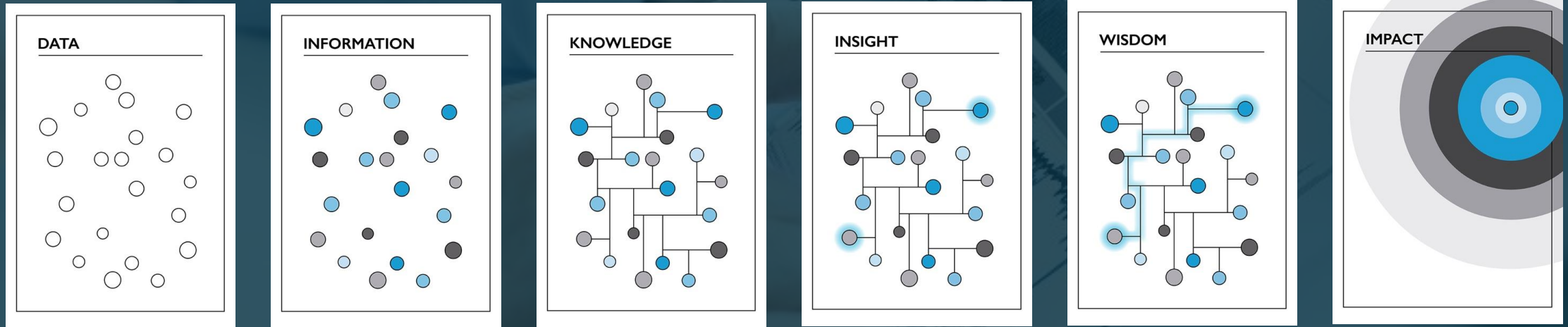


# Companies amass mountains of data across their value chain.

At DataOrbis, we're passionate about **breaking down data silos** and transforming companies into businesses driven by data.

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# We do data. You do business.

Dataorbis combines technology & expertise to enable:

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**BETTER BUSINESS DECISIONS**



