



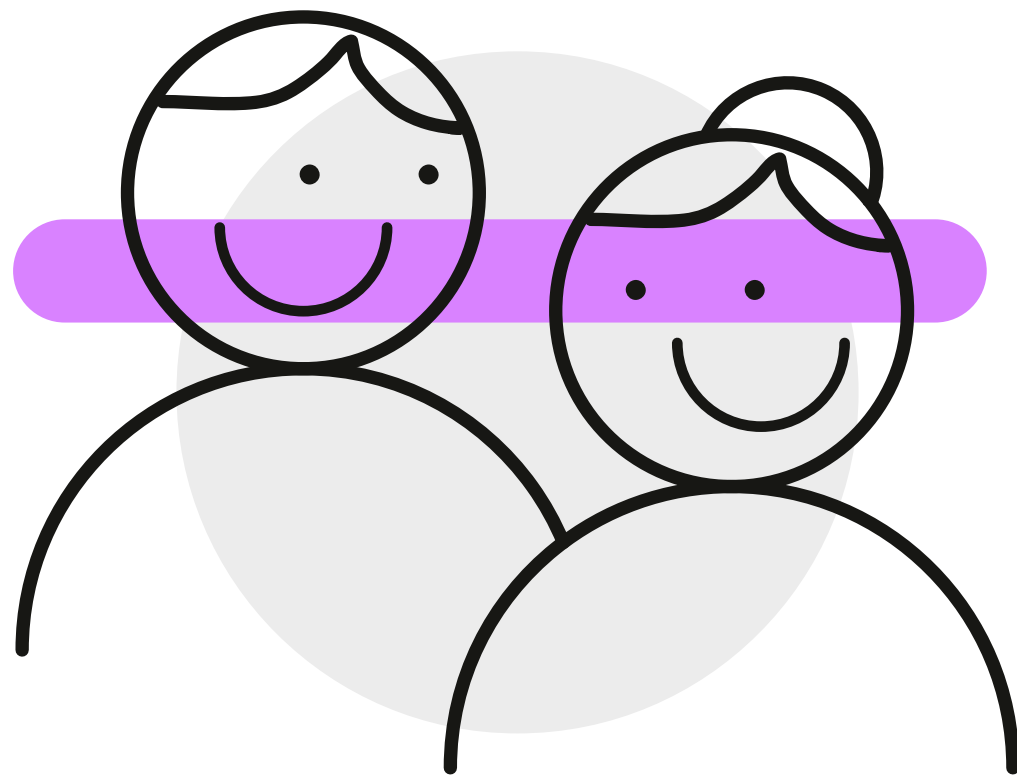
Sweet way®

Brand Ambassadors

Who WE ARE?

We are a multi-channel marketing company which **offers innovative solutions and user effective experience that strength our clients growth.** Our team's professionalism and commitment with your growth makes them dedicated, serious and reliable brand ambassadors.

WHAT MAKES US UNIQUE?

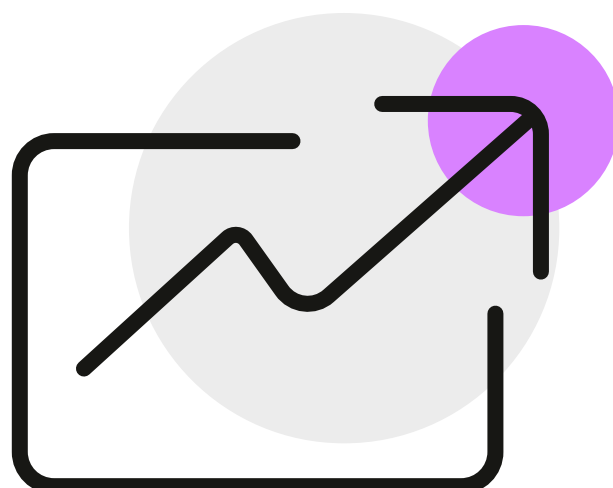


OUR STAFF:

We are a company deeply committed to the well-being of our staff. We have entered into agreements with institutions and health professionals to structure a broad-spectrum program which allows us to guarantee the well-being of our staff and build strong teams of people who are passionate about their work and capable to become our clients' brand ambassadors.



