



Vega Baja, Puerto Rico. March 2016

To whom it may concern,

Eurocaribe Packing Company Inc., is a subsidiary of Matosantos Commercial Corp., and has been known as an expert in cold cuts and packaged meats in Puerto Rico since 1967. The company's main brands El Serranito and Embutidos Congusto have been renowned for their product's freshness and superior quality. Eurocaribe manufactures, packages and distributes its products to local stores, chain supermarkets and distributors throughout the island and the main Hispanic communities in the United States.

With the objective of increasing the commercial productivity and effectiveness of our sales force, and at the same time facing the new challenges the competitive environment presents us in Puerto Rico, we decided to hire the firm London Consulting Group once again to develop together the Eurocaribe Sales and Service Model.

From February to March we carried out the following activities:

- Division of all of our clients, identifying profile and business potential in order to establish the frequency of the sales and service visit while generating a Customer Care Model.
- Definition of the product's portfolio for each segment in order to facilitate the preparation of the commercial budget per client, product and sales route.
- Digital mapping of all clients per segment and optimization of the sales agent's routes.
- Implementation of tools for the follow-up of commercial execution which facilitates the identification of opportunities and the establishment of strategies focused on results (Compliance with budget, Cross-selling, Delays management).
- Implementation of the Governance and Indicator Control Panel Model.
- Sales force training on the new Customer Care and Tool Execution Model.
- Shoulder-to-shoulder implementation with Managers, Supervisors and Sales Agents.

We are convinced that these changes will allow us to consolidate our competitive position in the market and to continue improving our service quality standards for our customers.

Based on the above, we would like to highly recommend London Consulting Group for the professionalism with which this project was carried out and for their commitment and dedication on this very important project for the organization.

Sincerely,

Manuel Matosantos
President

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