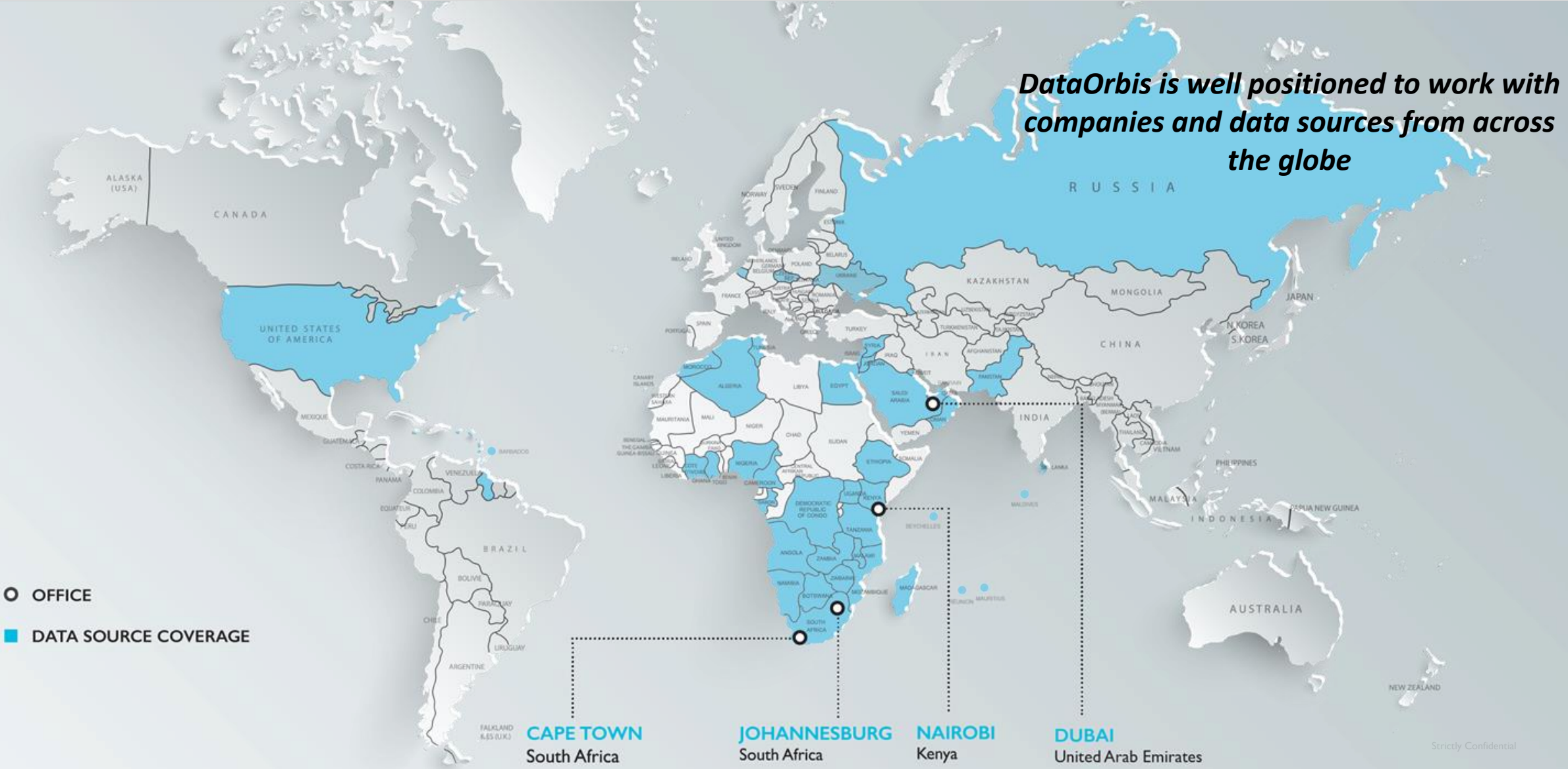
**IMPROVED OPERATIONAL  
EFFICIENCIES**



**BENCHMARK  
PERFORMANCE**

# Our footprint

*DataOrbis is well positioned to work with companies and data sources from across the globe*



# Our clients



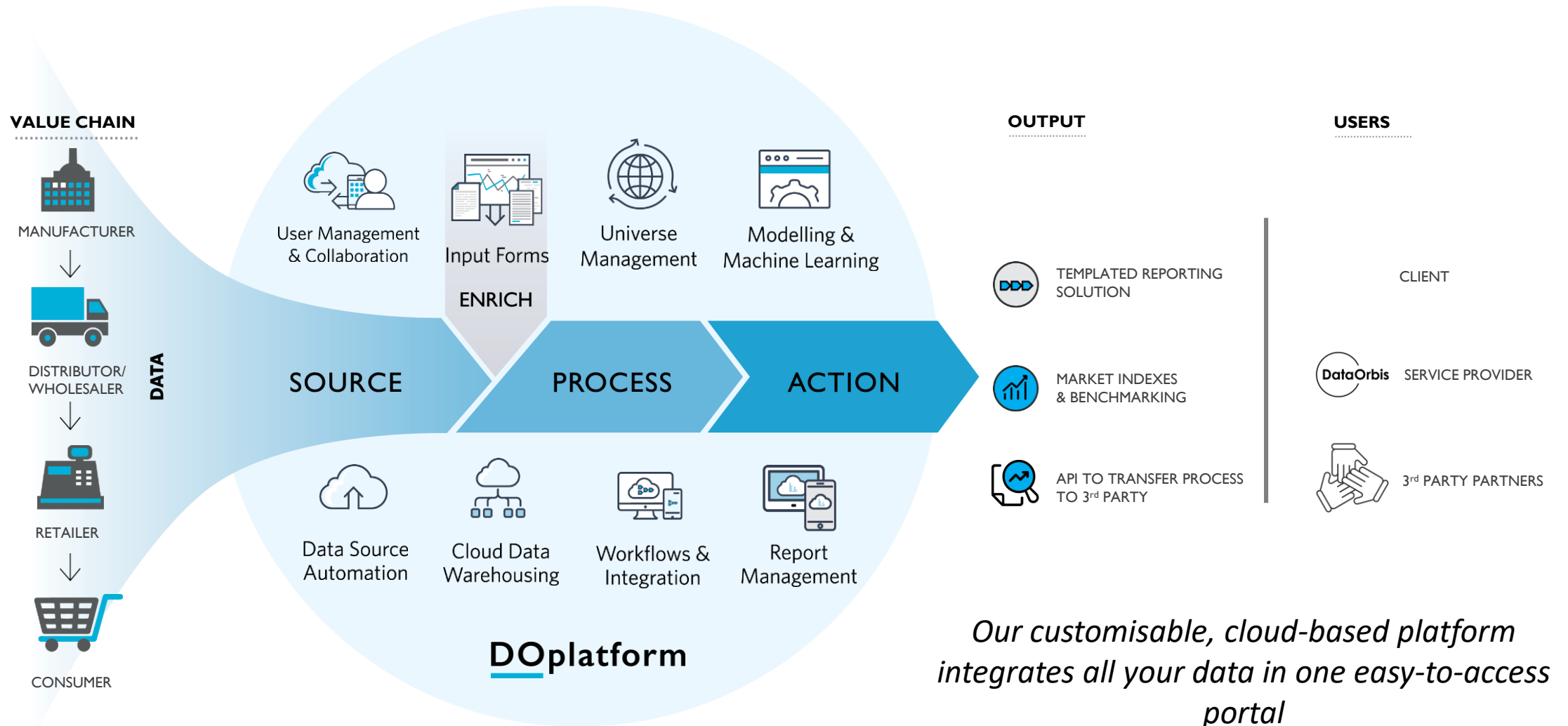
|                    |  |  |  |  |  |                  |
|--------------------|--|--|--|--|--|------------------|
| Multi-regional     |  |  |  |  |  |                  |
|                    |  |  |  |  |  |                  |
| Southern Africa    |  |  |  |  |  |                  |
|                    |  |  |  |  |  | And many more... |
| East Africa & MENA |  |  |  |  |  |                  |
|                    |  |  |  |  |  |                  |