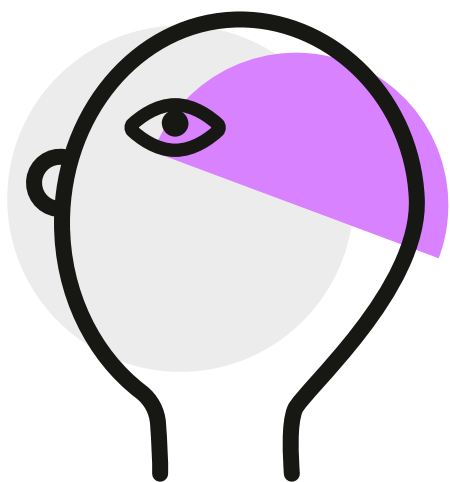
OUR OPERATING
DECISIONS
ARE **100% BASED**
ON PERFORMANCE
MEASUREMENT AND
RESULTS



WHAT MAKES US UNIQUE?

LEGAL CERTAINTY

THAT ALLOWS THE OPERATION IN TERMS OF THE COMMERCIAL, LABOR AND TAX LEGISLATION OF EACH COUNTRY.



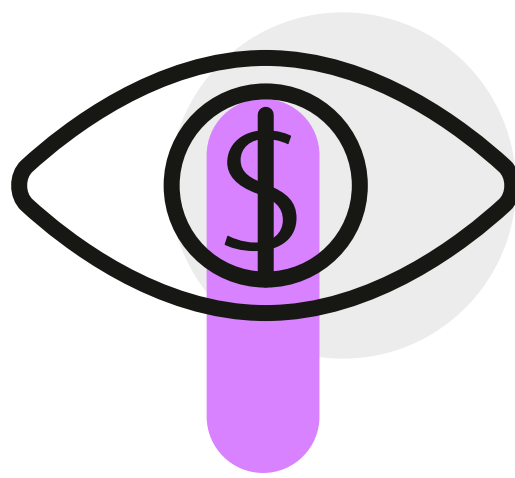
BUSINESSS INTELIGENCE:

Which turns into actionable knowledge to:

- **Generate performance indicators** for marketing professionals
- **Optimize times** and movements in channels
- **Most profitable** points of sale

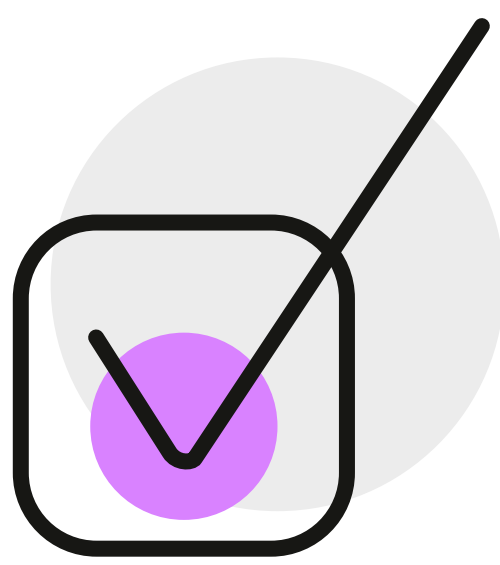
We constantly train our team with statistics information such as segmentation and decision drivers.

WHAT MAKES US UNIQUE?



