**eForce market data service by FieldForce**

*eForce* is a service for turning "raw data" (received from the Trade) into valuable information.

*eForce* can give you tactical advantage over your competitors, as it improves field sales execution (via easy-to-use tools for increased efficiency).

**Improved business (profit) and market share via:**
- better new product launches (fast coverage build up)
- better coverage (implementation of agreed listings)
- better planning and implementation of trade features and promotions
- analyzing (and learning) the impact of marketing activities and promotions
- managing field sales ("you don’t get what you expect, you get what you inspect")
- better targeted Trade allowances (pay only for implemented shelf ends / secondary placements) spotting problem areas (opportunities)
- better quality customer meetings & fact based argumentation (in store & HQ level)
- linking sales targets to measurable measures (coverage %, improvement indexes, display / pallet sales, performance of priority products etc.)

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eForce Implementation

- Can be up and running in 2-3 weeks (this is NOT an IT project)

- Start Up cost includes training and setting up the service

- Monthly cost includes data cleansing and IT infrastructure

- Data from several Trade Groups can be included

- Analyzing made easy: 1) iPad & Android Apps, 2) Excel Tool Box reports and 3) eForce Web OLAP analyzing tool

FieldForce

- 40 customers in the Nordic countries
- In business since 1990
- Owned by 2 founders
- Profitable
- Cash flow financed
- Employ 17 people

FieldForce Mobile Solutions Oy

- 100% owned by Estonian parent company FieldForce Mobile Solutions OÜ

www.fieldforce.com

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