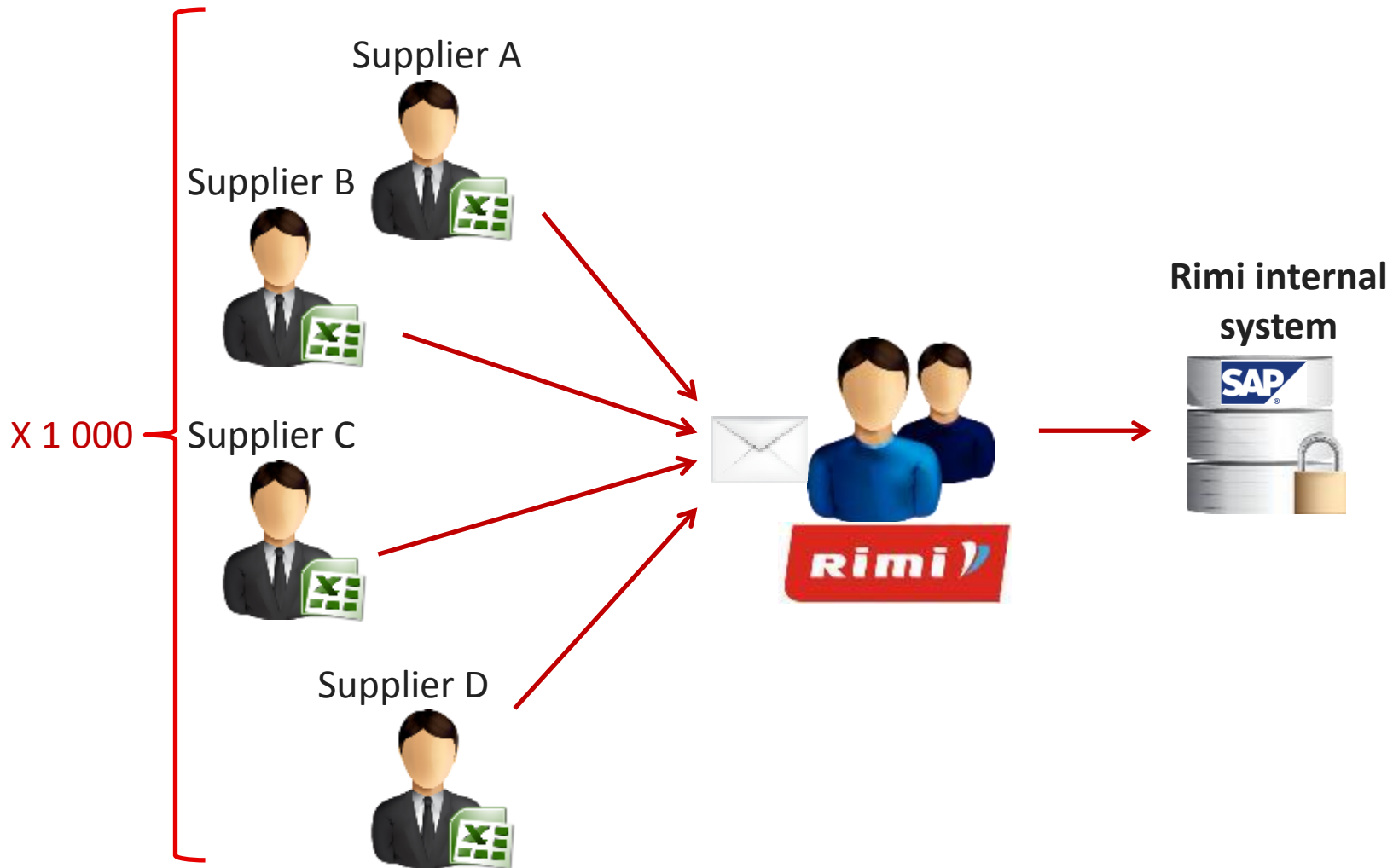


# Data Pool

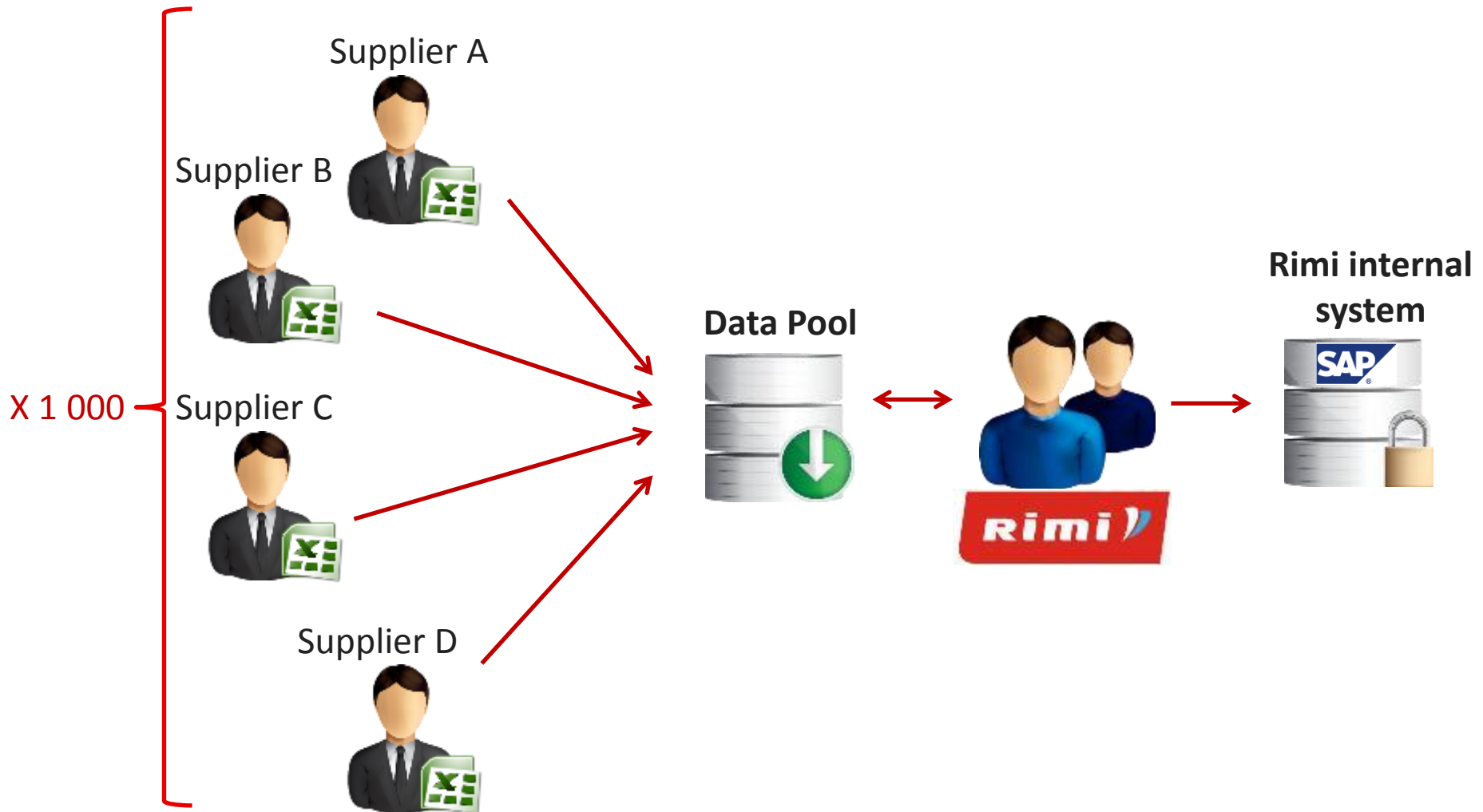
Expected benefits for retailers



# Current data flow



# Data flow with data pool



## Expected data pool benefits (1)

### 1. Improved data quality

Data validation automatically performed by the data pool and only accurate data accepted in the internal Rimi database.

### 2. Up-to-date product data

Item data is always up-to-date as data is automatically updated once supplier makes any data changes in the data pool (no need to update product info manually). This ensures that all parties have identical version of information at any point in time and no updates or corrections are lost or missed in daily information flow via e-mail.

### 3. Faster response time and product *time-to-market*

Minimal manual intervention with standardized communication flow that does not call for human action. Save time that is currently spent on opening and processing the attached XLS files received from suppliers.

## Expected data pool benefits (2)

### 4. Less e-mail traffic and more time for more value-adding tasks

No more XLS spreadsheets transferred via e-mail from suppliers to Rimi; process step sequence would be defined automatically by the system, thus ensuring that information is transmitted to all parties and there are no delays due to someone not being informed properly.

### 5. Facilitates streamlined communication with suppliers and within the departments

Structured, controlled, and significantly more efficient way of communication with suppliers and within Rimi departments.

**Thank You!**