MARKET VISION:

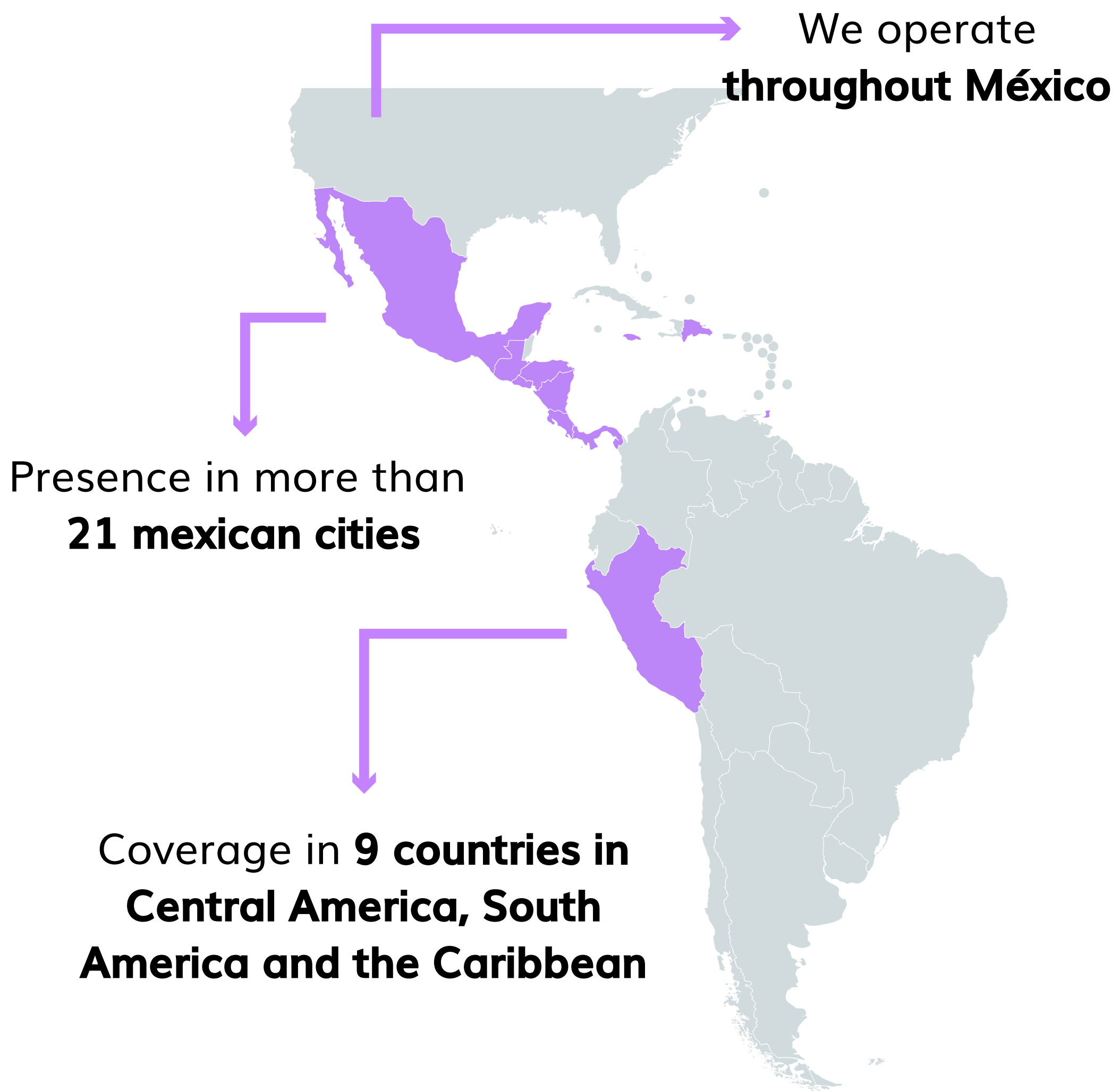
We add a **global, regional, country and city market vision** to optimize our clients' investment.



RESULTS:

We look for **alternatives and solutions** before and during the process to achieve our customers' sales quotas.

COVER



We have the ability to understand different cultures and idiosyncrasies to execute the same campaign.

