



CAS Innovation Zone to feature discussions by Bahlsen and GlaxoSmithKline highlighting early results on trade promotion optimization pilots

June 23, 2008

Landmark studies provide the industry's first publically released data on a collaborative optimization effort by leaders in the Consumer Packaged Goods industry.

CIES World Food Business Summit, Munich Germany, 18 June, 2008 - CAS, the leading global provider of Demand Side Management solutions for the Consumer Products industry, today announced Mr. Sönke Renk, Geschäftsführer Vertrieb, Bahlsen and Mr. Hans Hantzsche, Head of Customer Marketing, GlaxoSmithKline will discuss early results of their Trade Promotion Optimization (TPO) pilots at the CAS Innovation Zone Stand.

Pilot discussions will be held:

- Wednesday, June 18 from 16:05 – 16:50
- Thursday, June 19 from 10:35 – 11:20 and 15:15 – 16:00
- Friday, June 20 from 10:35 – 11:15

TPO solutions provide forward-looking predictive capabilities allowing companies to enhance promotion performance and budget effectiveness, thereby enabling profitable revenue growth. Moreover, Trade Promotion Optimization provides CPG manufacturers with a process that facilitates the concept of “sustainable collaboration” with retail partners.

Early results indicate baselines and incremental volumes were predicted with an accuracy of 90+%. These pilots and the data they are producing represent the first time any results will be shared publically by these companies.

“CAS has an ongoing commitment to product excellence in the consumer product industry,” said Stefan Joneck, CEO of CAS. “Conducting pilot programs for the introduction of leading edge innovative solutions is an excellent method to ensure speed to market and a high level of quality. Pilot programs also allow us to partner with our key customers in a formal fashion to ensure we receive a variety of knowledgeable input into our design and development processes.”

There are three pilots currently running – one with Bahlsen a Snacks company, key brands include Bahlsen and Leibniz, one with GlaxoSmithKline, the healthcare division of the company, key brands include Lucozade, Aquafresh, Sensodyne, Panadol and Horlicks, and one with Carlsberg a German brewery, key brands Carlsberg UrPils and MiXery. The objectives of the pilot program are to:

- Successfully deploy CAS' TPO solution, CPWrx Trade Promotion Optimization, in a controlled environment with customer partners in a real production environment;
- Understand the practical insights and reality of optimization capabilities and processes today and;
- Develop proven capabilities and knowledge around the right data and the right integration points within the enterprise to make optimization effective for CP companies.



PRESS RELEASE

empower your brands

The scope of the pilot projects includes a varying degree of detail to provide a cross section of data to model. While some of the data samples are not large, all data samples are within the correct statistical tolerance to make the pilot results legitimate and conclusive.

The scope for the Bahlsen pilot is to optimize a promotion plan for one category with three retail customers in the German market. The retailers are representative of the typical types of trade promotion levers Bahlsen expects to execute and optimize in the future. Furthermore, the pilot will be continued with all customers with a focus on determining best practices for trade promotion optimization.

“The entire CP industry is shifting its focus from driving volume through promotions to a more ROI-based business model. This project enables us helps us to be right on the spot and gives us a tremendous competitive advantage. We know that we are the early adopters of the leading edge technology CPWerx TPO delivers to us. As always over the last decade, CAS is intensively collaborating with us to successfully solve key business issues. We are looking forward to expanding the pilot to topics like price elasticity predictions and promotion plan modelling. That’s real value,” says Sönke Renk, Managing Director Sales at Bahlsen.

The scope for the GlaxoSmithKline pilot is to optimize a plan for one category across all customers. This is an important proof point for trade promotion optimization as CP companies need to execute brand strategies across an ever increasing group of global retail customers. The ability to optimize key categories of products with important key retailers will ultimately drive consumer satisfaction and increase sales.

Hans Hantzsche, Head of Customer Marketing at GSK, comments, “This is a business critical endeavour. We are acting in a highly competitive environment. To keep our growth profitable, we need to invest into leading edge technologies. CAS’ CPWerx TPO helps us to understand the effectiveness of our promotions better than ever. The results of the pilot are overwhelming and frankly speaking, much better than expected. In addition to predicting uplifts, we will tackle a number of highly critical business issues in the upcoming weeks, including the impact of new product introductions.”

CAS believes that a real world application is represented in the variety of the pilots. The distinguishing element to all of these pilots is the underlying integration of CPWerx. No other tool in the market has a fully integrated process model. It is the power of this integrated product set that makes the CAS CPWerx TPO module so powerful.

About CAS

CAS is the leading, global provider of Demand Side Management solutions for the Consumer Products industry. With more than 20 years of industry specific experience, CAS has unrivalled expertise in delivering solutions that manage profitable growth across the customer facing enterprise. To enable this, the CPWerx™ solution supports a multi level architecture of transactional, analytical and optimization technology. By supporting closed loop business processes, CPWerx delivers integrated solutions to meet the most demanding requirements of the industry – including Trade Promotion Management, Field Sales Management and Category Management. CAS customers include leading Consumer Products companies such as Beiersdorf, Campbell Soup Company, Coty, Danone, Dr. Oetker, Electrolux, Henkel, InBev, Kraft Foods and Molson Coors. CAS has global headquarters in Germany with affiliate offices in



empower your brands

PRESS RELEASE

North America, Europe, Asia and Australia. For further information please visit www.cas.com.

#

Media Relations:

Addie Bourne

Vice President of Marketing North America

Tel.: +16782222510

E-Mail: Addie.Bourne@cas.com

During CIES: Organizing interviews at the CAS Innovation zone.

CAS and CPWerx are trademarks of CAS GmbH. Other names of goods or services mentioned are trademarks belonging to the relevant owner.