



Revenue Management “In a Box”



We're here to share...



- What we do
- Artificial Intelligence
- Newest Cornerstone Team Member



Curve Software - Revenue Management “In a Box”...



Overview

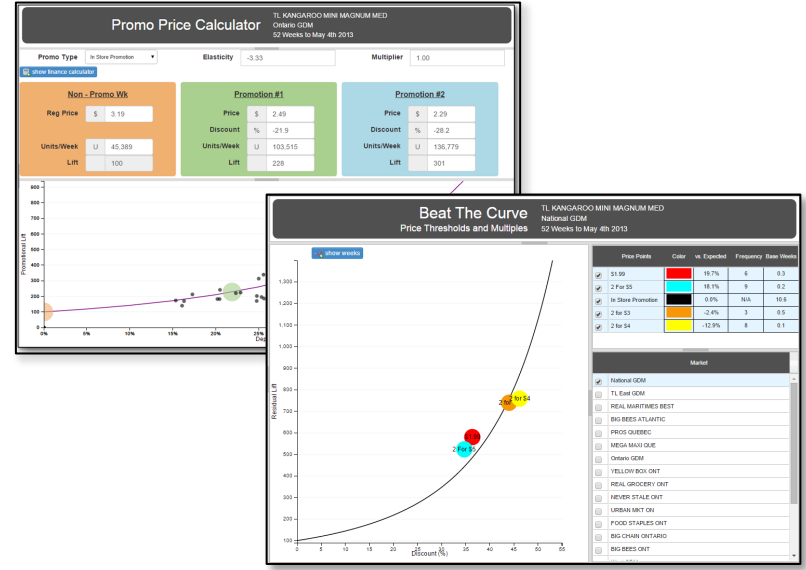
Descriptive

Elasticity

Predictive

Optimization

Prescriptive



- **Topline:** *Business Performance, Executive Summary, Sales Decomp, Sales Drivers*
- **Pricing:** *Bandwidth, Rangefinder, Price Gap, Bump Report*
- **Calculators:** *Reg Price Calculator, Promo Price Calculator, Retailer View*
- **Strategy:** *Elasticity Viewer, Beat-the-Curve™, Portfolio Map*
- **Trade Spend:** *Promo ROI, Fishpond, Promo Rank*
- **Scenario Planning:** *Category Optimizer, Retailer View, Artificial Intelligence*



Curve Software - Revenue Management “In a Box”...



Promo Planning & Optimization



Scenario Planning, currently..



Scenario Planning, using AI



Regular Price/Promo Planning & Optimization



Scenario Planning, using AI

Setup PortfolioAdvisor™

Optimize Manufacturer Profit

Enabled

Max Reg Price Increase

% 10

Max Retailer Margin Change

% 0.0

Max Dead Net Change

% 1.0

Allowable Discount - Instore

% 10 TO % 30

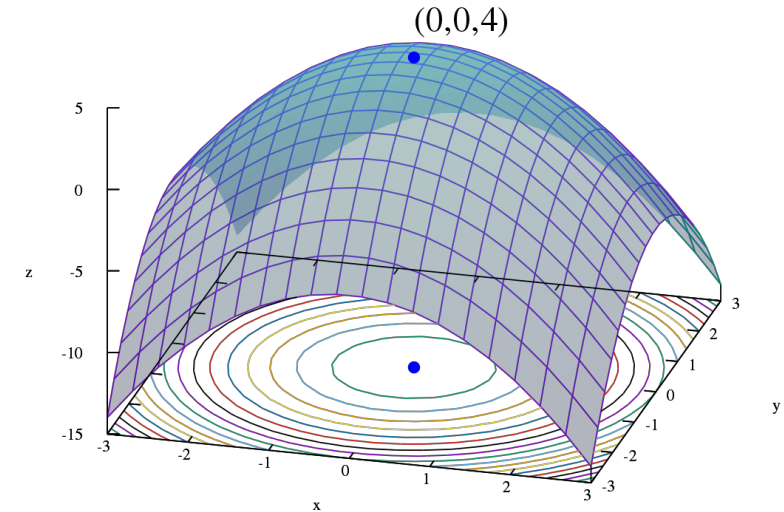
Allowable Discount - Flyer

% 20 TO % 50

Profit Alert Threshold

\$ 50,000

Done



- Input of Constraints & Guardrails
- Iterative Loops of Scenario Testing
- Maximize Profit Based on History



