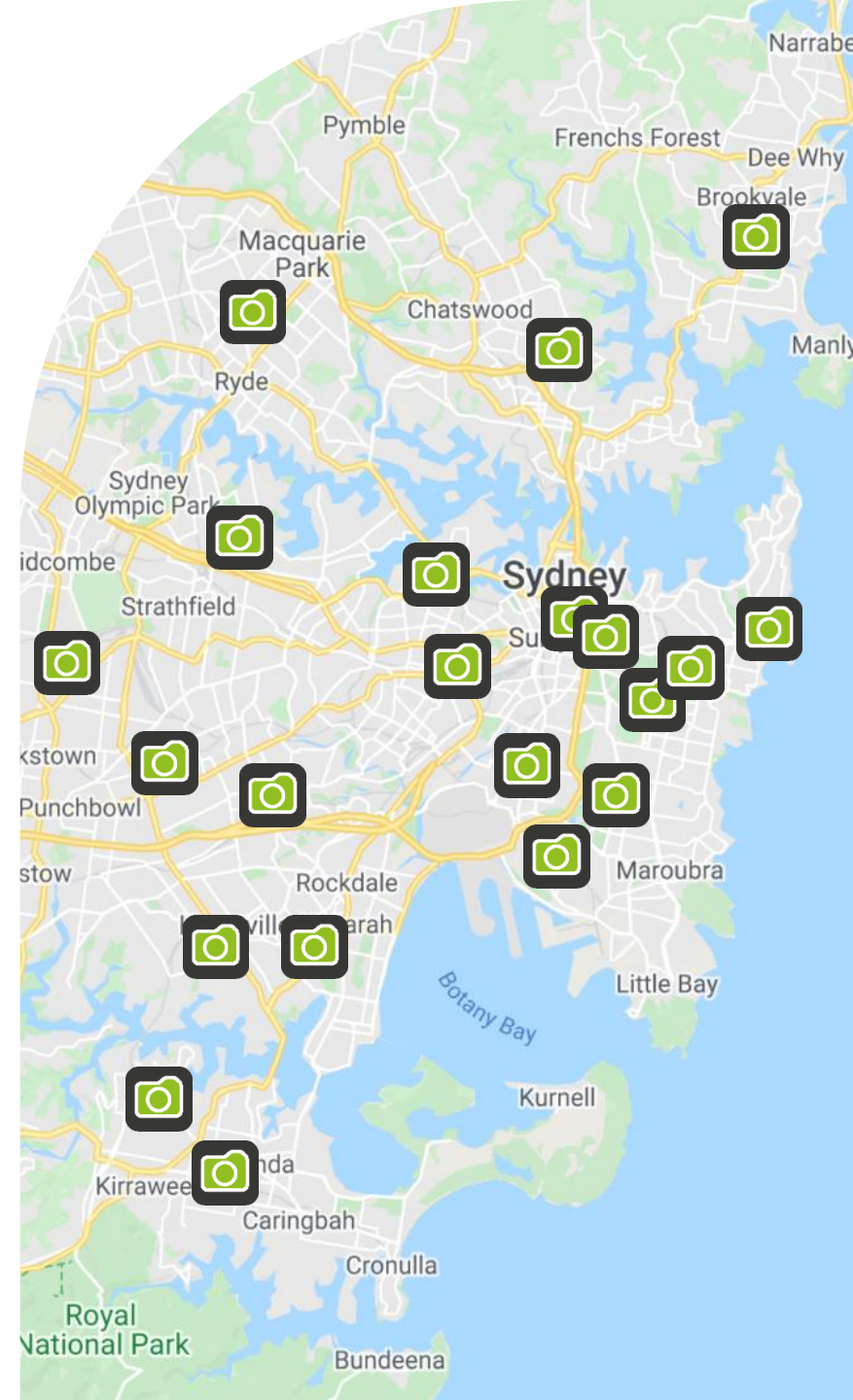




Improving execution the **Smart way** | **2021**



The problem

Brands spend billions on promotions every year

Field Teams are constantly asked to **add value** and optimize their sales activities

