



Win with Winning Customers **Executive Summary**





Win with Winning Customers Executive Summary

- Unilever has a proven repeatable model with the general trade
- Modern trade retail landscape is consolidating, making collaboration with customers critical
- Unilever's portfolio is advantaged in both modern trade and the general trade
- As a result of Unilever's geographic footprint, we have access to insight and experience from around the world which is being leveraged and learning transferred across markets through the Center of Excellence Model
- Deep understanding of shoppers, brilliant customer marketing and world class category management is becoming a point of advantage for Unilever.



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- Unilever has invested in state of the art technology that enables us to collaborate with Customers to drive solutions quicker than ever before
- Simply delivering Every Day Great Execution or E.D.G.E. in key areas such as customer service excellence, merchandising and speed to shelf can deliver significant growth