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SALESOUT PIONEERS ONLINE PERFORMANCE AND BENCHMARKING TOOL FOR INDEPENDENT RETAILERS

-‘Retailer Portal’ Powered by SalesOut delivers real-time access to store and category performance including exclusive offers and online shopping-

27 November, 09: SalesOut today announces the launch of a brand new service for independent retailers – ‘Retailer Portal’. Marking a breakthrough in independent retail management, SalesOut has developed the first ever online performance and benchmarking tool for independent retailers, which is automatically updated every week with the store’s wholesale shipment data.

By identifying sales opportunities, independent retailers can fight back against the multiples who have identified the convenience retail market as a significant sales opportunity. In partnership with its wholesale customers, SalesOut is also presenting exclusive offers to independent retailers to purchase online, to fill distribution voids.

‘Retailer Portal’ provides customers of participating wholesalers with secure, web-based access to automatically updated sales information, including Group data to benchmark their store’s performance. This information is presented in colour coded tables and graphs to deliver ‘at a glance’ insights into sales and margin performance, over a selected period from one to 52 weeks. ‘Retailer Portal’ also allows users to export the insights into an Excel spreadsheet, supporting business processes and reporting.

Steve Collins, Commercial Director at SalesOut, says, “This is a ground breaking solution to the independent retail community and their wholesale suppliers. The data is extremely accurate, because it is based on what has actually been sold in-store. It is also clearly presented to deliver not just data, not just insights, but ‘actionable insights’ that help you to identify and quantify the opportunities, and convert these opportunities into sales through improvements in range and merchandising.”

Collins concludes, “The independent retail sector has been in constant growth through the recession, and is currently outperforming the market as a whole with 5.3% growth in like for like sales. With consumers shopping more locally to save money and reduce fresh food wastage in the recession, and the potential for this behaviour to continue, independent

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retailers need to be looking at the latest performance figures for their store, every week, to maximise sales.”

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About SalesOut

SalesOut sources data from wholesalers and catering outlets, and manages this data to provide insightful reports on sales and distribution to FMCG manufacturers. These reports are delivered through a web-based application, and can be tailored to suit the company's reporting needs.

SalesOut enables FMCG manufacturers to achieve sales, trade marketing, and brand management objectives. It does this by providing actionable insights by volume, penetration, promotions, category level, store level and SKU, empowering FMCG manufacturers with the ability to fill gaps in their distribution, and to increase sales in stores where their products are and are not currently stocked.

SalesOut also quantifies the promotional return on investment, helping FMCG manufacturers to maximise the effectiveness of their promotional marketing spend.

If a brand requires assistance with turning these insights into actions, SalesOut offers tactical and strategic services including field sales, field marketing and telemarketing services, to help FMCG manufacturers plug the gaps in their distribution and to educate store managers in the products and new product development.

SalesOut works with some of the world's top household brands including Unilever, Coca-Cola, Cadbury, GlaxoSmithKline, Nestle, Walkers and Mars.

SalesOut also helps wholesalers, catering outlets and independent retailers to increase supplier investment. As such, SalesOut creates a common interest between wholesalers and FMCG manufacturers to diversify their energies into the independent and catering marketplaces.

SalesOut has been providing unique services to the FMCG/CPG industries since 2002. It has offices in the United Kingdom, the United States, Europe and South Africa.

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