# Our retailers



| Southern Africa |  |  | East Africa |  |  | MENA |
|-----------------|--|--|-------------|--|--|------|
|                 |  |  |             |  |  |      |
|                 |  |  |             |  |  |      |
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|                 |  |  |             |  |  |      |

# Our technology: DataOrbis Platform



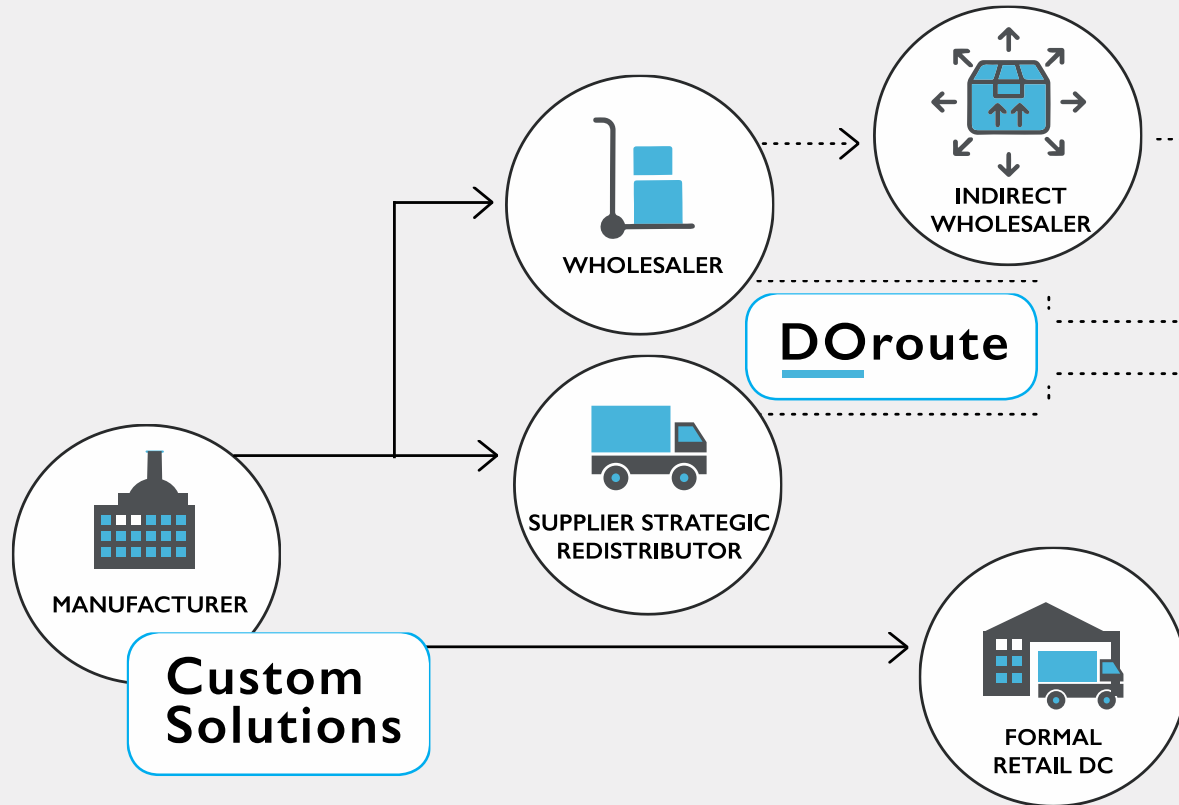
*Our customisable, cloud-based platform integrates all your data in one easy-to-access portal*

