

A NEW DIMENSION OF BRANDING

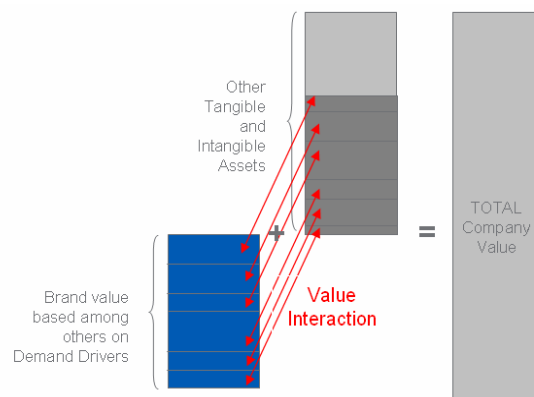
Athos3® is Strategus proprietary brand valuation tool that evaluates the company's brand within a balanced framework of operational excellence, financial strategy and stakeholder perception. Athos3 allows management to build marketing strategies and focus on implementation plans that truly create shareholder value.

Brand and Value Drivers together create company value

Marketing is more and more confronted with financial benchmarks such as return on investment and ultimately shareholder value.

Strategus helps marketeers to understand the short term and long term impact of their strategies on the bottom line. Athos3® allows to for any type of project.

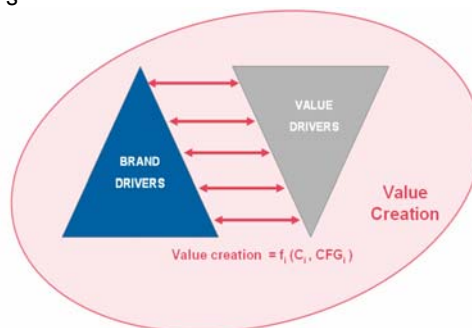
To Strategus a brand is an integrated asset, constantly interacting with all tangible and intangible assets of a company. The brand is one of the company's key value drivers and can create or destroy a tangible amount of company value.



Determine the value added through the interaction of brand and value drivers

Each aspect of the analysis delivers management proper insights about the potential and the risk of value creation via the brand:

- ▲ The brand equity analysis analyses the brand's value chain and identifies the perception and position of the brand in the minds of customers and determines what drives potential loyalty.
- ▲ The financial framework evaluates the short term efficiency and long term sustainability of free cash flow generation within each segment.
- ▲ The modeling of the complex interactions between the brand segments and the financial framework, determines the brand value and ultimately the value created for the company.



Athos3's® integral analysis offers both strategic insights in the run up of the project and tracks the efficiency of the ongoing project.

Improve your marketing strategies by looking forward

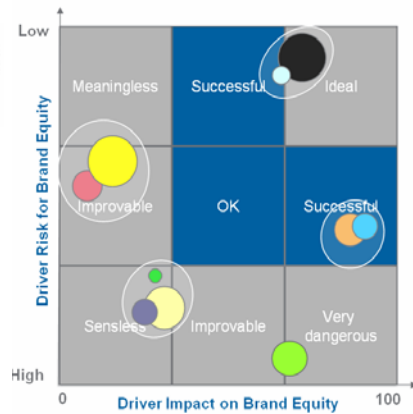
Marketing and especially brands are more than operational marketing expenses. They represent a strategic investment to a company. .

Athos3® supports strategic planning and financial forecasting for marketing projects.

It helps to leverage synergies between different brands, products or stakeholder segments by analysing the halo effects one might have on the others.

Athos3® assists in identifying the correlation between branding strategies and shareholder value creation.

- Brand Driver A
- Brand Driver B
- ...



Strategus can answer the following key questions:

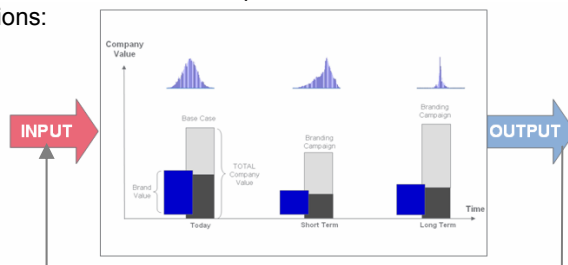
- ▲ What are the reasons behind the current brand/ marketing performance?
- ▲ What is the perception and loyalty profile of the brand within different segments?
- ▲ What are the underlying drivers that create or influence this perception?
- ▲ How does each segment contribute to the value creation?
- ▲ What strategic alliance could be made or should be avoided?
- ▲ What is the risk & reward trade-off of different strategic scenarios?

Implement a flexible decision making framework

Marketing directors must constantly make important strategic decisions with limited information about the return on the investment.

Strategus builds a customized marketing valuation framework, to provide continuous support for strategic and operational decisions:

- ▲ Strategic planning and optimization of scenarios
- ▲ Portfolio management and dynamic allocation
- ▲ Performance tracking of ongoing project



Strategus creates regular reports to visualize all relevant data and helps marketers to effectively assess, evaluate and generate return on marketing investments.

Strategus can answer the following key questions:

- ▲ What is the interaction among different drivers/ brands/ marketing campaigns?
- ▲ What is the value of your marketing project at one given stage?
- ▲ How did the investment affect the position within the competitive environment?
- ▲ What is or will be the impact on the company's shareholder value?
- ▲ What is the potential value added by choosing another route or adapting the marketing strategy/ implementation plan to unforeseen events?
- ▲ What additional costs and risks are linked to that?