

utilizing vend data

MANAGEMENT SCIENCE ASSOCIATES, INC.



ProVen™

Nationally projected snack and candy retail sales

Vending Data History

Billions of purchases are made utilizing vending machines; these unrecorded transactions result in a black hole for sales and marketing. Brand managers and market research teams have data available on various trade channels such as grocery stores, convenience stores, mass merchandise outlets. MSA has filled their vend void by providing projected data for the vending channel.

MSA collaborated with manufacturers and vend operators to approximate the market by creating a projection system for the vending channel of trade.

MSA's ProVen™ projection system stratifies a large sample of machines, re-weighting each one, and then aligns them by trade class to universe targets.

The result is the most accurate estimate of the U.S. vending snack and confection market. Total U.S., region and trade class data result from the specialized methodology developed at MSA.

MSA, a world leader in statistical market analysis, is now offering manufacturers national projected information on the vend segment. As with food, drug and mass data, snack manufacturers are discovering in ProVen opportunities to grow their business.



Data Overview

The entire machine-item-week level sample of more than 20,000 glass front snack and candy machines is analyzed and filtered. Only analytically "eligible" machines are used as input for the projection methodology.

Projected data is available at Total U.S. and four census regions: northeast, midwest, south and west. ProVen data projects for the major trade class locations identified as: public, schools, offices and plants/factories. Two years of weekly projected data is available at any given

time. The database is updated every week and is based on a four-week rolling time period. In addition to dollars and units, ProVen projections also offer more sophisticated measures (for example, turns and distribution at item level).

A Data Resource for Your Applications

Projected vend sales information permits sales and marketing to utilize data for various applications as is typical with other channels of trade. Even with such a large fragmented operator and machine base, MSA's projected sample represents a greater percentage of the universe than the



data being employed to project the convenience store channel by syndicated sources.

ProVen fills the empty space you are experiencing in tracking vend channel sales and

a void in your measurement of the total marketplace! Now you have the ability to analyze vending data in addition to sales data from other trade channels. In the world of unknowns, there is now a recognized parameter that can help you to understand the bigger picture. Brand managers, market research experts, and sales and marketing teams can more effectively utilize their resources because

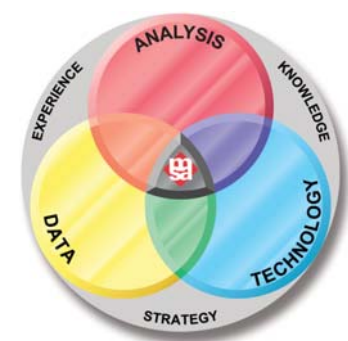
they now have the ability to perform more varied functions:

- ❖ Plan for demand
- ❖ Control inventory
- ❖ Monitor industry trends
- ❖ Evaluate the competition
- ❖ Determine industry growth, not brand growth
- ❖ Assess promotional programs
- ❖ Review unbiased regional preferences
- ❖ Calibrate your share of the industry realistically
- ❖ Combine data with traditional outlets to gain the "big picture"
- ❖ Plan channel budgets
- ❖ Evaluate R&D costs
- ❖ Perform more accurate trends and forecasts

Technological changes have provided the opportunity to collect item-level information from thousands of vending machines, while computer automation has provided the ability to process massive amounts of data.

MSA has developed world class projection expertise over its 40+ years, working for many customers in several industries, and in particular the consumer goods

industry. These projection methodologies have evolved with the introduction of every major data set of importance to the CPG industry; from Consumer Panel and Survey, through shipment, scanner, and earlier food service and vending syndicated data including TruCheck. MSA's skills have been perfected from developing countless projection methodologies on various syndicated data sources, especially through proprietary work. When combined, this allows MSA to offer unique and powerful insights in projections and projection systems.



MSA unites Technology, Data and Analytics to offer the CPG industry actionable information.

About MSA

Since 1963, Management Science Associates, Inc. (MSA) has firmly established itself as the foremost developer and supplier of effective data solutions to manufacturers and distributors within the various CPG trade channels, including the vend channel.

MSA's ability to provide integral solutions across trade channels is driven largely by

its recognition of and consideration for the unique qualities inherent in each channel. MSA knows that all channels have their quirks; the challenge is to balance those unique qualities with proven sales and marketing expertise.

MSA's core business competencies are the analysis of consumer buying

behavior, business analysis, knowledge-ware products, media and information management solutions.

MSA is headquartered in Pittsburgh with offices in New York; Chicago; Atlanta; High Point, NC; China; United Kingdom and Malaysia.



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