Our solutions

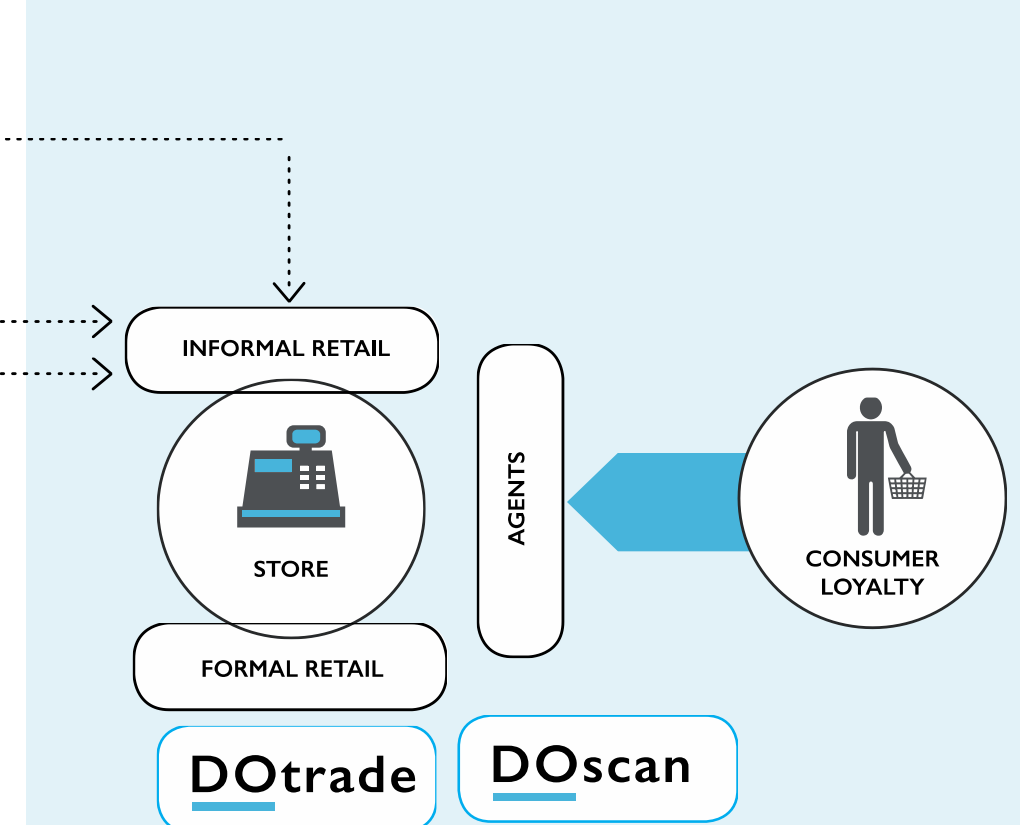


We have a solution for each data pain point.

## 1. Supplier Route-to-Market/Cost To Serve



## 2. Consumer Off Take (Mkt%)





# DOtrade: DataOrbis retailer white labelled solution

## DOtrade: Transactional data direct from the retailer

| <b>Demand Fulfilment Report<br/>(Daily)</b>                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sales and inventory data integrated to reduce Out Of Stocks by:</b>                                                                                                                                                                  |
| <p><b>Forecasting &amp; tracking of orders</b><br/>Placed with suppliers<br/>Delivered by suppliers<br/>Tracking stock movement from DC – store</p> <p><b>Tracking logistical impact on</b><br/>Credit limits<br/>DC delivery slots</p> |

| <b>Redistribution Report<br/>(Daily)</b>                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Monitor customer sales data to help retailers &amp; suppliers achieve redistribution effectiveness:</b>                                                                 |
| <p><b>Retail customer profiling</b></p> <ul style="list-style-type: none"> <li>• Location (GPS)</li> <li>• Geographic/Channel attributes</li> <li>• Product mix</li> </ul> |

| <b>Revenue Growth Management<br/>(Daily)</b>             |                         |           |
|----------------------------------------------------------|-------------------------|-----------|
| <b>Balancing growth and profitability simultaneously</b> |                         |           |
| <b>A. RGM tracking</b>                                   |                         |           |
| Promo                                                    | <b>Front End Margin</b> | Non Promo |
|                                                          | <b>Back End Margin</b>  |           |
|                                                          | <b>Ad-hoc Spend</b>     |           |
| <b>B. RGM planning</b>                                   |                         |           |

