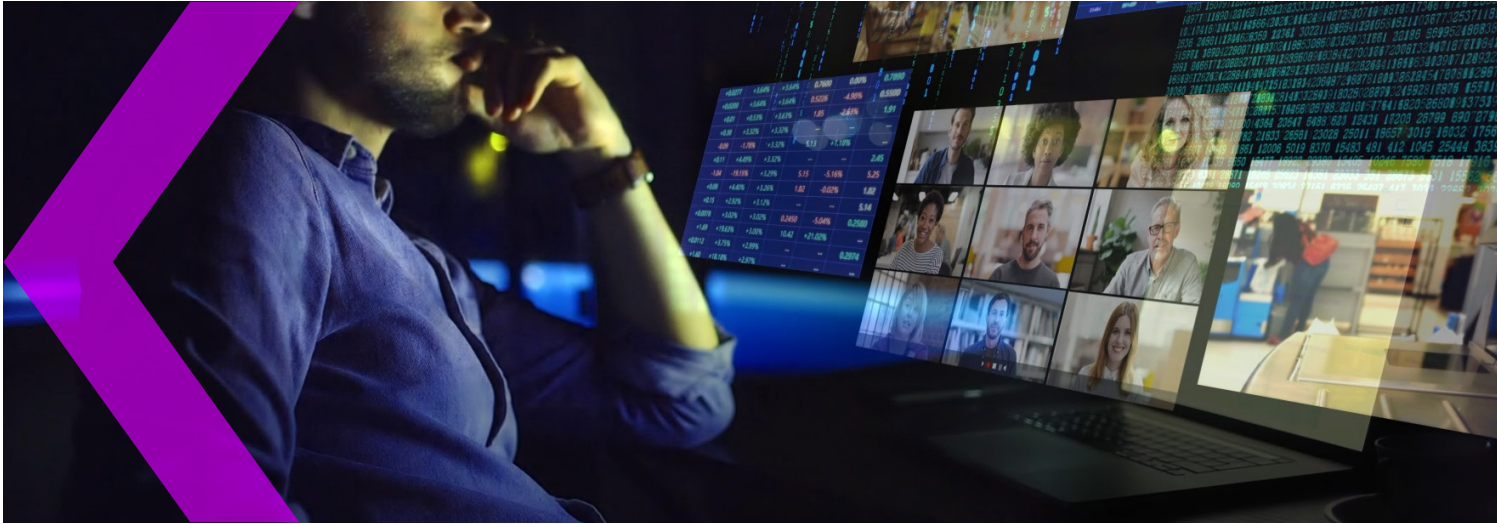
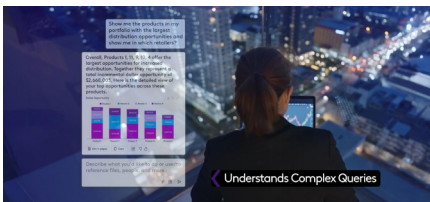


RichMixAI

Transforming Category Management with Generative AI



Our **Predictive Analytics engine**, RichMix®, is an industry leading **efficient assortment tool** that uses transferable demand curves to measure the incremental impact of changing the items and facings in a retailer's mix. RichMix® uses predictive shelf analytics **based on dynamic incrementality principles** for each SKU.



Key Features

- **Assortment and space optimization** "what-if" scenario planning.
- **Virtual reality** environment to test, collaborate and visualize the shelf with a digital twin or new concept, enabling data-driven recommendations.
- **Advanced analytics** to identify growth opportunities.

The Solution

Our co-developed solution with Microsoft, **RichMixAI**, unlocks AI-infused insights which support success and collaboration across **Category Management, RGM, Sales, Marketing and Brand Management**.

RichMixAI represents a leap forward in how **Category Management** insights can be created and accessed across a business. It provides:

- Faster and automated insights.
- A natural language interaction for all business users.
- Predictive recommendations for optimizing category and brand performance.

Working with some of our global CPG clients we have developed the priority use of AI to automate the:

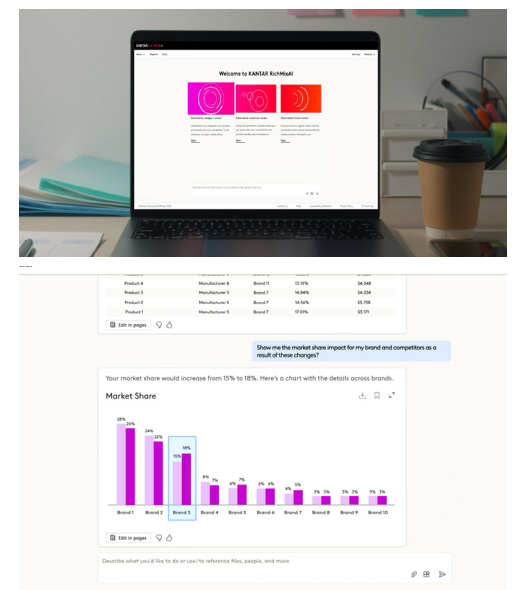
- Category review process
- Customer and sales review
- Brand review and opportunity analysis

The Outcomes

RICHMIXAI

Microsoft KANTAR

Combined, **the RichMixAI can achieve 5+% above-trend category sales growth** and in many cases, 10x ROI+.



7/10 of the world's leading CPG firms rely on Perfect Category's platform for market-beating growth.

Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

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