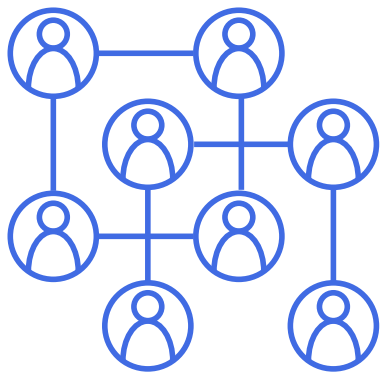


The Real Value of TPM Software:

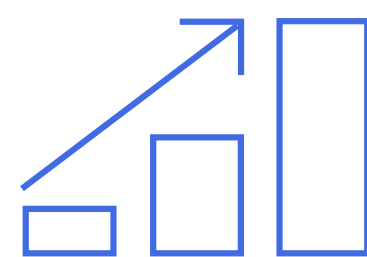
6 FACTS ABOUT TRADE SPENDING



Trade spending is a strategic investment.

- Successful TPM software **creates** programs, **settles** claims and **gains** insights.
- Finance, Sales, Marketing and IT professionals all **benefit** from trade spend applications.

Trade spending has **tripled** in the past two decades globally.



25%

Trade spend accounts for as much as **25% of gross sales** for many CPG companies.

It's the **second-largest item** on the P&L behind cost of goods sold.



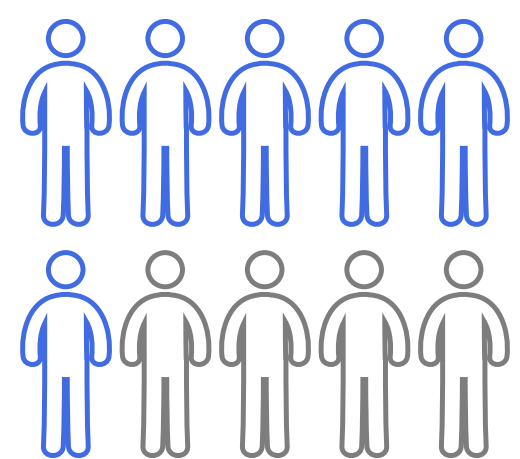
40%

The potential benefits of reforming trade promotion are significant. **Manufacturers could see return on sales by as much as 40%.**

- With efficient and effective trade promotion, CPG companies can transform and drive profitable growth – **adding 10-15% to bottom-line operating results.**

6 in 10 CPG company executives believe their technology investments have produced data that could generate actionable decisions and improve trade promotions.

- **28% believe their trade promotion performance to be totally ineffective or in need of significant improvement.**



WHAT TO KNOW ABOUT **FORGE**

FORGE is a one-stop shop. A highly configurable SaaS solution engineered by foodservice experts.

FORGE is the TPM software market-leader, providing a single set of tools to streamline your end-to-end trade spend needs.

1. Create and update operator and distributor programs
2. Review margins
3. Review program revision history
4. Search programs
5. Review workflow status for approvals
6. Access payment history
7. Create billbacks
8. Audit for deviations
9. Set automatic payments
10. Generate distributor and operator letters
11. View standard and self-serve reporting