

prevedere

Economic Intelligence for CPG

CONSUMER PACKAGED GOODS

▶▶ ECONOMIST ON DEMAND

Prevedere provides executives with weekly insights on global forces impacting their industry, whether that's a black swan event like the COVID-19 pandemic, less severe shocks like falling oil prices, or the regular contraction-expansion business cycles.

With 2.8 million datasets from trusted sources, ERIN Indicators cover just about any external factor that can influence a business—industry trends, demographics, macroeconomics, consumer behavior, online activity, auto sales, luxury buying, weather patterns, and more.

▶▶ CPG SCENARIO PLANNING OFFERING

Prevedere provides an in-depth CPG macroeconomic indicator dashboard report to monitor the market during this volatile economic environment.

Scalable solution to meet your immediate and future needs

- The top 25 signals our economists identify as potential leading demand indicators for the CPG industry
- Company-specific leading indicators tracked through our machine learning engine
- Model and report on forecasted weekly customer sales, including:
 - ✓ Estimation of the COVID-19 impact after adjusting for all other drivers
 - ✓ Shelf and promotion price elasticity
 - ✓ Modeled impact of seasonality and holiday effects
 - ✓ Modeled impact of external factors adjusted for everything else

Gain clarity in times of uncertainty with global data and expertise from the leader in economic intelligence.

✓ Inform plans with a timely, data-driven economic outlook

✓ Stay alert to the first signs of an economic inflection point

✓ Know which economic indicators to track and why

✓ Gain competitive advantage



INDICATORS DASHBOARD FOR YOUR INDUSTRY



TIME AND GUIDANCE FROM SENIOR ECONOMISTS



UNBIASED DATA



PREPARE FOR RISKS



MONITOR INDUSTRY IN REAL-TIME



SUPPORT INTERNAL FORECASTS



AUTO-UPDATES ON LEADING INDICATORS



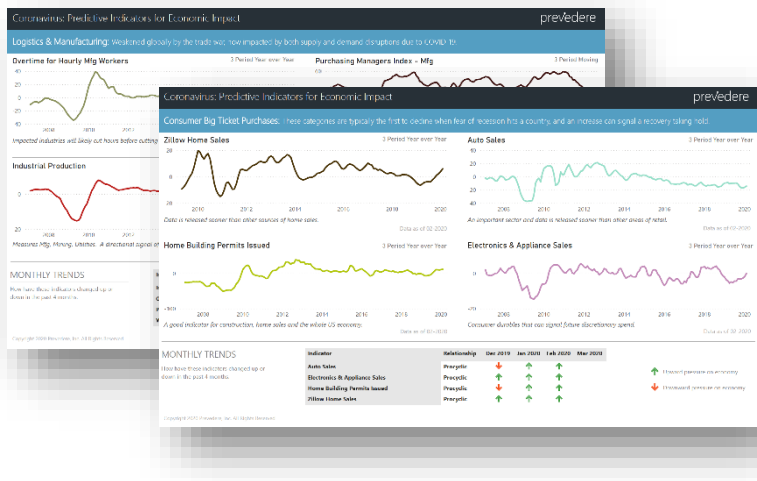
Q&A WITH AN ECONOMIST

PREVEDERE ECONOMIC OUTLOOK WEEKLY

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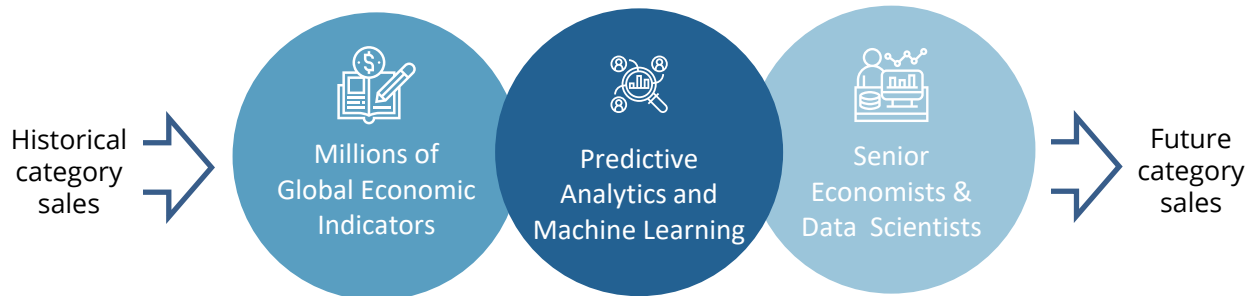
DATA TO MONITOR AND INFORM STRATEGIC INSIGHTS



WHAT WE'RE TRACKING

- Consumer spending
- Domestic production
- Business investment
- Financial markets
- Macroeconomic trends
- Activity in vulnerable sectors

END-TO-END SOLUTION FOR PREDICTIVE ECONOMIC INTELLIGENCE



PREVEDERE USE CASES



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