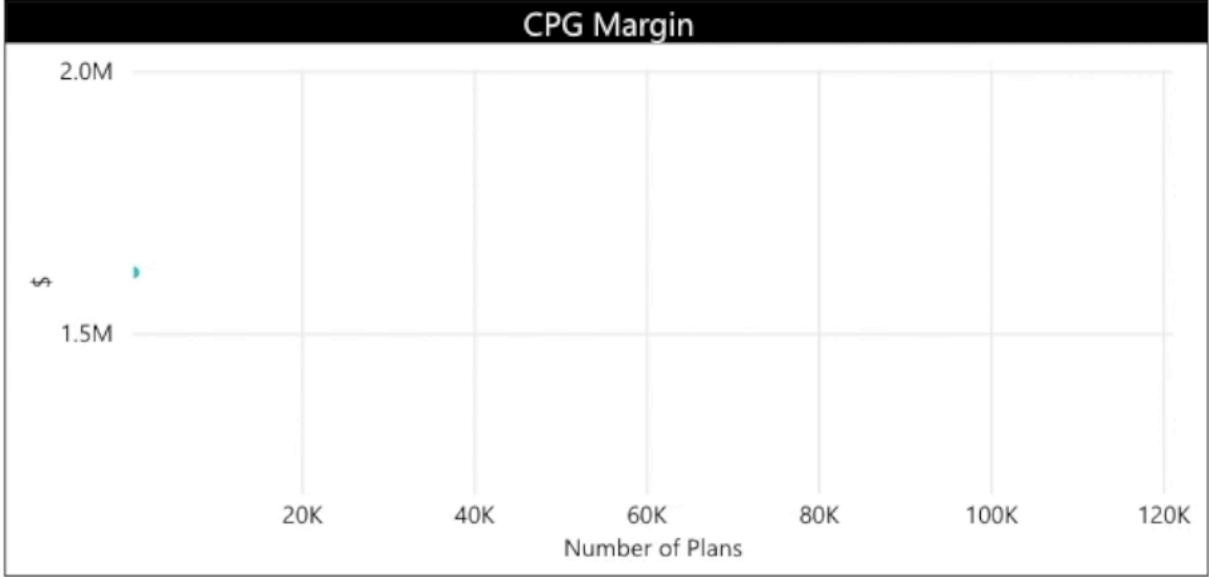
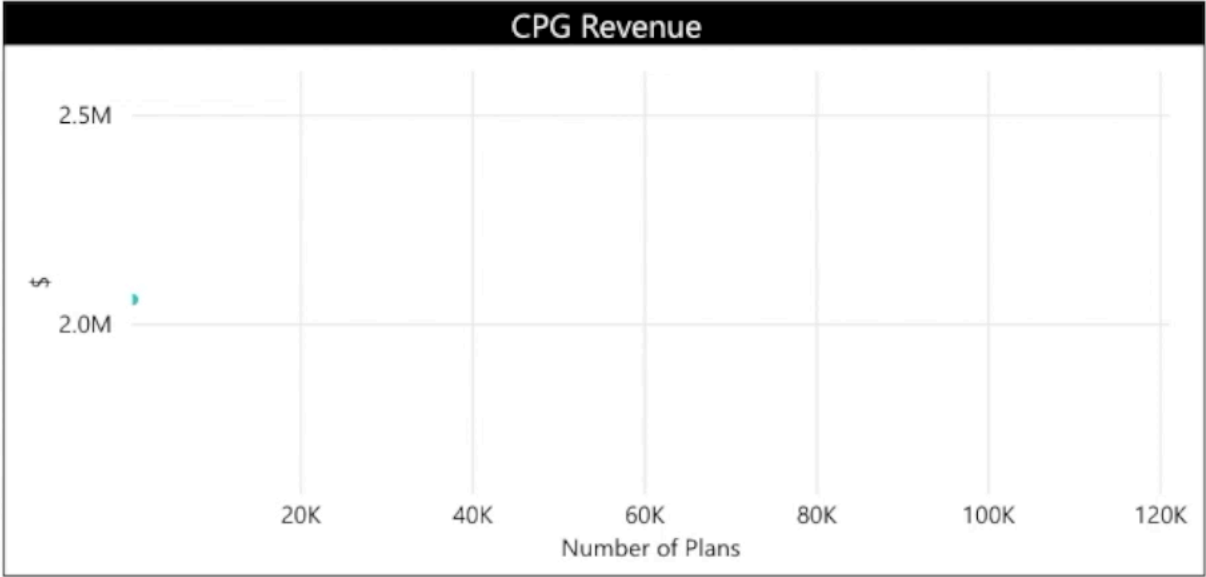
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What you just saw: Our unique solution approach

Traditional approach

User
Journey

What to do?

