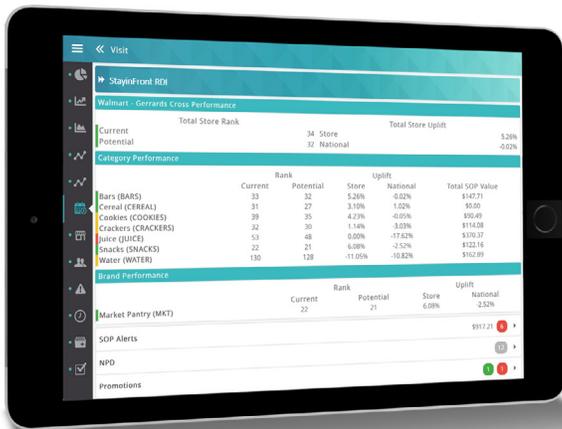




StayinFront RDI Overview

StayinFront RDI works with leading brand owners to drive insights from the growing mountain of retailer sales data. We simplify things, turning data into actionable insight by highlighting opportunities to increase sales and improve ROI on field sales and trade marketing investments. We combine a unique combination of cutting-edge data science and deep knowledge of the consumer goods industry to achieve word class retail execution optimization.

Our mission is to help our clients increase their sales. We do this by providing actionable insights from retailers' POS (Point of Sale)/ Scan data or by utilizing StayinFront RDI Predictive Analytics.



Actionable Insights

- ✓ Identify biggest opportunities in-store
- ✓ A multi-platform application which directs field sales teams to the biggest opportunities in every store they visit.
- ✓ It generates daily, store level alerts with root-cause analysis to enable the team to focus on improving on-shelf availability and promotional execution.

StayinFront RDI Predictive Analytics®

- ✓ A uniquely tailorable predictive model, using machine learning to optimize the store segmentation for developing markets with incomplete store sales data.
- ✓ Generate store level predictive alerts to focus the field sales team on the highest priority 'size of prize' opportunities to develop their business in developing markets.

STAY IN FRONT RDI Predictive Analytics

Ability to predict sales performance and create actionable insight

Real-time Analysis, Real-time Solutions

Know More. Do More. Sell More.

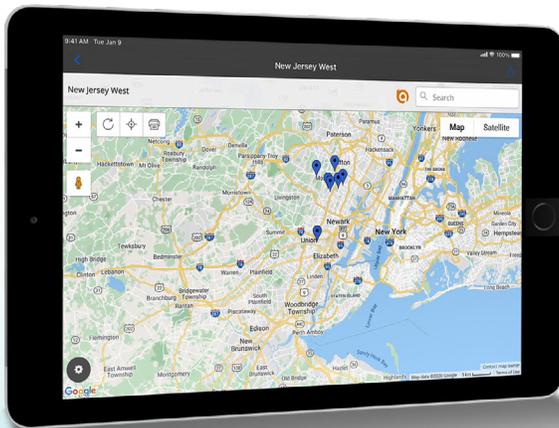
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StayinFront RDI ROI View®

- ✓ Assess field sales productivity
- ✓ Automatically calculates the ROI of field sales operations at the most granular level.
- ✓ The dashboard highlights opportunities to improve the productivity and efficiency of field sales.



StayinFront Dynamic Routing

- ✓ Automatically creates daily visit plans based on store valuation/ranking
- ✓ Maximizes return on investment from daily visits
- ✓ Visit the highest value stores while minimizing drive time
- ✓ Integrated with StayinFront TouchCG®



If you would like to find out more, please visit our website www.stayinfrontrdi.com or email Andy Foweather at afoweather@stayinfront.com.