Promo Planning & Optimization



Scenario Planning, using AI

Category Optimizer						
	Name	Retail	Net Price	Retail \$ Sales	Mfc Profit	Retailer Margin Opt Mfc Profit
	KANGAROO BLACK CAT 8PK					
	Regular Price	\$5.99	\$4.21		\$124,891	29.7%
	Instore	\$4.99	\$4.00		\$100,499	19.6%
	Flyer	\$4.49	\$3.50		\$166,885	14.4%
	Base Total	\$5.03	\$3.99		\$392,275	20.8%
	Regular Price	\$6.50	\$4.24		\$120,989	34.8%
	Instore	\$5.33	\$4.00		\$86,704	23.2%
	Flyer	\$4.39	\$3.50		\$214,734	9.8%
	Scenario Total	\$5.12	\$4.06		\$422,427	20.8%
	Gross Change	\$0.09	\$0.07		\$30,152	-0.0%
	Gross % Change	1.8%	1.8%		7.7%	0.0%



Weekly Planning – Simulation & AI



Market
Promenade Premium Ont

*** Plans**
Default
 [See Other User's Plans?](#)

Actions

Weekly Planner

Promenade Premium Ont
September 20th, 2028 to December 20th, 2028 (13 Weeks)

TL FIREWORKS

SALES UNITS

52 YTD YTG

Measure	Current	VYA
Avg. Price	\$2.96	-0.7%
Sales Units	167,651	-6.8%
Mfc Gross Rev...	\$421,237	-8.0%
Mfc Net Revenue	\$339,380	-8.0%
Mfc Net Rev/Tonn	\$118.85	-5.8%
Trade Spend	\$81,858	-8.3%
Trade Rate	19.4%	-0.3%
Mfc Profit	\$152,163	-7.9%
Mfc Margin	44.8%	+0.1%
Profit Opp	0.0%	0.0%
Trade Spend ROI	185.9%	+0.5%
Inc Spend ROI	53.6%	-2.1%
Retailer Profit	\$156,160	-6.4%
Retailer Margin	31.5%	+1.1%

	C. Thksgvg	Halloween	US Thksgvg
KANGAROO SPARKLERS	\$1.80	\$1.76	\$1.64
KANGAROO CHERRY BOMBS	\$1.99	\$1.99	\$1.99
KANGAROO SCHOOL HOUSE	\$2.13	\$2.33	\$2.50
KANGAROO MERRY GO RO...	\$0.90	\$0.90	\$0.89
KANGAROO BLACK CAT 8PK	\$7.44	\$7.34	\$7.35
KANGAROO BLACK CAT J...	\$20.24	\$20.28	\$20.27
KANGAROO BIRTHDAY CAKE	\$6.27	\$6.25	\$6.29
MINI MAGNUM CHERRY BO...	\$1.74	\$1.74	\$1.75
MINI MAGNUM SCHOOL HO...	\$2.33	\$2.40	\$2.20
MINI MAGNUM CAT EYES 8PK	\$6.79	\$4.00	\$6.64
MINI MAGNUM CAT EYES J...	\$20.38	\$19.75	\$20.05
TL LEO CAT EYE TEARS	\$4.48	\$4.47	\$4.47

	TL FIREWORKS	TL KANGAROO FIREWORKS
	\$2.96	\$3.31
	\$3.09	\$3.44
	\$2.88	\$3.24
	\$2.83	\$3.20
	\$2.92	\$3.22
	\$3.07	\$3.54
	\$2.82	\$3.17
	\$2.78	\$3.16
	\$3.22	\$3.43
	\$2.98	\$3.02
	\$3.19	\$3.40
	\$3.02	\$3.04
	\$3.15	\$3.66

Dollars



Mike Gamage, VP Business Development



- 25yr Industry Veteran
- Kraft, Kellogg's, Starbucks and Blue Buffalo / General Mills
- Sales, Food Service, Sales Planning, Category Mgmt, Revenue Mgmt, Promotion Mgmt and Strategic Pricing
- Led Implementation of TPM, TPO, Pricing, CRM and Reporting Applications
- Wife & 3 Kids – Resides in Phoenix Arizona
- New England Patriots fan



Some of Our Partners



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Thank You!



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More!**