- Decisions and Actions

What if?

- Predictive Modeling
- Simulation and Planning

Where is the source of the problem?

- Diagnostic Analytics

How is my business running?

- Descriptive Analytics

Our approach

CINDE
Analysis &
Planning

What to do?

- Pre-emptive decisions and actions
- Why this is best?

What are my options?

- What actions possible? ("Framework")
- What are strategic and local trade-offs?
- Predictive insights

Why is this happening?

- AI model based root cause diagnostic insights

How is my business running?

- Sense and respond "Watchpoints"
- Descriptive Analytics

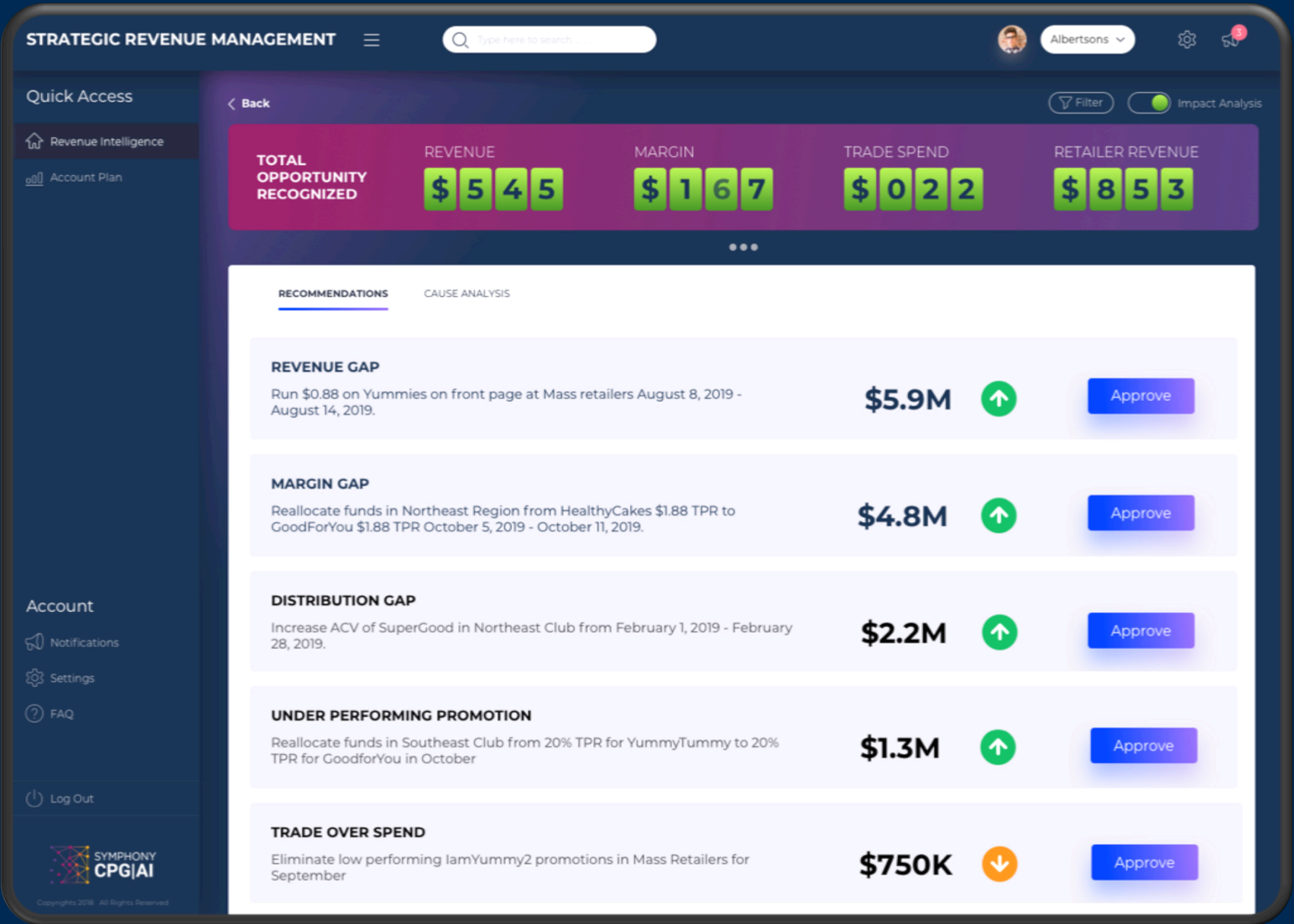
User
Verification

"20 minutes with CINDE will help you find 80% of hidden revenue growth opportunities."