500

promoters

4,000

points of sale

SPECIALIZED SERVICES

OMNICHANNEL ADVERTISING CAMPAIGNS

We develop integral solutions for communication and positioning of products and brands to generate traffic at points of sale.

WHAT DO WE OFFER?



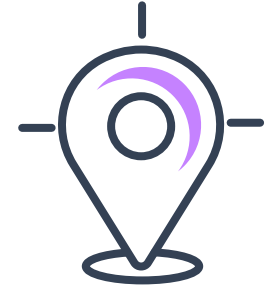
Communication strategy



Advertising campaigns



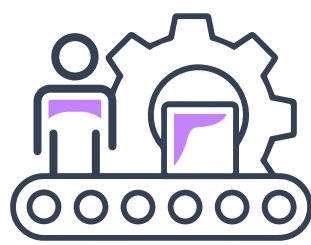
Digital campaigns



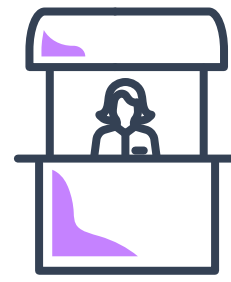
Geomarketing



Digital market research



Production



Development of POP materials



User experience campaigns



Start-up



Price audit

SUCCESS INDICATIONS

more than
1,000

advertising campaigns and actions executed in Mexico, Central America and Spain.

70%

more effectiveness due to our campaigns

100%

effectiveness in communicating our clients' intention.

PROMOTION IN MODERN AND TRADITIONAL CHANNEL

The sweet Insights methodology is a digital service focused on the collection of data and images for the professional operation of trade marketing of mass products; it works through the licensing of a mobile application on smartphones that allows collecting information from field operational staff, as well as the performance of a product at the point of sale (POS); it also allows visualizing, storing, sorting and analyzing the main productivity indicators in retail.

FUNCIONALITY

Sweet Insights includes functionalities that allow a deep analysis of the business performance and the implementation of corrective actions in case of detecting failures in the operation.

SUCCESS INDICATIONS

98%

compliance
with daily route
visits

+1,300

sale points
visited in one
month

21

cities in
México

ACTIVATIONS AND DEMO INFLUENCERS

We offer creative campaign development and persuasive speech to push the sale, commercial performance dashboards and consumer incentive redemption quotas.

WHAT DO WE OFFER?



