



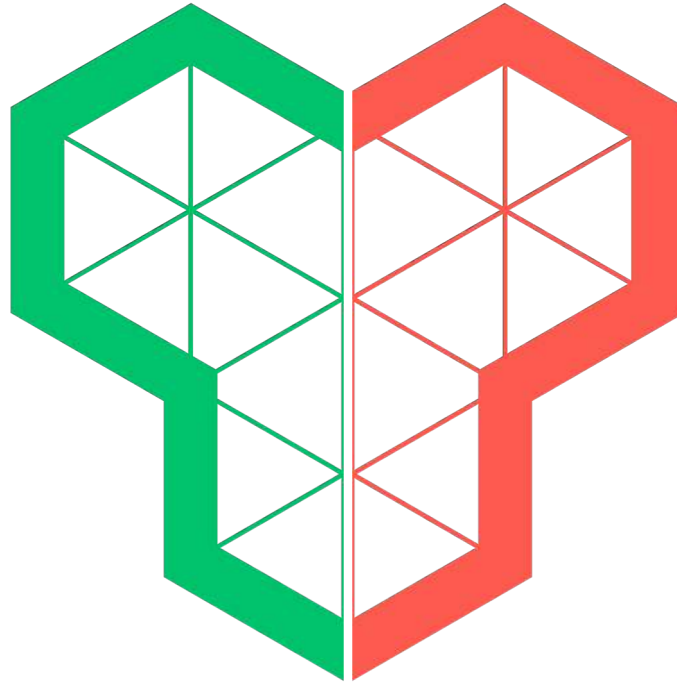
HIVERY

Data has a better idea

Driving the data revolution in global retail

Jason Hosking, Co-Founder & CEO

Formed through the merger of data science
and business expertise



The Coca-Cola Company

Founding partnerships that enable best in class
innovation access to the industry's biggest problems



"90% of the world's data was generated over the last two years"

“Companies only leverage 12% of their data”





We help businesses make the best possible decision.

Everytime.

Defining the problem. Space = Money

Optimizing shelf space is a **US\$984bn¹** annual opportunity for suppliers and retailers globally

This is a massive priority for big suppliers and retailers

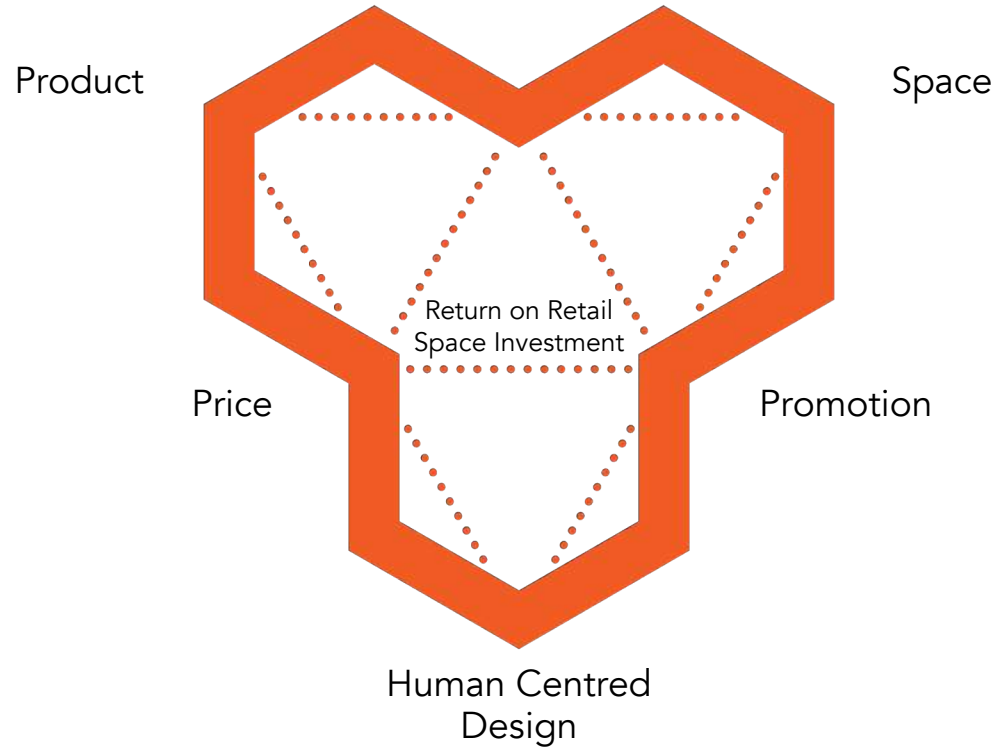
It's an extremely challenging problem to solve

The **right products**, in the **right places** at the **right prices** all the time



¹ Source: "Out of Stocks, Out of Luck How Retailers Alienate Customers and Lose Billions Due to Poor Inventory Practices" IHL Group 2018, G. Buzek

