



CATEGORY OUTLOOKS TO PLAN AND INVEST FOR GROWTH

At a time when growth is elusive and unpredictable, Prevedere offers consumer goods companies an objective view into future category performance based on current economic trends.

The economy impacts consumers and your business. But how exactly? And what does that mean for revenue growth in the markets and categories you compete?

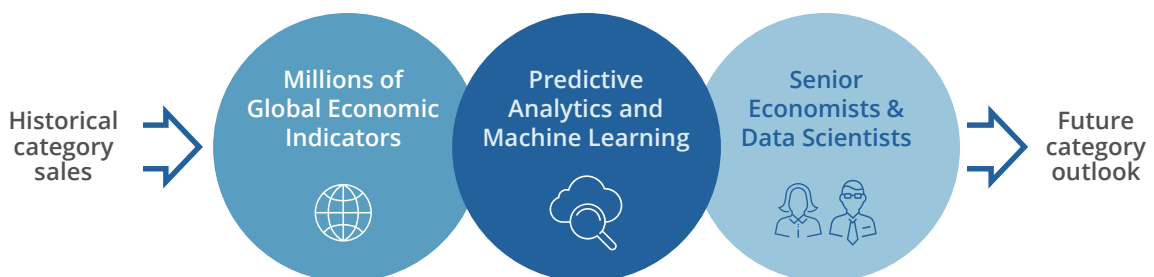
Prevedere empowers CPG executives with forward-looking economic intelligence, so you can plan and invest for growth with a clearer view of what lies ahead for your business.

CATEGORY OUTLOOKS BASED ON ECONOMIC DRIVERS

Prevedere's SaaS solution delivers category outlooks that are built from the predictive signals of leading economic indicators. The projections give you insights into upcoming economic headwinds and tailwinds, as well as the specific economic drivers that push category sales up or down. Regular model updates alert you to changes in category outlook as the economy shifts direction.

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Understand the economic drivers of category growth
- 
Set more realistic, data-driven targets for category growth
- 
Identify the best markets and channels for category growth

END-TO-END SOLUTION FOR PREDICTIVE ECONOMIC INTELLIGENCE



OBJECTIVE OUTLOOKS TO PLAN FOR GROWTH



STRATEGIC PLANNING

Identify and capitalize on opportunities to grow sales and share across a diverse business portfolio. Make more informed investment decisions across categories, markets, and channels with objective 3- to 5-year growth outlooks based on economic drivers.



FINANCIAL PLANNING

Generate more realistic, data-driven financial targets by integrating the projected impact of economic factors on category growth. Alert category business leaders to upcoming economic headwinds and tailwinds, and drive consensus and consistency when setting annual targets.

CUSTOMER SUCCESS



WORLD LEADER IN PREMIUM SPIRITS

Category growth targets for financial planning

- Brought in by CFO to determine economic drivers behind market downturn and missed numbers
- Now provide 40+ category outlooks, broken down by region and channel, as a key input to annual forecasting
- Started with U.S. market, then added Canada, Mexico, Europe, Asia, and Australia



BRAND LEADER IN HOUSEHOLD PRODUCTS

Global planning standard at multinational company

- Consistent approach to refining performance targets for 20 countries, including developed and emerging markets
- Deliver 55+ category outlooks monthly with continual operational improvements during 3-year engagement
- Broad category coverage including home cleaning, home storage, air care, and shoe care products

PREVEDERE — THE LEADER IN PREDICTIVE ECONOMIC INTELLIGENCE

Prevedere is a predictive analytics software company that delivers insights into future business outcomes based on current economic trends. Executives use Prevedere's economic intelligence to see what lies ahead for their business, solve for upcoming risks and opportunities, and succeed in an ever-changing market.