

APPENDIX D – Media & Insights

1 SCOPE

The following document outlines Matas Operations Data Exchange Terms and the Terms for Matas Insights for all supplier agreements and is considered “Appendix D” referred to in section 3 and outlined in section 13.4 of Matas Group Supplier Agreement (when relevant).

2 Matas Operations Data Exchange System

Matas Operations offers the following solutions (amounts are exclusive of VAT):

	MATAS INSIGHTS DASHBOARDS			
	BASIC	BRONZE	SILVER	GOLD
POS sales (sell-out)	X	X	X	X
Purchases (sell-in)	X	X	X	X
Sales throughput	-	-	-	-
Inventories	X	X	X	X
Data at product code level	X	X	X	X
Data at product code level per store	X	X	X	X
Sales ranking (brand/series) selected SPT areas	X	X	X	X
Data dump (option of receiving data for entry in own ERP/BI system)	-	-	-	X
Campaign sales (leaflet)	-	-	-	-
Campaign sales (all campaign types)	-	X	X	X
Media investments (at channel level)	-	X	X	X
Club Matas data (sales, customer profile, shopping behaviour, etc.)	-	-	X	X
My Brands data (sales, customer profile, etc.)	-	-	X	X
Brand performance on matas.dk (sales)	-	-	-	X
Landing page insights	-	-	-	X

NUMBER OF LICENCES PER SUBSCRIPTION	1	2	3	5
PRICE PER BRAND	DKK 25.000	DKK 50.000	DKK 125.000	DKK 250.000

Dashboards from Matas Insights visualize data via Microsoft Power BI and are, as a general rule, updated on a daily basis.

Dashboards are invoiced at the beginning of the contractual period, for one year at a time, and the fee is charged annually. If Matas Insights is terminated during the one-year period, a refund will not be made. The fee will be charged the first time on conclusion of the agreement.

Price per additional licence: DKK 5.000 per year.

The following terms relate to any agreement concerning access to Matas Operations data warehouse via Matas Operations supplier portal, "Matas Insights". Access is obtained via the internet, where inquiries may be submitted concerning our business via a number of predefined statistics. Under this Agreement, suppliers gain access to the same data concerning purchases, sales and inventories as are used by Matas in-house users – subject, however, to a supplier-restricted filter.

3 Confidentiality

Only users set up and approved by Matas Operations may use the system, and data may not be disclosed to any third party.

4 Security

For purposes of optimising security, each individual user is granted access based on his or her business e-mail address. The password is personal and may not be used by any other person, not even within the same company. The password may be assigned to another person within the same company by sending an e-mail to matasinsightssupport@matas.dk stating the full name and the e-mail address of the person taking over access to Matas Operations data exchange system. Additional passwords may be obtained from Matas Operations by contacting the Supplier's regular contact person.

Users must always sign out of the system when the PC is not being used or is left unattended.

5 Opening hours

The system may be accessed 24/7 seven days a week. However, response times may be affected by night and weekend updates. Matas Operations reserves the right to close down the system during opening hours as and when required. Any questions should be directed and any errors reported to itsupport@matas.dk.

6 Costs

Reference is made to the clause concerning Matas Operations data exchange system.

7 Access to Matas Operations data warehouse – commencement and termination

Matas Operations data warehouse may be accessed when the Agreement has been signed. The Agreement may be terminated at three months' notice to expire at the end of the year for which payment has been made. Matas Operations may at any time and without notice decide to discontinue the Supplier's access to data in the event of the Supplier's non-compliance with the confidentiality terms and conditions set out in the agreement or the conditions of this Appendix.

Matas Operations accepts no responsibility or liability for any errors, inadequacies or irregularities in relation to the available data, including any interruptions of Matas Operations data exchange system.