



POI European Summit

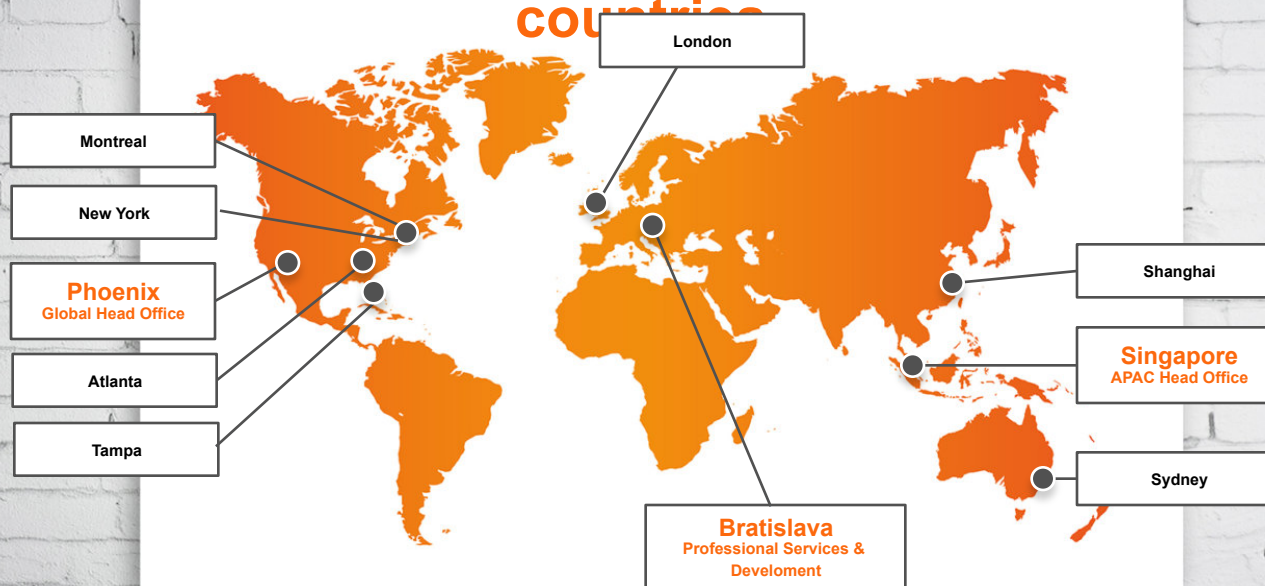
Successfully Navigating Growth in the New CPG and Retail World

Redefining the Retail Execution at Mars for the future

Tomasz Kozlowski

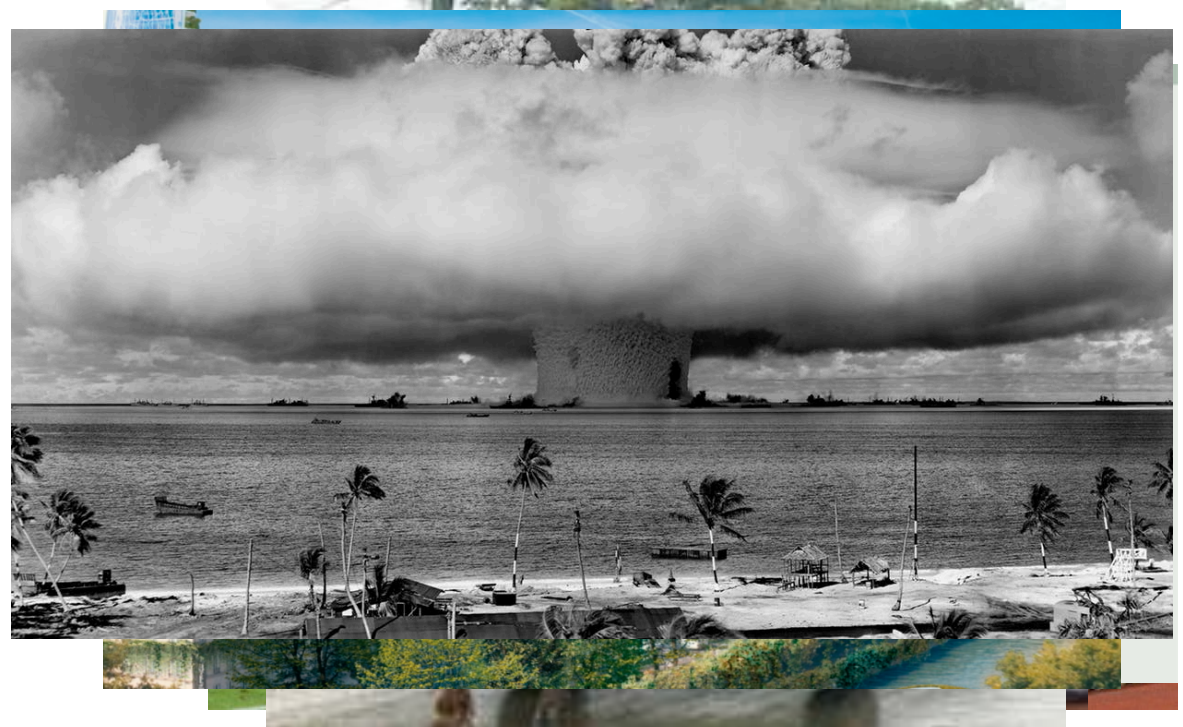
Account Executive & Senior Project Manager, AFS Technologies

We serve 1,300 clients in 50 countries



Project, future?

