



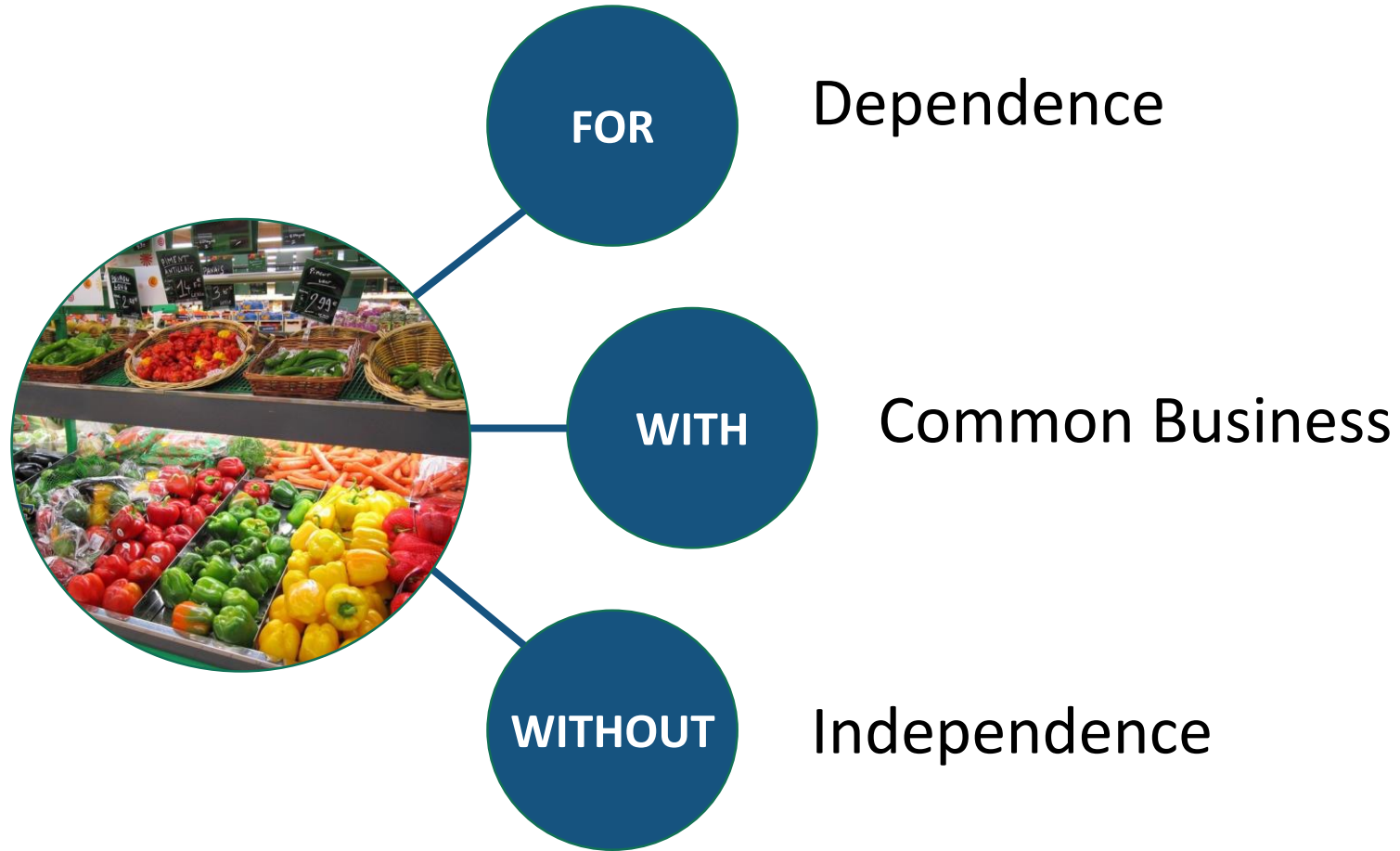
US and THEM

Suppliers and Retailers

Possible cooperation solutions to enter Polish market.

07.10.2020

US and THEM (Options of Cooperation)



Option 1: Dependence

For THEM

- Private Labels
- Exclusive Brands

For US

- Production to forecast
- Logistics to schedule
- No brand building
- No POS service
- Limited risk of expiration of goods

Option 2: Common Business

For THEM

- Brands supported by US
- Listing and promo budgets
- No purchase volume obligation
- Easy to replace assortment

For US

- Existing products/Brand building
- Same label in more than one chain
- InStore execution required
- Good stores, bad stores
- Local operation required (importer, distributor)
- Does not exclude Option 1

Option 3: Independence

- E-commerce
- Right products for right consumers
- Self pick up system is well developed in Poland (including frozen food in major areas).



Option 3: Independence

For THEM

- Desire for successful products

For US

- Existing products/Brand Building
- Great opportunity to test the market and products
- On-line communication with consumers
- Retail margin belongs to US
- Local operation required (easy to outsource)
- Does not exclude Options 1 & 2



Thank you

