



P.O. Box 801060 • Coto Laurel, Puerto Rico 00780-1060 • Tel. (787) 843-3565 • Fax (787) 841-6213

P.O. Box 11351 • San Juan, P.R. 00922-1351 • Tel. (787) 781-2575 • Fax (787) 793-2115

San Juan, Puerto Rico

March 2014

To whom it may concern:

Colomer & Suarez, a company founded in 1943, is an exclusive distributor in Puerto Rico of leading brands of consumer products from suppliers such as: KRAFT, Mondeléz, Familia, North American Foods, Cargill and U.S. Salt.

From September 2013 to January 2014, in conjunction with London Consulting Group, we carried out a project for the optimization of the work systems in the Commercial area in which we obtained the following achievements:

- ✓ A **47%** increase in the cross-selling of low rotation and high profit margin products.
- ✓ A **49%** reduction in lost sales of products on gondola shelving.
- ✓ A **14%** increase in the compliance of sales routes.
- ✓ A **15%** increase in the amount of orders generated by the sales team.

Additionally, key activities for the improvement of the commercial productivity were carried out, such as:

- Restructuring of the sales routes on the island in its entirety.
- Design of the new compensation system for sales agents and Key Accounts managers based on the fulfillment of objectives.
- Implementation of the commercial indicators dashboard for the appropriate monitoring and follow-up by supervisors and managers.

As a result of the implemented initiatives, we have assessed economic benefits that represent a return on investment (ROI) of 1.2 to 1 at the project's completion and a projected ROI of 5.2 to 1 after one year.

Based on the aforementioned, we are pleased to recommend London Consulting Group as a professional, committed company with a highly effective methodology for the development of these types of projects.

Sincerely,

Alfredo Suarez Jr.

President