HIVERY's Artificial Intelligence Platform



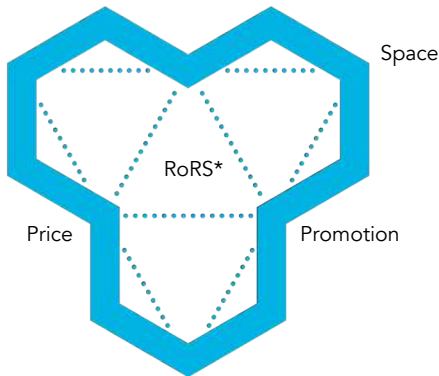
Our data science expertise has been productised across multiple retail channels



Vending Analytics
Fully developed



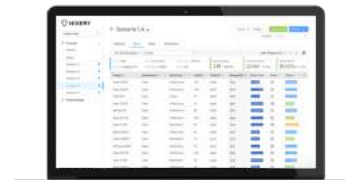
Outlet Analytics
Product development



Human Centred Design



Trial Analytics
Product development



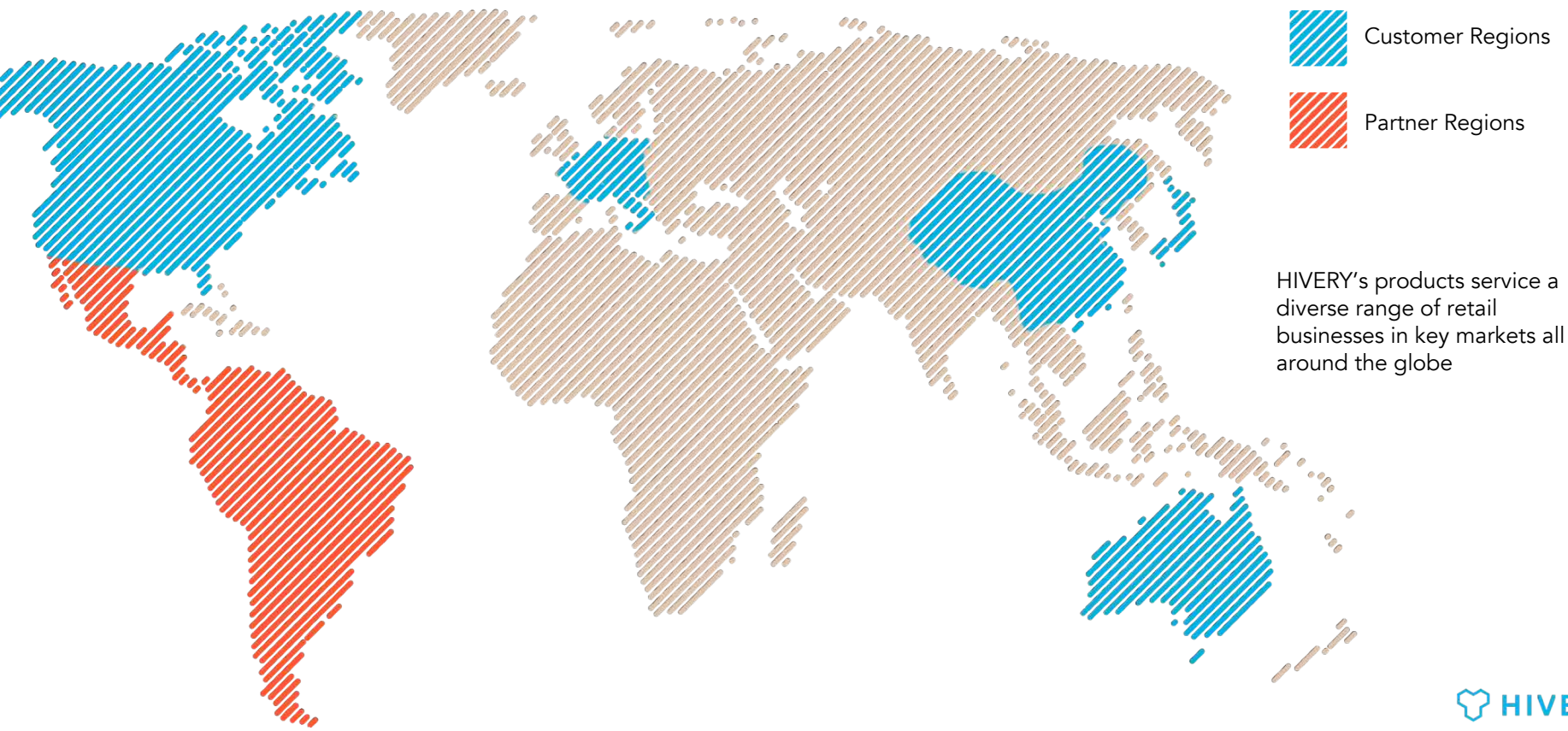
Space & Assortment Manager
Rollout



AI Trade Promotion Optimization
Product development

* Return on Retail Space Investment

We are helping clients maximise the value of their retail data across the globe



HIVERY has significant traction



40 Hiverians globally

- 7 data scientists
- 11 developers
- 7 commercial leaders
- 5 retail experts
- 2 UI / UX designers
- Australia / USA / Japan / LatAm



VA

- 15% increase in sales revenue and 10% reduction in restock trips/deliveries
- 200,000 vending machines under license



