



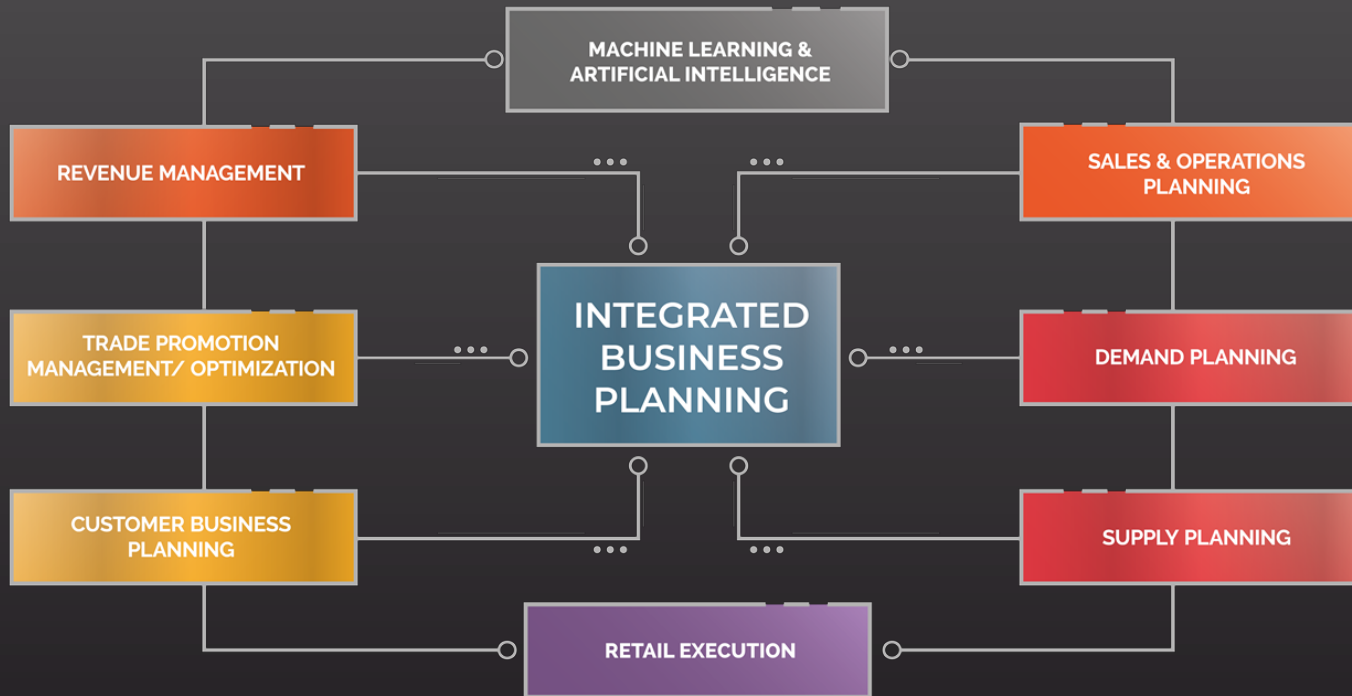
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Ladies & Gentlemen, Please give a big POI Welcome to:

***Neil Young***

Several small triangles in yellow, orange, and red are scattered across the bottom of the slide, some pointing up and some pointing down.

# *Exceedra Rocks the Integrated Business Planning, Revenue Management, and Retail Execution World*



## **Data Mountain**

**Oh to live on Data Mountain**

**With nothing but spreadsheets and volume goals too**

**Trade spends over 20% on Data Mountain**

**Your hoping you'll be leaving there soon**

**Leaving there real soon**

**Its busy at POI**

**And all the vendors will be there**

**With systems to you help out**

*No Matter What Size Company  
No Matter what Channel  
No Matter How Basic or How  
Advanced*

