

GS1 Belgilux Coupon Data Pool

Brussels, May 31st 2010

- ❑ Introduction – Changing Business Needs

- ❑ Global Data Synchronization
 - ❑ GS1 CDB

- ❑ GS1 Belgilux Coupon Data Pool
 - ❑ Coupons at Delhaize : today
 - ❑ GS1 Belgilux Coupon Data Pool : added value
 - ❑ GS1 Belgilux Coupon Data Pool : next steps

- ❑ Conclusion

Introduction : Changing Business Needs resulting in growing data quality needs

- ❑ 1980... - Commercial focus
 - Limited level of Data Quality required

- ❑ 1990... - Warehouse Management System
 - Very high level of Data Quality required for Logistics

- ❑ 2000... - Customer Focus
 - More and more information required on the product itself
(Descriptions, ingredients, food safety, pictures...)

- ❑ 2010... - e-Commerce and e-Coupons
 - High quality of Information on the product and coupons
(Cross Merchandizing, receipts, expertise...)

- ❑ Automation in logistics
 - Importance of **item** data quality

- ❑ Automation in retail operations
 - Importance of **item + coupon** data quality

- ❑ Changes in retail operations
 - Assortment definition, shelving, re-ordering

- ❑ e-Commerce development
 - Importance of **item + coupon** data quality

- ❑ Higher customer expectations
 - Product quality, nutrition,...

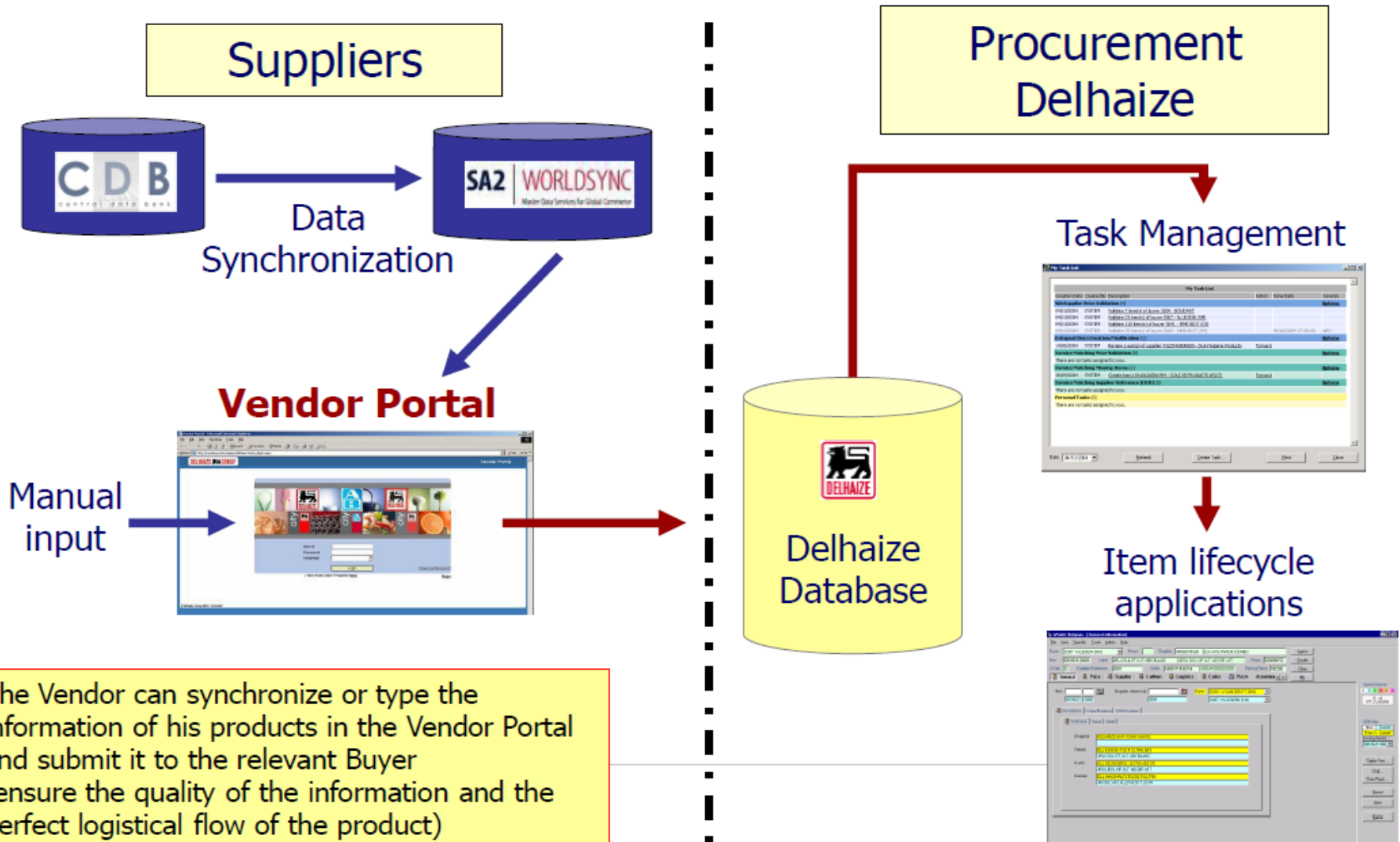
Data Synchronization ensures The Data Quality on Items and Coupons