Creative develope
campaign



Perrsuasive speech
to push de sale



Redemption fees
incentive to
the consumer



Dashboard
business
performance

SUCESSE INDICATORS

100%

Demo-influencer
assistance on the
sales floor

12.5%

Average sell-out
growth in annual
campaigns

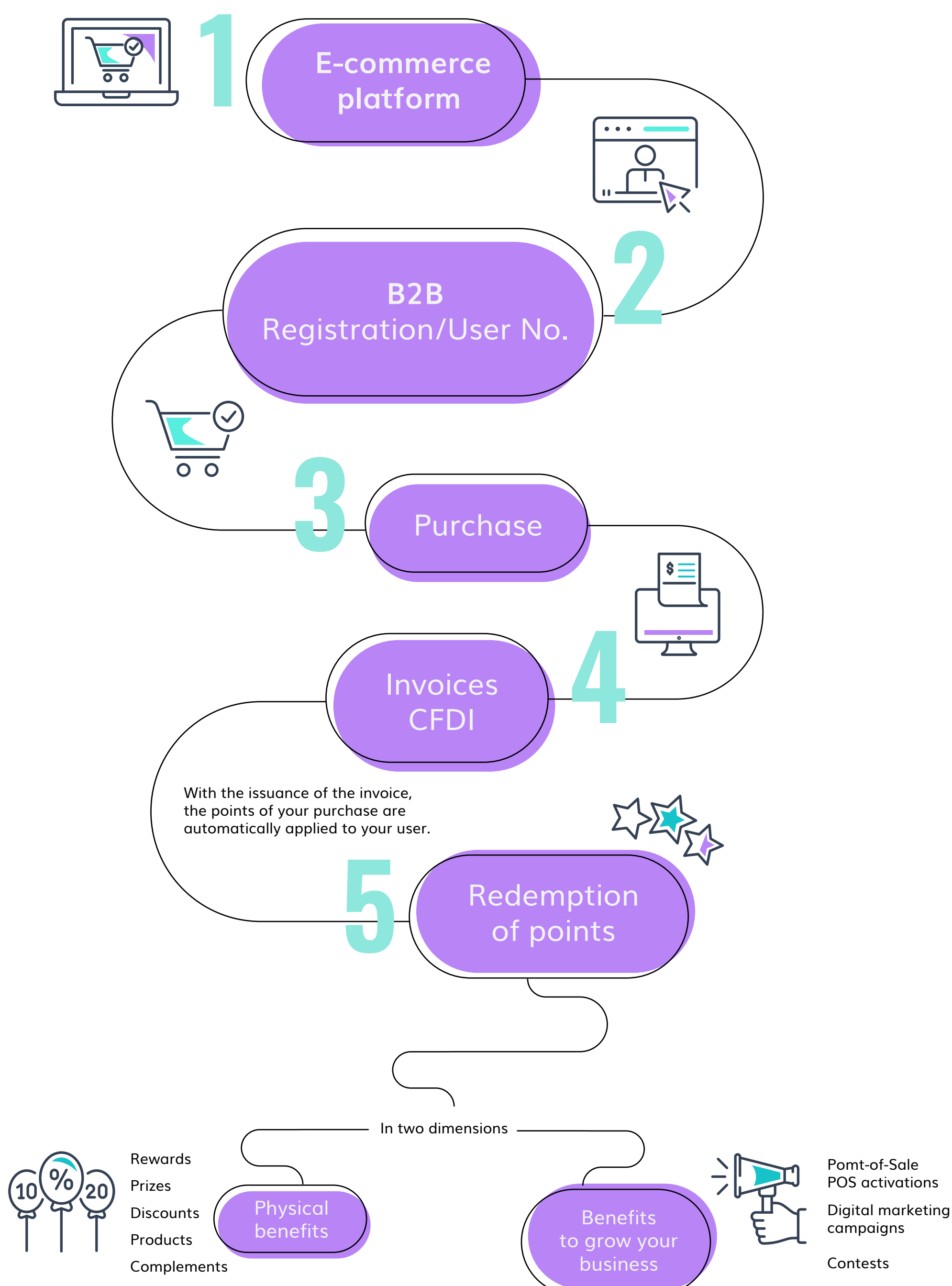
3%

Staff turnover
during a campaign

B2B LOYALTY PROGRAMS

We design, develop and manage loyalty programs for FMCG producers who want to develop or grow their sales / distribution channels.

HOW DOES IT WORK?



GROWTH IN NEIGHBORHOOD STORES

Grocery stores, hardware stores, stationery stores and small stores can be areas of continuity and customer loyalty. However, product displacement and profitability of points-of-sale mean that not all stores represent real potential. Our job is to identify those that have the potential to promote our clients' products.

WHAT DO WE OFFER?



Business
segmentation



Brand trading
strategies



Capillarity in businesses
with greater potential

SUCCESS INDICATORS

30%

portfolio
growth

**DOUBLE
DIGIT**

growth in
wholesale
channels

+600 MIL

thousand retail
stores are
integrated in the
market analysis

OUR CUSTOMERS



Grupo embotellador de:





Sweet way®

Brand Ambassadors

HOW DOES IT WORK?