<b>EXCEEDRA</b> <b>Enterprise IBP</b> Globally Scalable, Configurable TPM, TPO, and Demand Planning, S&OP support for medium-to-large CPG companies	<b>EXCEEDRA</b> <b>Professional TPM</b> Out-of-the box cloud Trade Promotion Management for medium to small sized CPG Business Units	<b>EXCEEDRA</b> <b>Food Service TPM</b> Dedicated solution to support unique the requirements for companies supplying food service channel
<b>Exceedra GenWeb: Sales Agency TPM and Manufacturer Integration</b>		
<b>EXCEEDRA</b> <b>Enterprise RE</b> Configurable, scalable global Retail Execution Solutions for both Retail and DSD companies	<b>EXCEEDRA</b> <b>POP RE</b> Out-of-the box cloud Retail Execution Solution covering all aspects of Presales & Merchandising for CPG	<b>EXCEEDRA</b> <b>G2 Analytics</b> Purpose build solution to provide analytics and machine learning /AI capabilities to consumer goods companies
<b>Services: Implementation, Customer Success &amp; Support</b>		

## Data Mountain

Oh to live on Data Mountain

With nothing but spreadsheets and  
volume goals too

Trade spends over 20% on Data  
Mountain

Your hoping you'll be leaving there  
soon

Leaving there real soon

Its busy at POI

And all the vendors will be there

With systems to you help out

There's something there no doubt



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*We've Got Your Solution*

Good Data

Well my Promotions where performing kinda bad

So I asked the TPM Doctor what I had  
I said Doctor (DOCTOR), Mr. MD (Doctor)  
Can you tell me what's ailing me

He said Yeah, yeah, yeah (yeah yeah yeah)  
What you need to start, what you really need  
Is GOOD DATA,  
GOOD CLEAN DATA,  
MAPPED CLEAN DATA

# We Are Global

1,300+

## ACTIVE GLOBAL CUSTOMERS

70+

## NEW ACCOUNTS ANNUALLY

6%

## OF REVENUE: LARGEST CUSTOMER

15

## OF 20 LARGEST CPG CUSTOMERS



## Good Data

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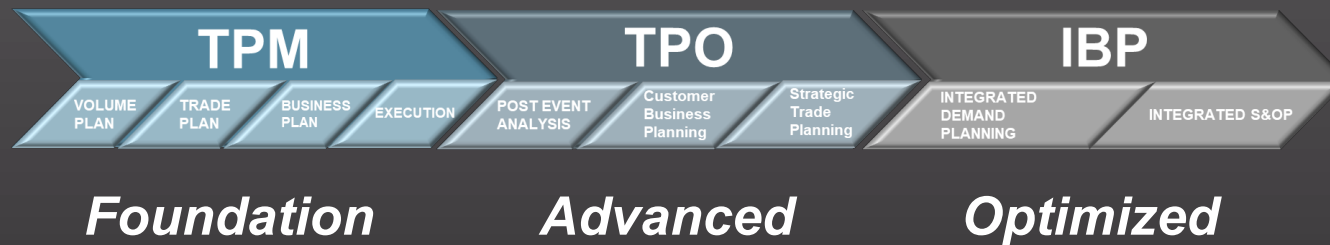
## What you need to start, what you really need

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## MAPPED CLEAN DATA

# *We Understand Your Business & are Driven to Help You Achieve Business Goals*



## SEARCHIN' FOR TPO

I've been to Dallas and been to Chicago  
I've crossed the country for that TPO  
Its on my boss's mind and he says its really time

He keeps me searchin' for TPO  
He keeps me searchin' for TPO  
And its getting old

He keeps me searchin' for TPO  
I been a miner for that TPO  
I keep on searchin for TPO  
And it's getting old