SAM

- 1st SAM licence managing US\$5bn in Walmart sales across 4,500 stores - the largest category in the largest retailer in the world
- Reduces planogram generation from 3 months to 30 minutes
- Revenue improvement of 3-5% (in declining categories)



PE

- AI driven promotion planning tool for FMCG
- More accurate promotion demand forecast than in-house tools
- Can generate 1.9-5% increase in system profit by proposing an AI-optimised promotional calendar
- Reduces promotional plan scenario analysis from 4 weeks to 30 seconds

We are focused on scale

Product

1. Consolidate Vending Analytics market growth
1. Generate strong growth for SAM
1. Launch Promotion Effectiveness

Corporate

1. Build out US Presence
1. Invest in Japan team
1. Protect our culture
1. Create strong Central functions

Intelligence in retail

At our core

Our SaaS based solutions maximize the Return on Retail Space (RoRS) investment for suppliers and retailers in the consumer packaged goods domain (CPG)

We believe that data has a better idea... at HIVERY we listen to data, harness it and unlock its genius

With a unique combination of Research + Data Science + Design, we make the complex simple. We prescribe specific actions that drive profit

The Coca-Cola Company

Walmart 

DIAGEO

CCA
COCA-COLA AMATIL

 MillerCoors®


Red Bull


canteen

KIRIN

JR
JR東日本

Existing process

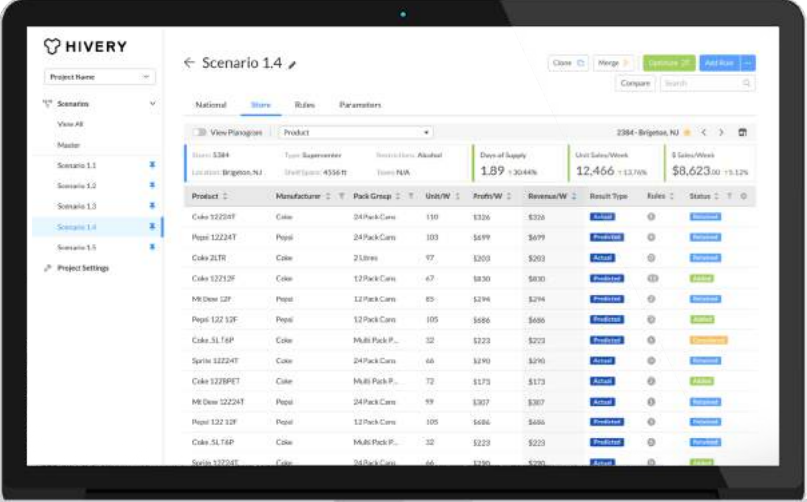
Disjointed | Clustered | Time Intensive | Prone to Error

“Oh my god! This is an amazing tool. This would usually take me hours in spreadsheets. Amazing... It's like going from a horse and cart to a sports car.”

- Current Customer

HIVERY

Integrated | Outlet-specific | Fast | Fully optimized



The screenshot displays the HIVERY software interface for 'Scenario 1.4'. The interface includes a sidebar with 'Scenarios' (1.1 to 1.5) and 'Project Settings'. The main area shows a table of products with columns for Product, Manufacturer, Pack Group, Units/W, Profit/W, Revenue/W, Result Type, Rules, and Status. Summary statistics for '2384 - Bridgeton, NJ' are shown at the top right: Store: 5384, Type: Supercenter, Location: Bridgeton, NJ, Shelf Space: 4356 Ft, Store N/A, Days of Supply: 1.89 (3044%), Unit Sales/Week: 12,466 (13.70%), and \$ Sales/Week: \$8,623.00 (13.12%).

Product	Manufacturer	Pack Group	Units/W	Profit/W	Revenue/W	Result Type	Rules	Status
Coke 1225BT	Coke	24 Pack Cans	110	1326	\$326	Available		Available
Pepsi 1223AT	Pepsi	24 Pack Cans	103	\$699	\$699	Product		Available
Coke 2LTR	Coke	2 Liter	47	\$303	\$203	Product		Available
Coke 12212F	Coke	12 Pack Cans	67	\$830	\$830	Product		Available
Mt Dew 12F	Pepsi	12 Pack Cans	85	\$294	\$294	Product		Available
Pepsi 122 12F	Pepsi	12 Pack Cans	105	\$686	\$686	Product		Available
Coke 5L 16P	Coke	Mt Dew Pack P...	32	\$223	\$223	Product		Available
Sprite 12224T	Coke	24 Pack Cans	66	\$290	\$290	Product		Available
Coke 122RPET	Coke	Mt Dew Pack P...	72	\$173	\$173	Product		Available
Mt Dew 1222AT	Pepsi	24 Pack Cans	89	\$307	\$307	Product		Available
Pepsi 122 12P	Pepsi	12 Pack Cans	105	\$686	\$686	Product		Available
Coke 5L 16P	Coke	Mt Dew Pack P...	32	\$223	\$223	Product		Available
Sprite 12212F	Coke	12 Pack Cans	66	\$290	\$290	Product		Available

Meet the retail sports car



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a better
idea.