



NEWS RELEASE

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Precima and Win Weber & Associates Partner to Provide Shopper-Centric Services to Retailers and CPG Marketers

Las Vegas, October 29, 2018 — Precima, a global retail strategy, analytics and software company that provides data-driven solutions to retailers, is pleased to announce its new strategic alliance with Winston Weber & Associates (WWA), an original architect of category management and the leader in shopper-centric retail consulting, to bring their collective shopper-centric approach to market.

WWA and Precima have complementary capabilities that, when combined, provide retailers with a comprehensive approach to truly become customer focused. The two companies plan to transform their clients into shopper-centric leaders focused on sustainable and differentiated growth in the food, drug and mass retail segments.

Precima is the industry leader at providing analytics, enterprise-strength software-as-a-service, cloud based solutions and consulting support to enable retailers to more effectively understand and satisfy shopper needs through strategic price, promotion, assortment, space and personalized marketing decisions. Precima's solutions put insights at the fingertips of decision-makers, helping to transform them into customer-first industry leaders.

"Precima and WWA share a perspective on maximizing retailer success by taking a holistic view of the shopper-centric approach," said Steve Hasen, Assistant Vice President of Business Development at Precima. "We consider redesigning their strategic direction, their organization structures, their business processes, the roles and responsibilities of their people, their approach to decision making and the systems and tools required to deliver on the full promise of customer centrality."

WWA has worked with companies in nearly every retail channel, sales model and distribution mode, providing strategic planning, organization restructuring, strategic retailer/supplier collaboration, trade promotion optimization, brand marketing shopper insights/marketing and category management. The WWA Shopper-Centric Retailing business model, and its core customer solutions planning approach, provides the template for migrating a retailer's organization to become customer focused and provides complete implementation and change management support to enable a retailer to successfully manage the transition.



“Precima adds an important dimension to our new Shopper-Centric Retailing business model with their total store analytics capability. When combined, we provide a comprehensive approach that enables retailers to become truly shopper-centric. Precima’s technology applies deep analytics to optimize the outcomes and deliver actionable insights to the points in the organization where they will have the greatest impact,” said Win Weber, Chairman, CEO and Founder of WWA.

About Precima

Precima is a global retail strategy and analytics company that provides data-driven solutions to retailers. By leveraging our deep analytics and machine learning, our cloud-based software solutions and extensive retail consulting expertise, we help retailers strategically allocate merchandising and marketing resources to deliver on the promise of customer-centricity. Leveraging deep analytics expertise, Precima helps organizations improve their competitive position across all facets of planning and operations from pricing optimization, promotional planning, assortment optimization, targeted marketing, and supplier collaboration. Precima's head office is located in Toronto, Canada, with global offices in Den Bosch, the Netherlands, Chicago, USA, and London, UK. www.precima.com.

About Winston Weber & Associates

Winston Weber & Associates (WWA) was founded in 1985. Our goal has always been to have a global perspective and provide leadership thinking with practical, implementable solutions. Our senior consultants average over 30 years of business experience in general management, retail management, sales management, brand management and supply chain management in the consumer products industry. Our client experience includes retailers, consumer products companies and B2B companies ranging from \$100 million to over \$70 billion in sales, including national and multi-national corporations in over fifteen countries. We have a worldwide reputation as one of the original architects of category management and we are also highly regarded for our ability to translate our in-depth understanding of retailer and consumer products manufacturer dynamics into highly productive, performance based collaborative relationship strategies and plans. We are also recognized as leading the retail industry in its transformation to the new beyond category management Shopper-Centric Retailing business model. <http://winstonweber.com/>

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