# *We Understand Your Business & are Driven to Help You Achieve Business Goals*



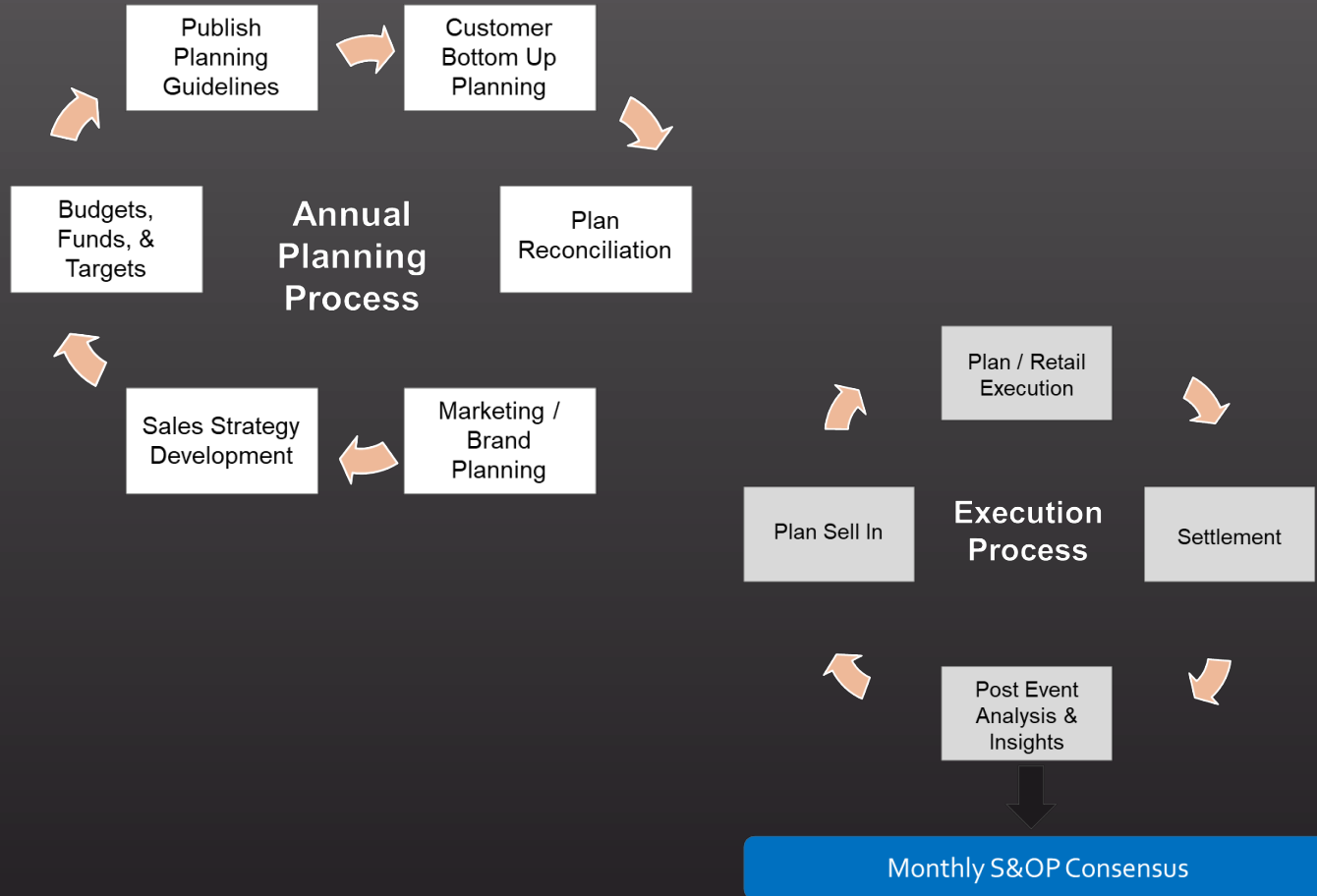
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# From Annual Planning through Execution



HELP!

When my TPM system was younger

So much younger than today

I didn't think I needed anybody's help in anyway

But now its older so much older than before

And which promotions work I'm really not sure

Help me if you can I'm POI bound

And we do appreciate you coming round

Help me get a new system off the ground

Won't ya please please Help Me!