- ❑ Data Synchronization on items
 - ❑ The tools exist today
 - ❑ CDB
 - ❑ GDSN data pool

- ❑ Data Synchronization on coupons
 - ❑ The tools will be there tomorrow
 - ❑ GS1 BELGILUX COUPON DATA POOL

- ❑ Item data pool and coupon data pool will be connected

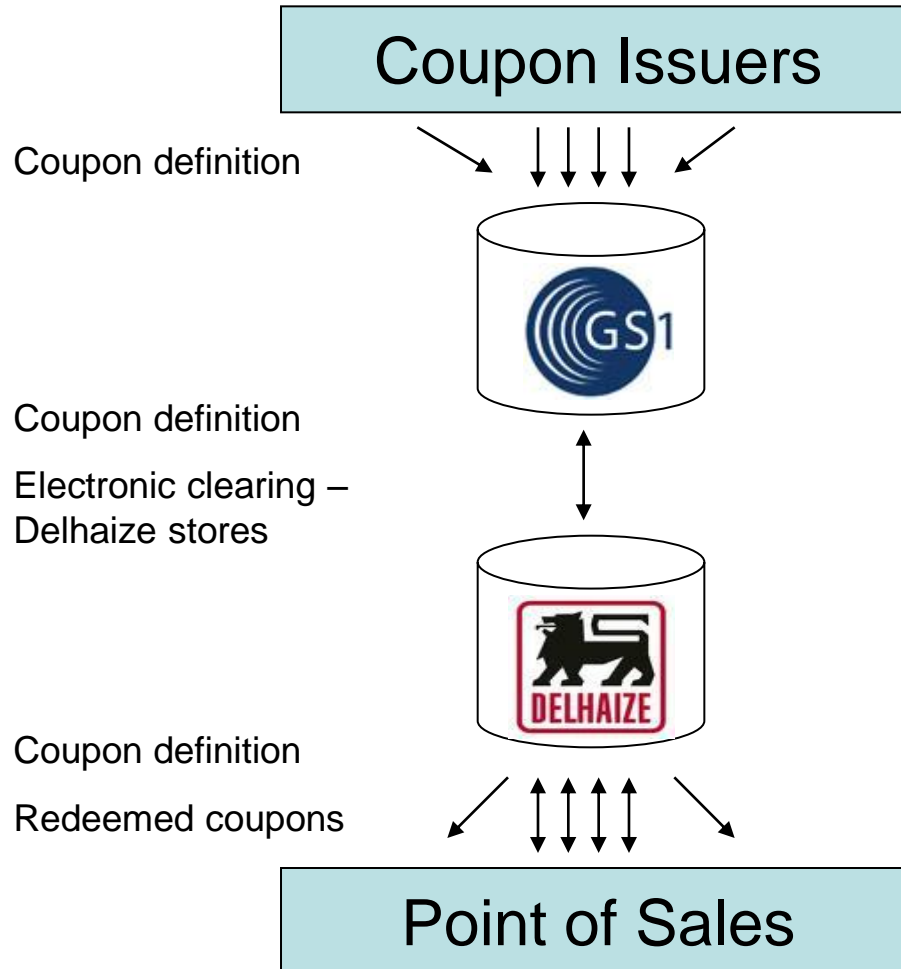
Item Data Synchronization : CDB



- ❑ In 2009 : 155 000 K coupons on the Belgian market
 - ❑ Delhaize stores accepted 43 000 K coupons
 - 8 000 K coupons from Delhaize
 - 35 000 K coupons from national brands

- ❑ Each coupon is handled manually at several levels (Buying, Point of sales, Back Office, HighCo,...)
 - ❑ Mistakes
 - ❑ Misredemption
 - ❑ Slow check-out process
 - ❑ Clearing process is slow and not efficient
 - ❑ Paper based flows

Coupon data synchronization : GS1 Belgilux Coupon Data Pool



Coupon data synchronization

GS1 Belgilux Coupon Data Pool : added value

- ❑ No more misredemption
- ❑ Minimized coupon fraud
- ❑ Data quality on items and coupons
- ❑ Faster check-out process
- ❑ No 'paper' flow to clearing house
- ❑ Lower clearing cost
- ❑ Better cash flow
- ❑ Better reporting
- ❑ Enables new coupon concepts in the future:
 - ❑ Mobile couponing
 - ❑ E-commerce
 - ❑ ...

- ❑ For Delhaize
 - ❑ Set up interfaces between
 - ❑ Our point of sales and
 - ❑ GS1 Coupon data poolNovember 2010

 - ❑ Pilot

 - ❑ First store operational

- ❑ For Coupon Issuers
 - ❑ Management of all items in a GDSN data pool
 - ❑ Management of all coupons in the GS1 Coupon Data PoolBefore 4/4/2011
From 4/4/2011 on

- ❑ Changes in our business have changed data quality requirements
- ❑ Requirements moved from purely logistical measures to all aspects of every single product, related coupons included
- ❑ Changes in customer expectations and retail management will only increase this evolution
- ❑ Data synchronization on items and coupons enables this evolution