“The Broker of the Future in Today’s Market”

We operate by this motto and are confident in our ability to represent our principals with quality, integrity and responsibility.

Our commitment to quality is the basis for our belief that reinvestment is the cornerstone of future growth. Our organization is composed of results-oriented, qualified professionals that provide not only excellent service, but true expertise.
FORMULA FOR SUCCESS

CUSTOMER SERVICE
10 Administrators
Our Customer Service Team is an invaluable asset to Trend Sales in the areas of order processing, computer expertise, and most importantly, customer service. They are an excellent source to answer questions, solve problems and provide immediate information.

SALES TEAM
11 Account Reps
Our Sales Team is comprised of sales experts with a total focus on our specialized categories. Our team has not only years of experience, but a true understanding of managing the expectations of the manufacturers and the customers.

ANALYTICS
4 Analysts
Trend, Inc. views information and analysis as investments. Our analytical team apply POS data, IRI market research data and category management best practices to understand consumer purchasing trends and sales potential for clients' products.

RETAIL SUPPORT
4 Support Reps
Retail Support is a pertinent part of our overall success. When exercising services for our retail customer we enable ourselves to supply our manufacturers with the knowledge and support mandatory to being a leader in the industry.
BROKER OF THE FUTURE IN TODAY’S MARKET

TREND MEMPHIS OFC

ADMIN:
Ann Bledsoe
Ashley Korbler
Kayla Ingerson
Jenny Hood
Wendy Sherrill
Susan Robinson

SALES/RETAIL:
Joe Donnelly
Jerry Vathy
Mike Call
Stephanie Hardister
Jonnie Short

ANALYTICS:
Dionne Nerren

TREND AR/LA/MS/AL

SALES/RETAIL:
Steve Paxton
John Layton
Bill Chapman
Daniel Cox
Charlie Gray

TREND FLORIDA

SALES/RETAIL:
Chuck Brown

TREND NASHVILLE OFC

ADMIN:
Angela Gimlin

SALES/RETAIL:
Missy Roberts
Patrick Donnelly
Angela Gimlin

ANALYTICS:
David Thomison
Katie Murphy

TREND EAST TN

SALES/RETAIL:
David Lockhart
Buddy Judd

TREND ATLANTA OFC

ADMIN:
Lydia Philpot
Hope Biffle

SALES/RETAIL:
Travis Hatcher
Tony Kraus
Elaine Kraus
VICE PRESIDENT OF KEY ACCOUNTS: MISSY ROBERTS
KEY ACCOUNT DIRECTOR: KATIE MURPHY
SENIOR INFORMATION ANALYST: DAVID THOMISON
SALES/RETAIL REP: PATRICK DONNELLEY
HEADQUARTERS • NASHVILLE, TN

CURRENT POGs

SEASONAL DISPLAYS

MEETING SPACE
**PRINCIPAL LIST**

**CANDY & SNACK**
- Atlantic Candy Co
- Bee International
- Promotion in Motion
- Scripture Candy
- SweetWorks
- Yolo Candy
- Montes
- Dorval
- R. L. Albert
- Lindt
- Freestone
- Ford Gum
- World Confection

**GROCERY/HBC/OTHER**
- Beauty 21 Cosmetics
- Pouch Tec
- Tri Coastal Designs
TREND SOLUTIONS
SUPPORT + SERVICES

- Everyday Order Processing
- Credit/Deduction Reconciliation
- Quote Sheets
- Vendor Agreements/Markdown Contracts
- Presentations – Corp. HQ and Seasonal ECRM
- Product Development
- All Candy and Snack Expo – Host Buyers
- Retailers Audits
- Monthly Store Promotions Audit – For Buyers
- Recaps – Everyday and Seasonal
- Competitive Retail Store Checks
- ISM – Host Buyers
- Remodel and New Store Opening Support
- Seasonal and Core Set Team Captains
- Seasonal Audit Books – For Buyers
- Post-Promotion Evaluation
- Category Management
The Vendor Portal data sharing program empowers key partners to develop and optimize effective merchandising activities specifically geared to Dollar General’s customers. This platform provides suppliers with:

- A valuable toolkit to uncover basket-building opportunities, traffic builders, promotional effectiveness, cross-merchandising programs, and competitive insight

- Access to the cleanest, freshest point-of-sale level data available – updated daily

- 24-hour, 7 day-a-week access over the internet from any location

- The single source of the truth: access to the same data that Dollar General personnel use for their analyses

- Fast, easy to generate and understand reporting which shows observable trends in sales, volume, competitive behavior and total category

- Basket level detail to help improve co-merchandising opportunities in promotions, placements and adjacencies
CSN Retail Services was established in 2009 to partner with the CSN Broker Network to deliver an effective and efficient National Retail Merchandising Solution.

CSNRS delivers competitive advantage to CSN members by offering the ability to compete against national brokers. With CSNRS you gain access to a comprehensive, strategic and non-biased retail service organization focused on driving volume and revenue. With a national footprint, CSNRS is designed to support your retail initiatives and objectives from the planning stage through execution.

CSN Retail Services offers an avenue to assure compliance and accountability through our Web-based CSNRS Reporting System. CSNRS has a wide variety of Technology Solutions.

SERVICES

- CSNRS Technology Audits
- Surveys
- Photos Service
- Maintenance Programs Promotional Seasonal Programs Checkstand Merchandising New Item Cut-in/ Improved Speed to Shelf Blitz/ Surge Programs
- Category Resets POP Support
- POS Placement Continuity Coverage Display Setup and Maintenance Sell in Display and Product at Store Level

CSNRS services clients throughout the grocery, convenience, drug/mass, finance, specialty and alternative retail channels.

✓ Not just efficient...effective.
RETAIL CAPABILITIES
RETAIL CAPABILITIES

1. SEASONAL RETAIL AUDITS
   Capturing & reporting on retailers’ pricing, promotions, and merchandise for key seasons including: Halloween, Christmas, Valentines, and Easter

2. PLANOGRAM INTEGRITY
   Frequenting stores to ensure merchandise is in stock and properly merchandised at shelf

3. DESIGN & INSPIRATION
   Exploring other retailers and brands to drive inspiration and creativity when designing planograms, promotions, and new items

4. COMPETITIVE RETAIL ANALYSIS
   Ensuring our brands are in line with the latest trends through monthly store audits, primarily focused on planogram changes, new items, pricing changes, & promotions
SEASONAL RETAIL AUDITS

Capturing & reporting on retailers’ pricing, promotions, and merchandise for key seasons including:
Halloween, Christmas, Valentines, and Easter

We provide Seasonal Retail Audit & Ad books that include prices, photos, and ads of seasonal items across various retailers.

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Item Description</th>
<th>Size</th>
<th>Cost</th>
<th>Dollar General</th>
<th>Family Dollar</th>
<th>Fred’s</th>
<th>Kroger</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams &amp; Brooks</td>
<td>Scooby Doo Fun Pops (32 c.)</td>
<td>18 oz.</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td></td>
</tr>
<tr>
<td>Allience Foods</td>
<td>Ringling Bros. Barnum &amp; Bailey Gummy Bears</td>
<td>3.25 oz.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>American Licorice</td>
<td>Sour Patch Texas (300 pcs.)</td>
<td>3.0 oz.</td>
<td>$4.00</td>
<td>$4.00</td>
<td>$4.00</td>
<td>$4.00</td>
<td>$4.00</td>
<td></td>
</tr>
<tr>
<td>Kinnon’s</td>
<td>Chew-A-Stick (56 pc.)</td>
<td>12 oz.</td>
<td>$4.50</td>
<td>$4.50</td>
<td>$4.50</td>
<td>$4.50</td>
<td>$4.50</td>
<td></td>
</tr>
<tr>
<td>Kinnon’s</td>
<td>Coconut Long Bar (1 oz.) (10/pc.)</td>
<td>12 oz.</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Kinnon’s</td>
<td>Crunchy Peanut Butter Bar (10/pc.)</td>
<td>12 oz.</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Micekids</td>
<td>Hug Fun Gummi Bears</td>
<td>18 ct.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>New International</td>
<td>Bloody Bites Plastic Fangs w/ Oozing Blood Bags (8 ct.)</td>
<td>1.8 oz.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>New International</td>
<td>Candy Canes (16 pc.)</td>
<td>5.5 oz.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>New International</td>
<td>Crayola Color Your Mouth Gumballs</td>
<td>4.6 oz.</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td></td>
</tr>
<tr>
<td>Ben’s Chocolates</td>
<td>Fruit Rollups Mini Rolls (9 oz. 22 pouches)</td>
<td>8.45 oz.</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>Harbor</td>
<td>Blow Pops</td>
<td>5.84 oz.</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
</tbody>
</table>

