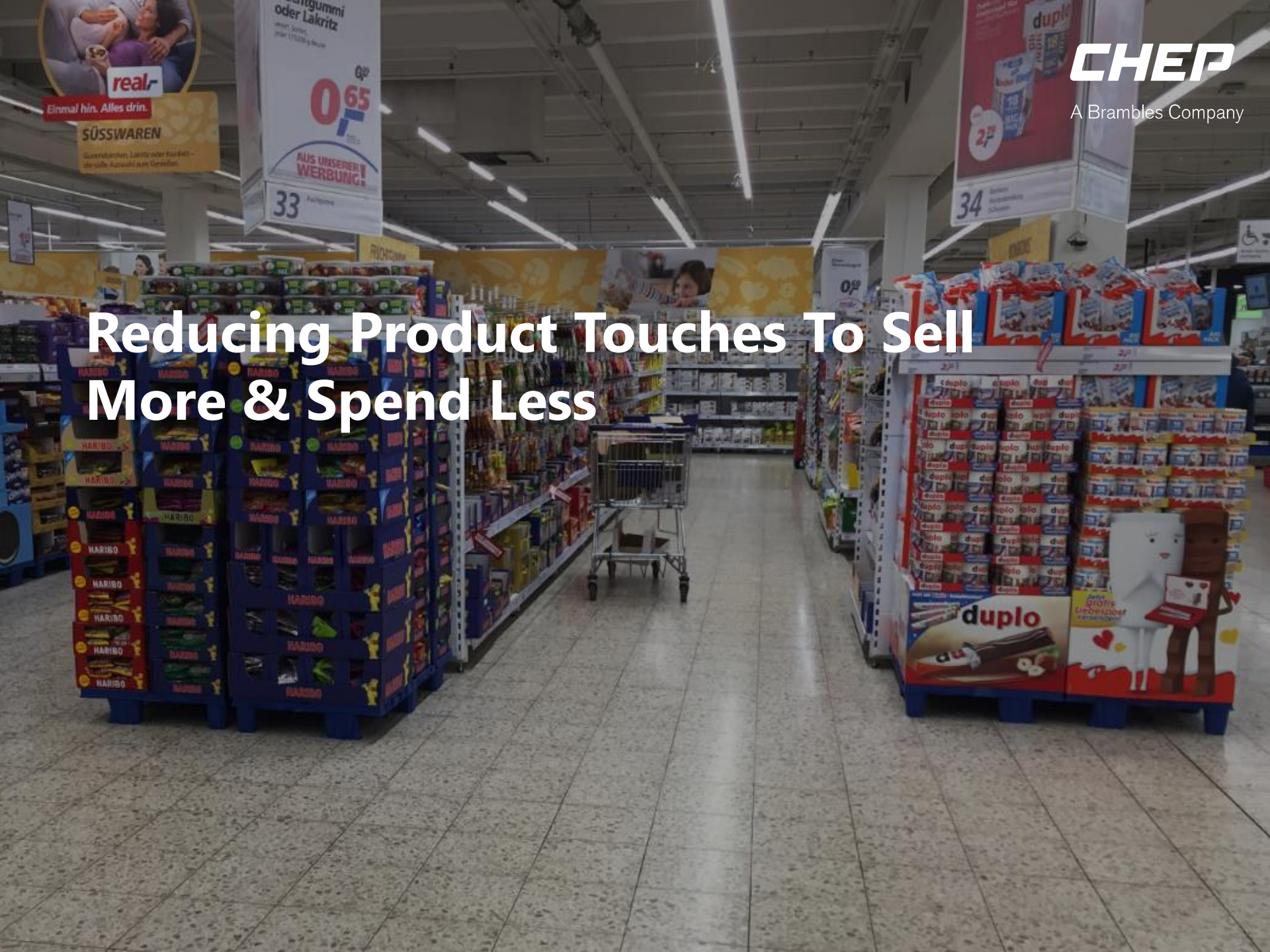


CHEP

A Brambles Company

Reducing Product Touches To Sell More & Spend Less



CHEP Store Fulfillment

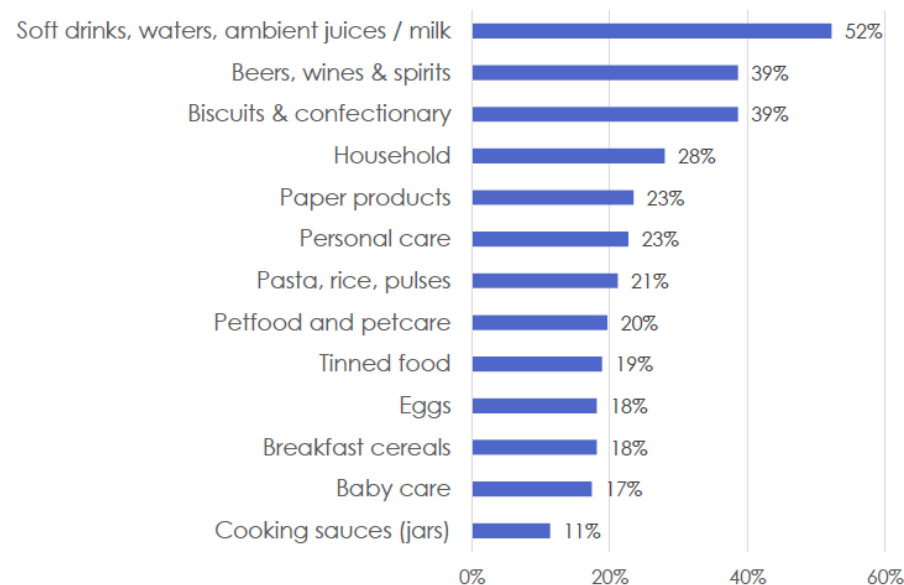
Overview

- CHEP supports customers globally to **sell more, spend less** through reusable merchandising solutions.