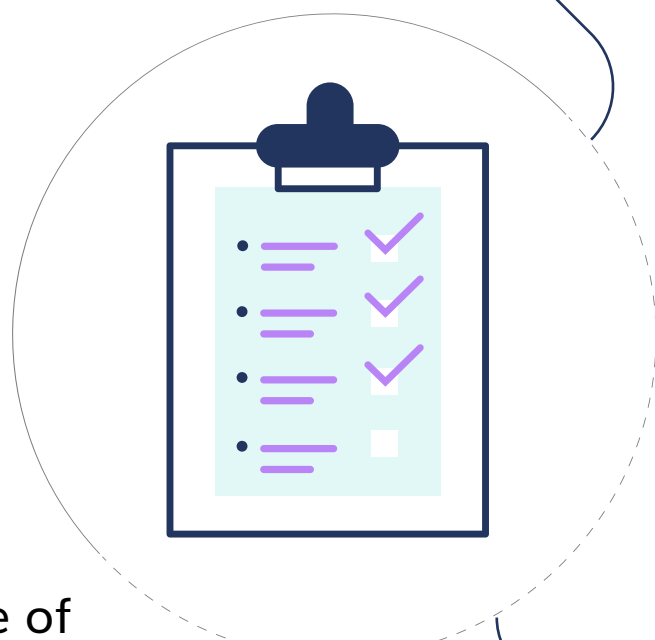


Geolocation

We visualize the real-time location of your equipment in the field, generating a report of entries and exits to the POS. In this way, it is possible to know how long the person stayed there and visualize the route taken.

Routing

Assigns routes to the team in the field with the possibility of modifying them when necessary. It is important to be aware of the fulfillment of the planned routes.

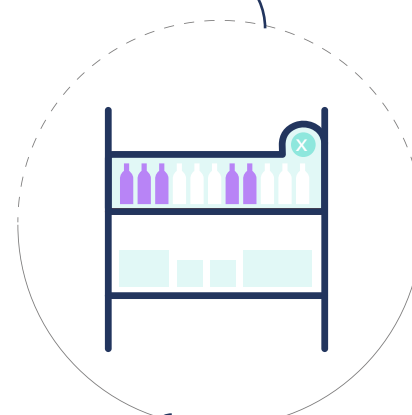
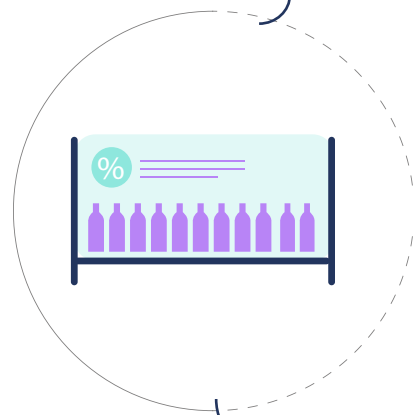


Tasks

Tasks are generated by the client according to their needs. This module is used, for example, to carry out photographic campaigns, relaxation of implementations, surveys, among others.

Share of Shelf

Monitors the shelf share of each product or brand, over the total space allocated to a specific category. Generates historical data for trend projection.