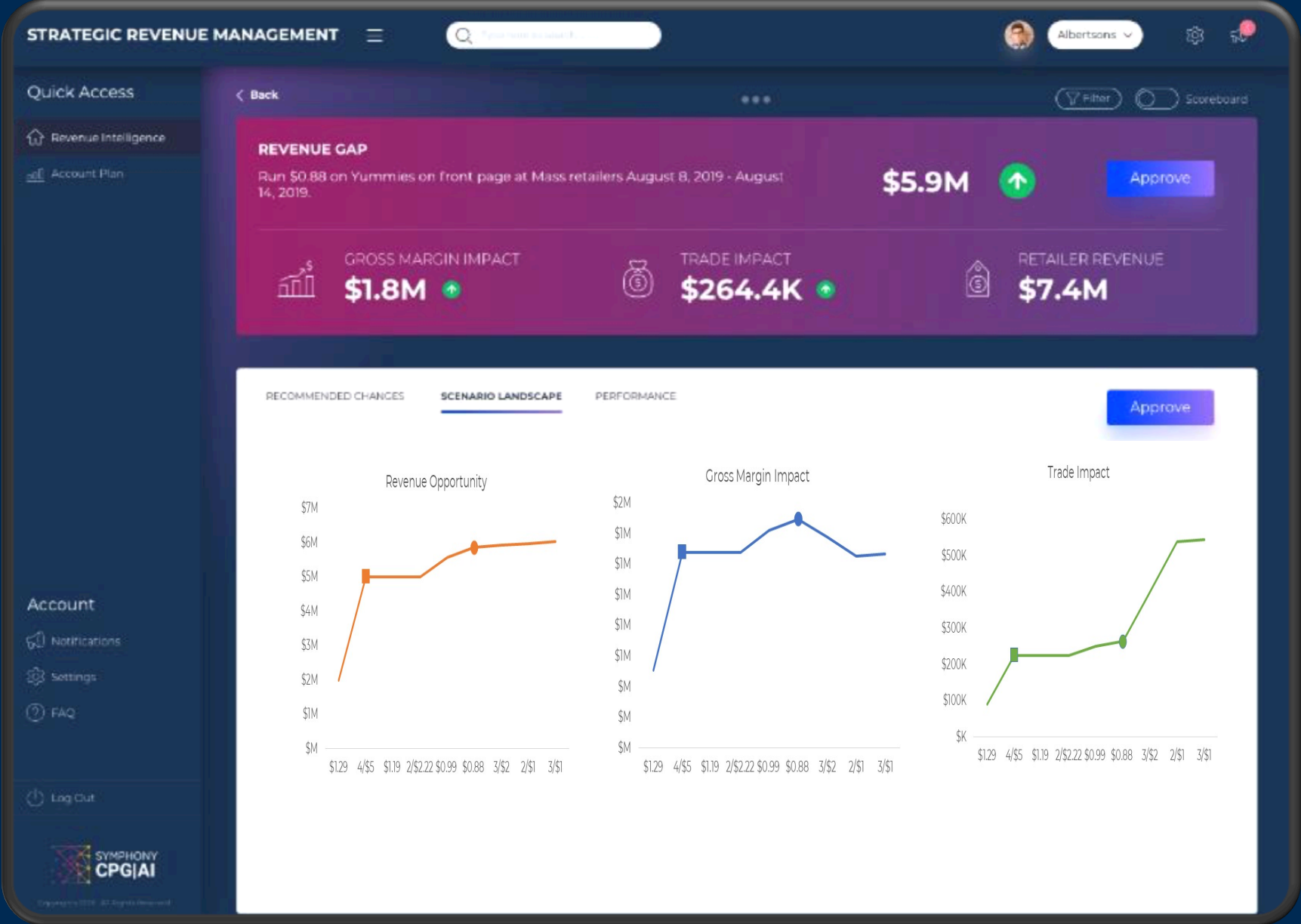
CINDE optimizes revenue management strategies across all channels, all accounts