Family Dollar:

[Image of Family Dollar store with Halloween merchandise]
Frequenting stores to ensure merchandise is in stock and properly merchandised at shelf

We assist buyers by personally checking stores for out-of-stocks and proper set up of promotions, clip-strips, planograms, etc.

## Example

<table>
<thead>
<tr>
<th>Endcaps / Displays</th>
<th>Store # 238</th>
<th>Store # 6347</th>
<th>Store # 3932</th>
<th>Store # 9630</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Halloween Candy Corn</td>
<td>Display was set with price tags, Halloween Header &amp; Shelf strips, but there were several items still missing (i.e. Popcorn Balls and Russell Stover Caramel Apple Bites)</td>
<td>Display was set with price tags, Halloween Header &amp; Shelf strips, but there were several holes with missing and misplaced product</td>
<td>Display was set but missing pricing signage, Halloween Header &amp; Shelf strips, and some items; also, several items were displayed that were not supposed to be there</td>
<td>Set, but missing some pricing signage, Halloween header, and some product (i.e. Popcorn Balls and double facings of some items).</td>
</tr>
<tr>
<td>2  Halloween Candy Treats</td>
<td>Missing Halloween Header, but otherwise, perfectly displayed with all product in stock</td>
<td>Display was set with price tags, Halloween Header &amp; Shelf strips, but there were several holes with missing and misplaced product</td>
<td>Not in store</td>
<td>Missing header, but otherwise, perfectly displayed</td>
</tr>
<tr>
<td>3  Halloween Candy Branded</td>
<td>Almost perfectly set- only missing product was Hershey’s All Time Greats</td>
<td>Missing Halloween Header sign and Reese’s Peanut Butter Cups Snack size, but otherwise, perfectly set</td>
<td>Not in store</td>
<td>Shelf strips were there, but missing the majority of merchandise for this display as well as the Header sign</td>
</tr>
<tr>
<td>4  Halloween Candy (16ft.)</td>
<td>Not yet finished - Several of the items in the wrong spots as well as missing product due to the last 4 ft. that had not finished being set</td>
<td>Completely set, but products were out of place; several holes where product was missing</td>
<td>While the majority of the product was not in the right spot, display was completely set with majority of product in stock; one of the only missing items was Snickers Fun Size</td>
<td>Only 8ft of Halloween merchandise was displayed</td>
</tr>
</tbody>
</table>
EXPLORING OTHER RETAILERS AND BRANDS TO DRIVE INSPIRATION AND CREATIVITY WHEN DESIGNING PLANOGRAMS, PROMOTIONS, AND NEW ITEMS

**CHALLENGE:** How can we entice shoppers to purchase multiple items and increase their basket size?

*Use sidewing promotions that offer shoppers BOGOs on top selling items*

**CHALLENGE:** Think of ways to bring creativity and excitement to seasonal displays.

*Use sidewing promotions that offer shoppers BOGOs on top selling items*
Capturing & reporting on retailers’ pricing, promotions, and merchandise for key seasons including: Halloween, Christmas, Valentines, and Easter

We conduct monthly store audits at competitive retailers to monitor what our competitors are doing and ensure our brands are up to speed with current industry trends