Store Staff / Merchandises have **limited time** to measure execution

Lack of **visibility** of stores when the reps or merchandisers are not on call



Our numbers



IMPROVING

20% of in-store compliance



REPRESENTS

7% of turnover increase



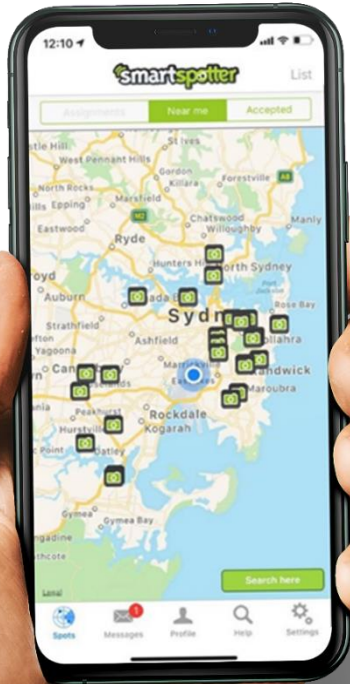
The answer






Use the **power of crowdsourcing** to **multiply your eyes** on the shop floor

Stronger relationships between **retailers, suppliers** and **consumers**



How does it work?



-  **1** A task starts with your specific need
-  **2** The task gets published in specific locations
-  **3** Nearby spotters do the tasks, then delivered data is verified
-  **4** Spotters get rewarded with cash and Smartpoints
-  **5** The data is loaded in real-time into the dashboard for you to monitor and take action



The Dashboard

Take your data from... **Blah to BAM!**

- Fact-based data
- Suppliers & Retailers can see results simultaneously
- Areas of improvement spotted within seconds
- Geo-located insights
- Scoring system at store level
- Non-compliant store alerts
- Dynamic analytics
- Easy to share reports



SmartSpotter PRO

Now we got hands

Tap into Shoppers that will not only be your brand's eyes but your hands too!



Agile 'on-demand' workforce for all your blitz activities without the traditional linked costs



**25%
to 38%** In savings if compared
to any traditional blitz
activity

- Generate corrective actions
- Replenish stock on-demand
- Action based on current store situation
- Fastest Replenishment and Ticketing
- Negotiate off-location displays
- Higher ROI in all activities



Artificial Intelligence Image Recognition

SmartSpotter got Smarter!

Use the power of crowdsourcing combined with Artificial Intelligence to drive better in-store execution and excellence in merchandising

ShelfWatch

- Scan thousands of SKUs
- Share of Shelf
- On-Shelf Availability
- Out of Stocks
- Price Scanning
- Optical Character Recognition
- Planogram Compliance
- Real-time reporting
- Field Team efficiencies



Why SmartSpotter?



Transparent,
unbiased results



Measure
compliance
over time



Real-time information:
Take action faster
than ever



Avoid "late
reveals"



Increase
field team
efficiency



Bringing shoppers
directly to your
product/promotion





Maximise the synergy
between **retailers &
suppliers** and have all
agreements achieved

Use the **Power of Crowdsourcing**
to collect all the information you need



Any time



Any where



International retailers

JUMBO
supermarkten ■



A.S. Watson Group
A member of CK Hutchison Holdings



nielsen
.....

Etos

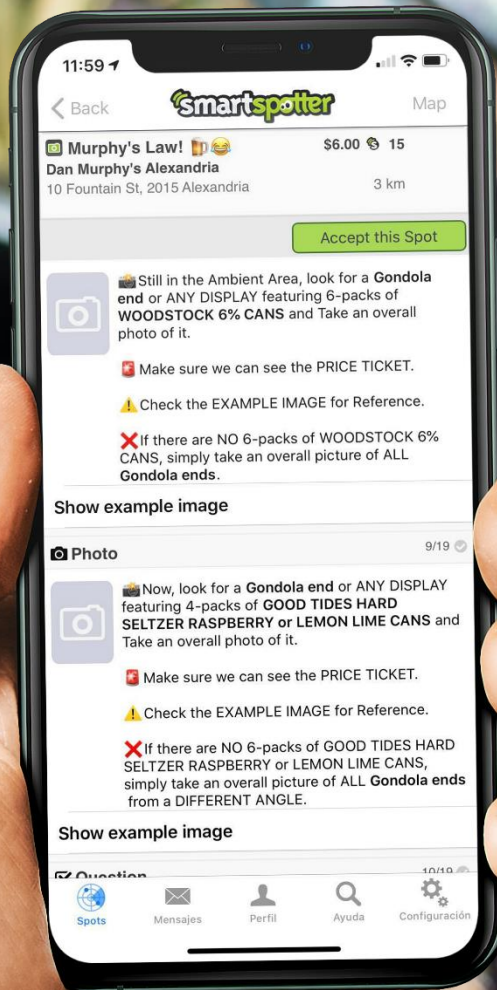


Local retailers



Some customers...





The clever support
that is **changing** the
way businesses of
any size **collect data**
today.