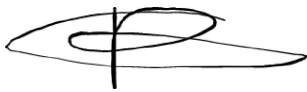


Ernest Jackson, part of the Mondelēz group and manufacturer of Bassetts Vitamins, partnered with Valtitude to improve our Demand Forecasting process and develop a holistic Demand Consensus process and an approach to our Sales and Operations Planning (S&OP).

The project started with a diagnostic evaluation of our existing business and process model and concluded with the detailed findings which included a gap analysis and opportunities to fine tune our process.

Valtitude conducted diagnostic interviews to understand our sales forecasting process to define our forecast objectives and studied our S&OP monthly cycle to evaluate our metrics and KPIs. The team worked extensively to analyse our data models and templates to identify the gaps that are causing our current pain points; the results of this diagnostic process have helped us develop a roadmap to implement a long-term Demand Forecasting process solution. We have since corrected our Demand Metrics process and made key changes to our monthly cycle and stakeholder touch points in the process.

We are extremely pleased with the Valtitude Team for benchmarking our process against the industry best practices and for providing the right recommendations for us to progress in our S&OP Journey. We highly recommend them and will consider bringing them back to do some model tuning of our baseline forecast models in a few months.

A handwritten signature in black ink, appearing to read 'Rob Cereda', written over a light blue horizontal line.

Rob Cereda

Head of Finance