



October 2019

To whom it may concern,

Founded 28 years ago, ACOSA is a company committed to the sales and distribution of stationery, computers and cellular phones. With 24 stores in Honduras, El Salvador and Guatemala, and a salesforce focused on the corporate, government and wholesale segments, we hold a solid presence in the Central American marketplace.

Between January and October 2019, we developed project "Acople" with the guidance of London Consulting Group. Our focus was to improve the company's profit by deeply transforming our store operations, replenishment and purchasing processes. Some of the most significant improvements attained are:

Store Operations

- 33% reduction in discounts granted to retail costumers through the implementation of improved controls.
- Implementation of attention protocols on the sales floor and check out areas.
- Reinforcement of prospection and remote attention models.
- Development of shelf space plans based on the definition of store clusters.
- 10% Store crew optimization with the implementation of capacity plans.
- 22.5% inventory reduction in slow moving items, through clearance initiatives.
- Implementation of control scorecards at the operative and management levels.

Store replenishment

- 63% productivity enhancement of the store replenishment team, through the implementation of a replenishment model and tool, maintaining a 98% service to stores score.
- 64% reduction in out of stock events in stores.

Purchasing:

- 78% lost sales reduction in Corporate and Wholesale segments in top selling items.
- Implementation of a purchasing and warehouse replenishment tool, and an annual purchasing plan.
- Development of the value proposition for the stores.

Logistics:

- 32% improvement in warehouse to stores on time and in full order servicing.

Additionally, we refocused our organizational structure to better align with our sales efforts. The placement of our team members within the new structure was evaluated and redefined taking into consideration their particular skills and profiles.

I am pleased to recommend London Consulting Group as team of highly skilled and focused professionals that achieve great results by applying their excellent methodology.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eduardo Ictech", is written over the word "Sincerely,".

Eduardo Ictech

CEO