



## Frequently Asked Questions

**Aldata**  
100% Retail-Wholesale

### **ALDATA ACQUIRES UK ASSORTMENT MANAGEMENT SPECIALIST COSMIC SOLUTIONS LTD**

*Acquisition will help retailers and manufacturers reduce costs and waste in the supply chain*

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#### **Frequently Asked Question List**

- **What are the financial details of this acquisition?**

Aldata Solution Oyj (NASDAQ OMX, Heksinki ALD1V) has signed a definitive agreement with Cosmic Solutions Ltd to acquire all shares and assets of Cosmic, a specialist UK provider of category management software, for an enterprise value of approximately 3 million GBP.

- **Who is Cosmic Solutions? What do they do?**

Cosmic Solutions is a global specialist in consumer goods category management and assortment optimization. Headquartered in Grantham, UK, (near Nottingham) Cosmic has an 18 year track record of improving category profitability for the world's major FMCG companies and their retail partners through its combined software and professional services solutions.

Today, Cosmic's solutions are used in over 30 countries worldwide, with customers including, Unilever, Diageo, Johnson & Johnson, Glaxo-Smith-Kline, United Biscuits, Heinz, Kimberley Clarke, Carlsberg, and Constellation Wines, plus regional brands including Kerry Foods, Findus, John West, Britvic, and Aunt Bessies. More at [www.cosmic-solution.com](http://www.cosmic-solution.com)

- **Who is Aldata?**

Aldata is a global leader in the supply of integrated business solutions to organizations that serve the retail consumer and wholesale distribution markets. Aldata has an unparalleled 20-year track record of delivering targeted software projects that substantially improve our customers' businesses, from supplier to shopper. Today, Aldata customers include 15 of the World's 30 largest retailers, thousands of retail brands, and hundreds of national and regional chains.

Against the background of economic turmoil in 2009 Aldata succeeded in winning new strategic customers in a highly competitive market. Software license revenues grew by 40%, customer numbers grew across all business units and territories, and existing customers invested more. Over 60 new competitive project wins were achieved in 2009 and over 70 project go-lives were completed. The new Space Optimization and Loyalty solutions contributed over half of these numbers.

- **Why has Aldata acquired Cosmic Solutions?**

The acquisition of Cosmic represents the second step in Aldata's Integrated Category Management strategy, following the acquisition of the Apollo Space Optimization business in 2008. The combined offering will enable retailers and their suppliers to collaborate more effectively to ensure the right product is in the right place, at the right time and in the right quantity for shoppers. This will enable Aldata customers to reduce waste and costs, while increasing customer satisfaction and optimizing product profitability.

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- **How does this support Aldata's long-term strategy?**

Aldata prides itself on delivering targeted software projects for short-term ROI that substantially improve its customers' businesses, from supplier to shopper. This latest acquisition supports Aldata's strategy for acquiring complementary best in class technology that enables its customers to optimize key processes for fast ROI. When used in combination with Aldata's world leading Space, Replenishment and Supply Chain Optimization solutions, Aldata's new Integrated Category Management offering provides its customers with unique capabilities to plan and deliver accurately across multiple store sizes and formats.

- **Does Aldata have a record of acquisition success?**

Cosmic will be the third acquisition undertaken by Aldata since the end of 2008. The two acquisitions integrated in 2009 have both made positive contributions. Apollo Space Optimization products were adopted by major Aldata customers such as Delhaize Group, and the Terraventum Digital Marketing tools became an integral part of Aldata Loyalty wins in retailers such as Hugo Boss and Sony Centre stores.

- **What are Cosmic's solutions and what value do they provide?**

Cosmic provides innovative analytical software that calculates the optimum mix of products to meet shopper, supplier and retailer objectives. With Cosmic, customers are able to automate the assortment range review process, reducing the time taken from months to days. Most customers go live in under 4 weeks. Uniquely, customers can also move from time-bounded reviews to an 'every day' category management review strategy delivering increased opportunities to improve sales by monitoring listings, shelf positioning, space and product distribution in light of market dynamics and shopper behavior. With Cosmic, users are able to consolidate all relevant data, including EPoS and consumer panel, to determine product / segmentation performance and ensure an optimized and balanced range that meets the requirements of the shopper – quickly.

- **Is there product overlap between Aldata and Cosmic products?**

Aldata provides world leading retail space and supply chain management solutions that optimize the placement and replenishment of products in the store. Cosmic provides innovative analytical software that calculates the optimum mix of products to meet shopper, supplier and retailer objectives.