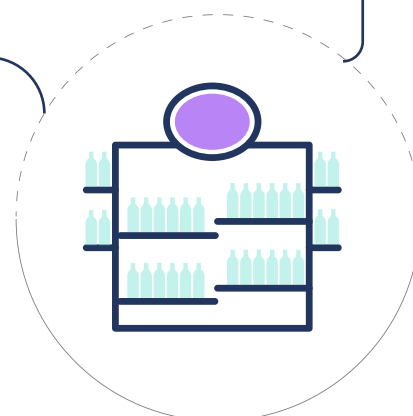


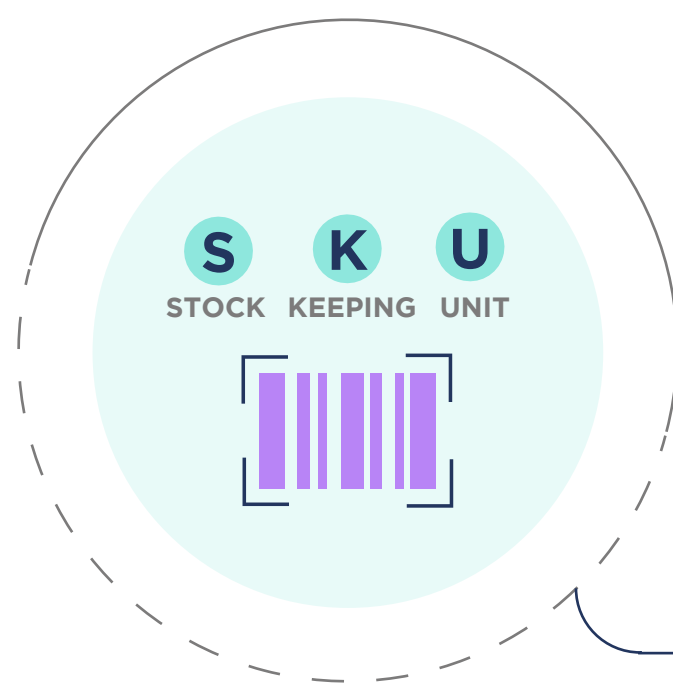
Shortages

Avoid shortages of your products on the shelf, as they generate lost sales and encourage consumers to buy an alternative brand. Thanks to the analysis of "shortages" it is possible to facilitate corrective actions.

Assets

With this analysis we can identify if the field planning is being correctly executed (headers, displays, check-out displays, among others). In addition, thanks to the storage of photographic evidence, internal or third party control needs are solved.





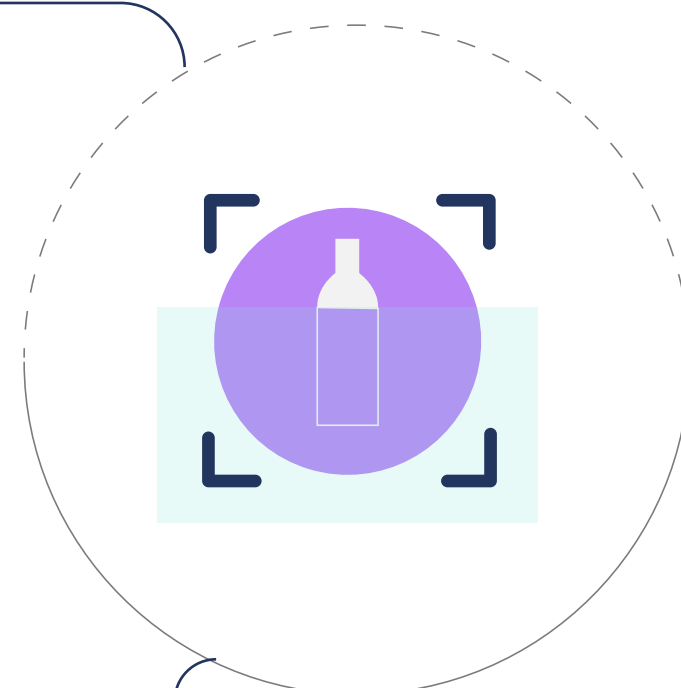
Control SKU

Access to data visualisation by SKU items, both your own and those of your competitors: prices, stock, promotions, expiry dates, among others.

Reconocimiento de imagenes (RI)

We can integrate a recognition module so that you can determine which are the negotiation needs with the channels, the weaknesses of the competitors and the pertinent capacity for the superior execution level with your work teams.

The application recognizes patterns with the processing of thousands of photographs which allows you to generate actionable knowledge.



Customized reports

We develop customized reports with cross-referenced indicators, results graphs, evolution of historical performance, among others. All based on the needs and objectives of the business.

Notification and direct communication

Sweet Insights offers daily and immediate communication between promoter and supervisor.

Our clients can communicate with their team in the field quickly and securely without distractions, through the following functionalities:

- Messegaes
- Fotos and videos
- Audios
- Groups
- Reading confirmation