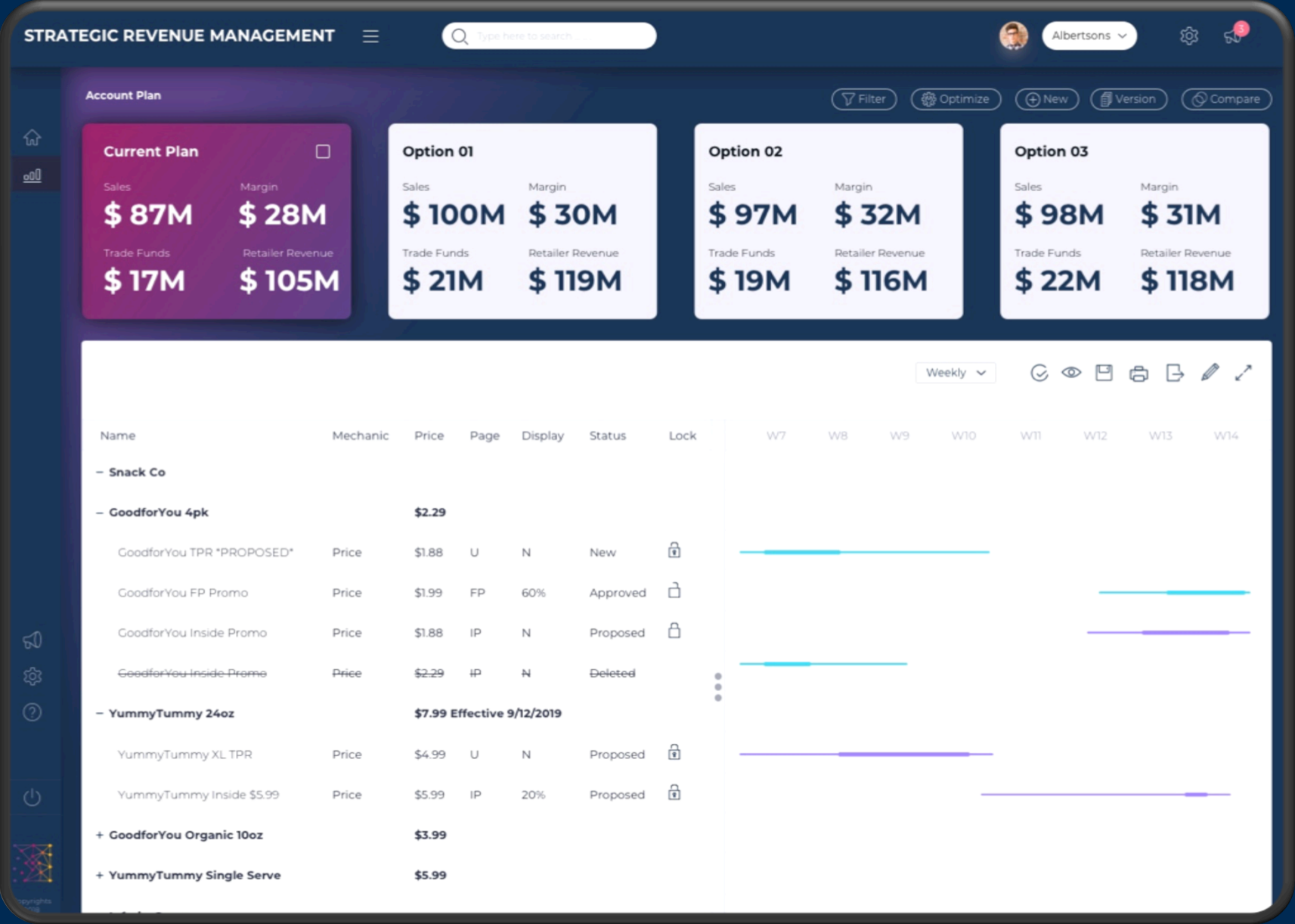
CINDE identifies gaps and hidden revenue opportunities



You can instantly review broad range of options



With full visibility into your customer plan, you can create additional events and scenarios as well



CINDE Revenue Planning Skills



Revenue Growth Management

What investments to make across all channels and markets?

What are risks and opportunities and what should we do about them?

What will be the impact of price changes across our customers portfolio?

HQ, Finance, Sales and Marketing

How do I optimize plans within and across channels?

What actions to take to meet or exceed our performance goals?

Field Sales

What is the best plan for my customer and my company?

What can I do today to meet or beat my numbers?

My customer came to me with an “opportunity”; what is the best response?



Why Symphony RetailAI Revenue Growth Management?

- Revenue Growth Management from ground-up
- Automated Prescriptive Planning
- Balance Total Portfolio
- Transparent Optimization
- CINDE does the heavy lifting

You focus on customers and strategy