With 80% of all CPG products sold at the retail shelf, the ability to generate effective space planning planograms with tailored assortments that will be consistently and correctly executed at the store level makes a direct contribution to bottom line success.

- **How will Cosmic be integrated into Aldata?**

Cosmic Solutions will be initially run as a discrete business unit headed by Cosmic's Managing Director, David Wilkins. Aldata's global marketing, sales channels and support network will add depth and breadth to Cosmic's international distribution while maintaining the high levels of flexibility and service which Cosmic customers are accustomed to receiving.

Aldata and Cosmic have already cooperated on joint customer engagements and carried out collaborative marketing, and training activities based on their combined capabilities.

- **What is the future product strategy?**

The acquisition of Cosmic completes Step 2 in Aldata's Integrated Category Management strategy. This strategy of both acquisition of products, R&D, and integration projects will deliver a unique capability to both CPG Suppliers and major Retailers to increase the overall efficiency of forecasting, planning and actual delivery of the right product, at the right time, in the right place, and in the right quantity. This strategy reduces waste, cost, and energy in the retail supply chain and meets both supplier and retailer objectives to serve shopper demand more efficiently.

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- **Will Cosmic products continue to support non-Aldata platforms?**

Absolutely, many of Cosmic's present and future customers have legacy systems or chose to use other software tools in their organizations. Cosmic products will continue to be supported and developed to work with non-Aldata products to meet customer and market demand. Aldata's other product ranges already work in mixed environments integrating with other applications to deliver the optimum results for each customer.
- **Who will retain responsibility for the development of Cosmic's Solutions?**

Cosmic's development center, near Nottingham in the UK, will become a center of excellence for assortment management and optimization within the Aldata group. It will join Aldata's existing centers of excellence for Supply Chain, Stores and Retail Management (Paris), EPoS and Loyalty (Helsinki), Space (Boston), Logistics (Nantes) and Testing & Production (Bangalore & Mumbai).
- **Will the business focus of Cosmic Solutions remain the same?**

Cosmic Solutions' focus on delivering its Category Management and Profitability Planning services to the world's leading FMCG suppliers and their retail partners is highly complementary to Aldata's 100% dedication to supporting the retail industry and its infrastructure of suppliers, wholesalers, logistics, store operations and consumers. The acquisition strengthens the business focus.
- **What will happen to Cosmic's product range?**

Cosmic's product range will continue to be developed in line with customer and market requirements. Additionally Cosmic and Aldata development teams will cooperate to integrate complementary products to provide new, innovative solutions to the market. Cosmic brands will gradually be changed to Aldata branding to assist in wider global adoption.
- **How will the acquisition benefit Cosmic's clients?**

Cosmic's customers will be able to take advantage of the greater choice that the Aldata extended solution portfolio offers, the stability that comes from a larger global software supplier, a global sales and support organization, and access to a close knit community of retailers and suppliers afforded by a retail industry specialist.
- **How will the acquisition benefit Aldata's existing clients?**

Aldata customers, both retail and CPG suppliers, will benefit from access to a new set of applications that will help them improve the way they manage their product assortments and optimize them across store sizes and formats.
- **Are there opportunities for sales of Cosmic products to existing Aldata clients?**

Absolutely, Aldata customers will be very interested to add Cosmic's analytical processes and focused experience in category optimization and product profitability to their existing Aldata product portfolio.
- **What does this mean for Aldata's channel business partners?**

Aldata's Channel Partners will immediately recognize the opportunity for sales of Cosmic products to their customers and can apply immediately to resell the Cosmic solutions. Please contact: [matt.robinson@aldata-solution.com](mailto:matt.robinson@aldata-solution.com)
- **Will customers' contacts for Cosmic's customer service stay the same?**

Yes, it's business as usual with the key priority to maintain the high levels of service enjoyed by Cosmic customers today. Over time Cosmic support and service staff will transfer knowledge into the Aldata Customer Support Organization so that first level local support can be provided around the globe via Aldata's local offices and distributor partners.
- **Will customer's contacts for Cosmic's sales services stay the same?**

Yes, it's business as usual. Over time Aldata sales teams around the globe will also be educated in Cosmic solutions and will be able to assist customers locally.

- **How does this position Aldata against its competitors?**

Aldata's continued investment in best of breed category management products and R&D, when combined with its existing best of breed space, replenishment and supply chain optimization suites and proven ability to deliver large scale full integration projects to customers, in realistic time frames, puts it in a leadership position against its competitors.

- **Who do I contact if I have more questions?**

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Customer Enquiries:

Please contact your account manager or local Aldata office