

# A \$20.3 MILLION

## ANNUAL OPPORTUNITY FOR MCBC ACROSS EUROPE

BASED ON THE SUCCESSFUL PARTNERSHIP WITH TRAX IN THE UK IN 2017/2018

The transformational image recognition solutions from Trax give us "eyes in store" enabling MCBC to identify and deliver category growth for our retail customers.

### TRANSFORMATIONAL SUCCESS FOR MCBC, CUSTOMERS AND SHOPPERS

Year 1 of the Trax partnership in the UK Convenience Channel saw:

**90%** Reduced audit time

**33%** More time in store for focused selling, merchandizing and relationship building

### FANTASTIC COMMERCIAL SUCCESS

**4%** Boost in distribution

**2%** Rise in shelf share

**13%** Increase in facings

**8%**

More Sales!



That's 1 additional bottle sold for every 12 bottles!

### TRAX DIGITIZES PICTURES CAPTURED BY FIELD SALES TO GIVE MCBC 'EYES IN STORE'

Transforms field sales effectiveness

Equips MCBC teams with faster, better category and store insights



### IN ADDITION TO GREAT RESULTS, YOU GAIN TRANSFORMATIONAL INSIGHT AND ACTION

**AUDIT ACCURACY OF STORES & CHILLER ESTATE**  
Reliable insights

**QUALITY OF IN-STORE ACTIVATION**  
Better supported Field Sales Team

**COMPLIANCE**  
Improvement of MCBC's assortment and planogram recommendations

**SHARE OF SHELF**  
Insights to understand competitor performance and optimise range

ENDLESS POSSIBILITIES TO BETTER UNDERSTAND RETAILERS...

## THE FUTURE OF THE TRAX PARTNERSHIP

#### DIRECTIONAL SELLING

Near instant reporting to prioritize actions for field sales in-store

#### STORE MAPPING

Capturing store layout to understand the on-shelf and off-shelf merchandising opportunities for every store

#### AUGMENTED REALITY IMAGE CAPTURE

Reduced audit time even further

#### MANAGEMENT DASHBOARDS

Dashboards for every team in your business at every level

#### SELF BI TOOL

New tool enabling multiple data sources in one solution

#### PREDICTIVE ANALYTICS

To build the category of the future for every store manager

#### SPACE ELASTICITY

Optimize number of SKU facings based on sales impact for the customer

#### SHELF LOCATION

Understand how shelf position affects sales

#### INCREASE COVERAGE

Empowering store managers to compare and improve their shelf/chiller to the 60-second-shop recommendation

## EUROPE IS CALLING

Based on MCBC & Trax analysis, partnering with Trax delivers Year 1 incremental benefit:



Bosnia & Herzegovina	\$1.5 m
Bulgaria	\$2.4 m
Croatia	\$4.0 m
Czech	\$2.5 m
Hungary	\$1.5 m
Montenegro	\$0.6 m
Romania	\$3.7 m
Serbia	\$2.5 m
Slovakia	\$0.5 m

\* rounded down to nearest 100,000

AVERAGE MONTHLY COST OF DELAY ACROSS EUROPE:

# \$1.7 MILLION

ENSURE TRANSFORMATIONAL RETAIL SUCCESS FOR OUR CUSTOMERS ACROSS EUROPE

TO FIND OUT MORE, CONTACT:  
David Macklin at MCBC or Christian Pond at Trax.

David.Macklin@molsoncoors.com  
Global SR DIR Category & Customer Management  
Mobile: +44 (0) 7808 096000

ChristianP@TraxRetail.com  
Mobile: +44 (0) 7506 022952