# Help Is On The Way



Simplicity



Accuracy



Standardization



Accountability



Timeliness



Business Impact



Visibility



Strategic Partnership

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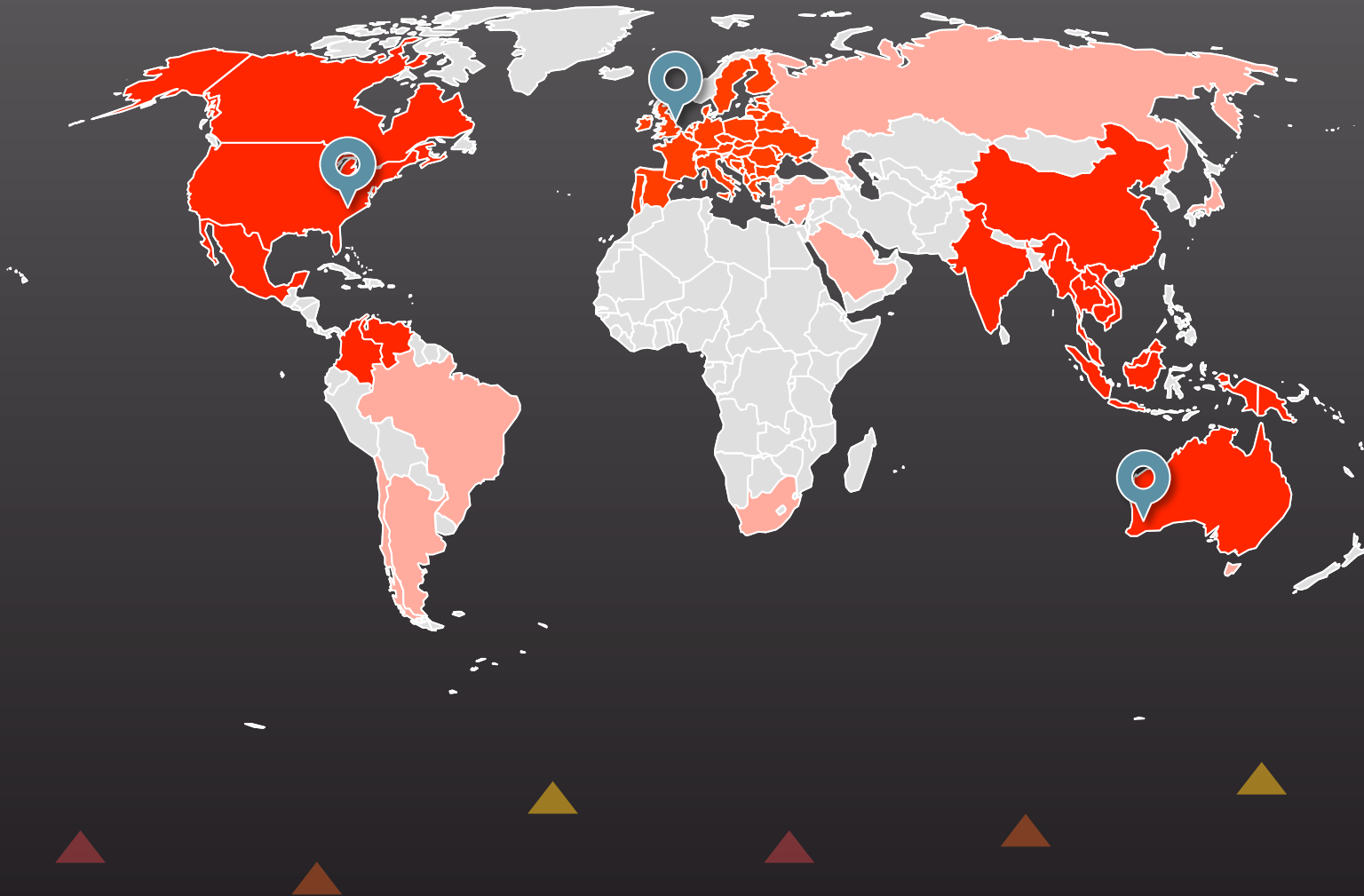
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# Let Us Know How We Can Help



[www.exceedra.com](http://www.exceedra.com)  
[sales@exceedra.com](mailto:sales@exceedra.com)





# EXCEEDRA

*A division of afs*   
technologies