**Basket vs. Shopper Analytics**  
*(Possible With Transactional Data)*

**DOtrade**

## DOroute: Better manage your distributor performance & track your products RTM

### Executive Overview Report (Weekly & monthly)

One report with high-level sales data from all your distributors

Track sales by country

Track customer reach by country

Track product range by country

High-level overview of country performance

### Country Deep Dive Report (Weekly & monthly)

In-depth report tracking all your distributors per country

One report per country to better manage distributors

Track sales performance by distributor

Track customer reach by distributor

Track product range by distributor

### Benchmarking (Quarterly)

Benchmark your performance against other industry participants

Benchmarking by country

Your participation benchmarked by:

- Category/Sub-category/Segment
- Channel/Retailer
- Region/City

Customer exception report highlighting customer opportunities

## DOscan: Better manage your retailer data

### Market Share Report (Weekly & monthly)

Track and measure sales performance

**Measure sales performance by:**

Growth vs. the market  
Market share

**Monitor competitor activity**

**Identify performance issues by:**

- Category/sub-category/segment/product
- Retailer/region/store

### Distribution Gaps Report (Weekly & monthly)

Identify gaps and opportunities in store-level distribution

Track numeric and weighted distribution levels

Ensure ranging compliance

Identify distribution gaps vs. competitors

### Pricing & Promotion (Weekly & monthly)

Monitor promotional effectiveness

Price indexing

Price compliance by retailer and region

Monitor on and off promotional performance

Monitor baseline vs. incremental sales

### Innovation Tracker (Weekly & monthly)

Monitor speed to market of new products

Identify sales opportunities by store

## TABLEAU: YOUR DATA VISUALISED

Smart, interactive dashboards that communicate the **right level** of insights to the **right people**

### Modular approach

We create dashboards to suit specific audiences: High-level executive summary dashboards, deep dive analytical dashboards and exception reporting geared to improve operational efficiencies.

Access on any device  
from anywhere  
in the world.

Permissions based, your reports can be accessed across your entire value chain, from anywhere in the world.



### World-class BI tool

Gartner recommended, Tableau, enables our analysts to create easy-to-action insights using visualised dashboards that are 10 to 100 times faster than other BI tools.

### Daily & monthly reporting

Automated, near-real time data enables daily reporting as well as quicker delivery of monthly reports.

### Data API

Create your own dashboards. OData RESTful APIs allow seamless integration between your preferred BI tool and our servers.



# All your data in one place



**BETTER BUSINESS DECISIONS**



**IMPROVE OPERATIONAL  
EFFICIENCIES**



**BENCHMARK  
PERFORMANCE**

Find out what we can do for your business **today.**



#### OUR OFFICES

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|                  |                                                                                       |                    |
|------------------|---------------------------------------------------------------------------------------|--------------------|
| <b>CAPE TOWN</b> | 2nd Floor, 200 on Main<br>200 Main Road<br>Claremont, 7708<br>Cape Town, South Africa | T: +27 21 815 9300 |
|------------------|---------------------------------------------------------------------------------------|--------------------|

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|                     |                                                                                   |                    |
|---------------------|-----------------------------------------------------------------------------------|--------------------|
| <b>JOHANNESBURG</b> | 1st Floor, Devcon Place<br>9 Autumn Road<br>Rivonia<br>Johannesburg, South Africa | T: +27 10 020 2240 |
|---------------------|-----------------------------------------------------------------------------------|--------------------|

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|                |                                                                                    |                     |
|----------------|------------------------------------------------------------------------------------|---------------------|
| <b>NAIROBI</b> | Marula Manor<br>Marula Lane<br>Karen<br>P.O. Box 42280-00100 GPO<br>Nairobi, Kenya | T: +254 790 498 340 |
|----------------|------------------------------------------------------------------------------------|---------------------|

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|              |                                                                      |                   |
|--------------|----------------------------------------------------------------------|-------------------|
| <b>DUBAI</b> | 3205 Swiss Tower, Cluster Y<br>Jumeirah Lakes Towers<br>Dubai<br>UAE | T: +971 445 67225 |
|--------------|----------------------------------------------------------------------|-------------------|

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