- Business processes and architecture design?
- Implementation and timeliness?
- Plan vs reality?
- Future?





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Successfully Navigating Growth in the New CPG and Retail World

Redefining the Retail Execution at Mars for the future

Lluís Costa
Business Partner Manager, MARS

The world
we want
tomorrow
starts with
how we do
business
today

MARS



The Five Principles

Quality Responsibility Mutuality Efficiency Freedom

115,000+ Associates

are united and guided by The Five Principles of Mars which span geographies, languages, cultures and generations.



1911

Frank C. Mars made the first Mars candies in his Tacoma, Wash., kitchen



80+

countries in operation



HQ

Global HQ in McLean, Va.



454
SITES

FORTUNE

Great Place To Work

World's Best Workplaces



Private, family-owned company



\$35B+
NET SALES

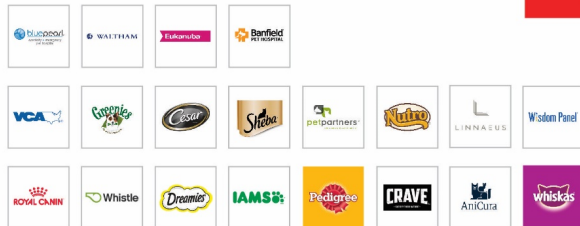


Billion Dollar Brands



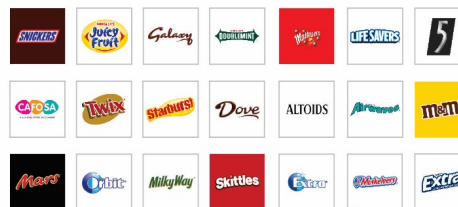
MARS
Petcare

A Better World For Pets



MARS WRIGLEY
Confectionery

better moments make the world smile



MARS
Food

A better food today. A better world tomorrow.

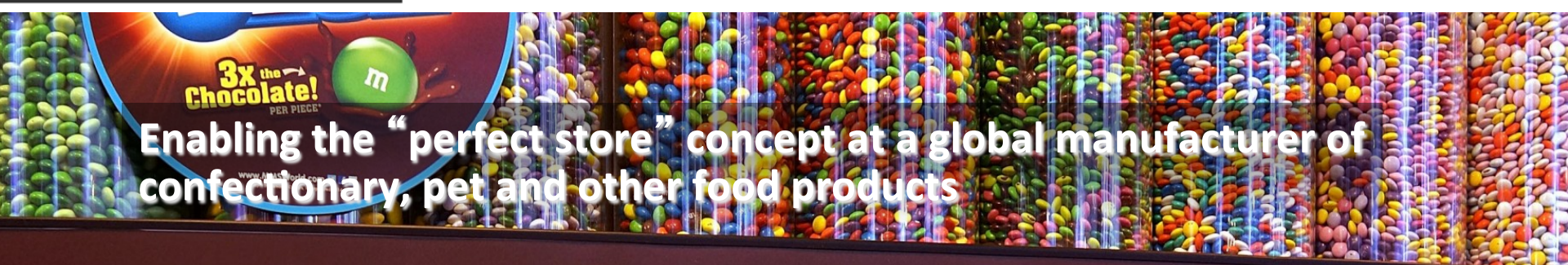


MARS
Edge

Better Lives Through Nutrition



- What was your challenge and what did you want to achieve?
- What drove you to search for a World-Class type of Vendor for your purposes?
- Wasn't it easier for you to build internally a solution, or to hire a local provider?
- What was the scope of the project?
- How does the timeline looked like from business perspective?
- What were the immediate benefits and insights you obtained right after the implementation?
- How your field team and back office was impacted?
- Did you implement any change Control process? Can you refer to it in more detail?
- How does the future look like and what are the next steps?
- Any final thoughts you would like to share?



3x the
Chocolate!
PER PIECE!



Enabling the “perfect store” concept at a global manufacturer of confectionary, pet and other food products

Chocolate's Better with

Challenge

- Improve planning and control across multiple geographies and regions
- Enable execution of the Perfect Store strategy

Solution

- Comprehensive call planning, shelf auditing, and guided visits
- Drive immediate insight to store conditions and exceptions

Benefits

- Increased sales with promotional compliance and improved product placements
- Significant cost reductions through the automation of many laborious manual processes and the establishment of regional operational standards

MARS

“We continue to deploy retail execution across an increasing number of geographies and product divisions as our strategic mobility platform to support our sales efficiency and effectiveness goals.”



Q&A