- CHEP's unique market position enables us to connect manufacturers, retailers with consumers & shoppers

Categories currently making best use of these solutions



CHEP Store Fulfillment

Optimizing Promotions and Replenishment



Off-Shelf Promotions

- Stimulate impulse purchases by positioning pre-assembled display units in high traffic in-store locations.
- Drive sales through targeted display shopper marketing.



In-Shelf Replenishment

- Reduce product touches end to end in the supply chain.
- Reduce merchandising costs in-store for high volume products & improve availability.



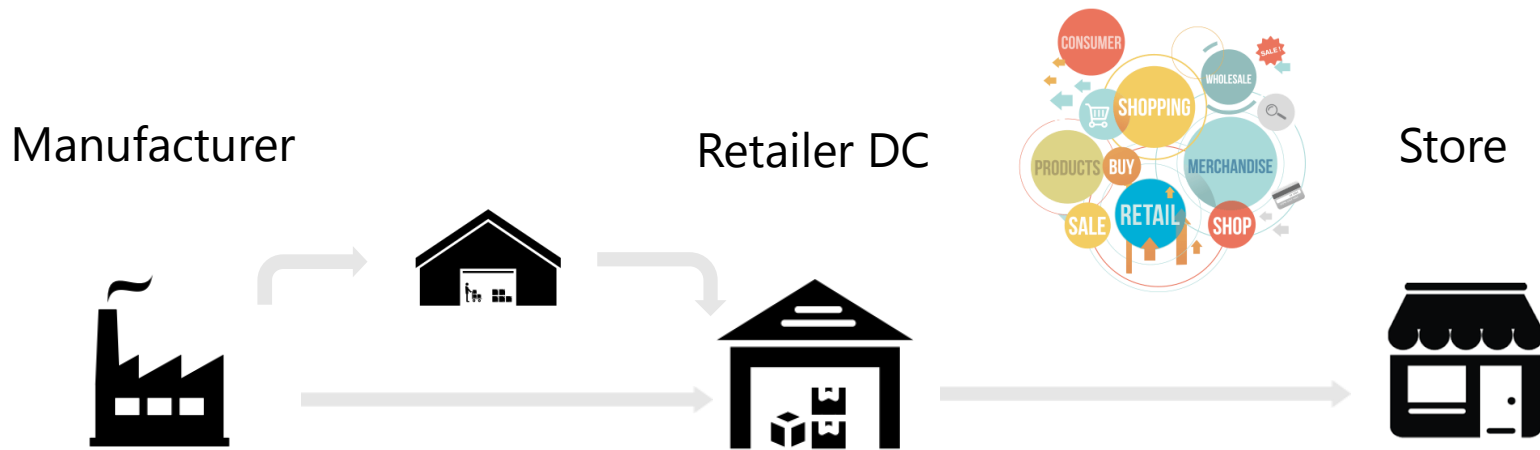
Market Trends

Key trends impacting grocery channel



Evolving Grocery Supply Chain

FMCG brick & mortar product flow and innovation



Store Fulfillment

Today's products received and stocked in store



Merchandising Optimization

Reducing product touches, improving availability and growing sales



Reduce product touches on high volume products in the supply chain and at the shelf



Re-invest labour into price or customer experience



Grow sales and market share by improving product availability and customer experience

Merchandising Optimization

Examples of retailers winning with concept



Merchandising Optimization

Examples of brands winning with concept



2 Merchandising labour is redirected towards building theatre for higher margin and impulse products

1 High volume, lower margin products are pre-assembled on fractional merchandising units and placed directly in the shelf

Merchandising Optimization

Examples of brands winning with concept



- When high volume products go on sale, a standardized merchandising footprint is placed in high traffic areas.



Merchandising Optimization

Examples of retailers winning with concept



Merchandising Optimization

Examples of retailers winning with concept



Merchandising Optimization

Examples of retailers winning with concept



Merchandising Optimization



Reduce product touches on high volume products in the supply chain and at the shelf

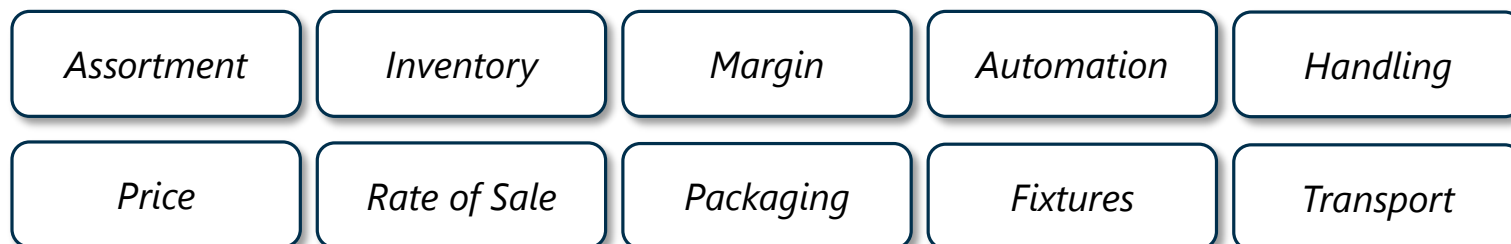


Re-invest labour into price or customer experience



Grow sales and market share by improving product availability and customer experience

Key Variables:



Program Benefits

Optimized In-Shelf Replenishment



Distribution Centre Savings

- Up to **27%** efficiency improvement
- Average savings per case of **\$0.08**



Retail Savings

- Up to **76%** efficiency improvement
- Average savings per case of **\$0.21**



2.6% On-Shelf-Availability Uplift



Up to 11% Increase In Sales



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Thank you!