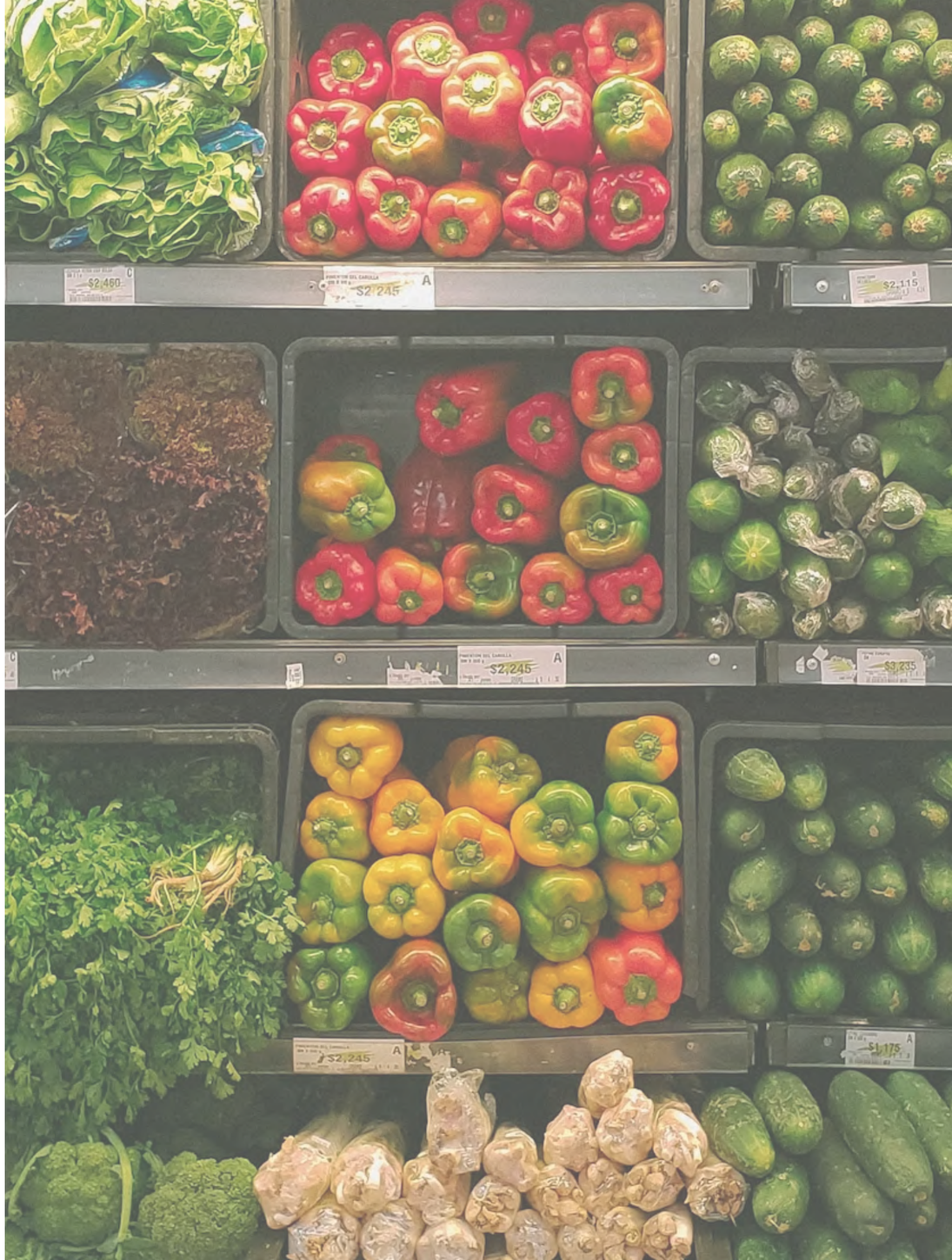
MERQATO

Better information.

Better allocation.

Better margins.

Our partners:



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Typically, people in the industry think about better matching of supply and demand with 1 of 3 priorities

"Our **sourcing forecast is not reliable**, this causes operational problems every day."

"Our **customers are late or inaccurate at forecasting**, which causes mismatches."

"Matching supply and demand requires a lot of **manual data handling** and **costs us >4 hours a day** "

(Plus, everyone's unspoken goal: spend the least amount of money & time on matching, while decreasing the mismatches which cost on average at least €500k a year)

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When matching is your bottleneck...

"We need an automated matching process that improves the accuracy of our forecasts, eliminates mistakes and saves us time.

It needs to be integrated with our existing IT systems, replace many different excel sheets and combine internal and external data.

This will allow us to improve our margins by decreasing costs and improving our commercial planning. "

Meiyi, Commercial Manager Fruit & vegetable wholesaler

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Options companies usually consider at this stage

1 DO NOTHING

Good if forecasting is not absolutely critical, and you have 1-2 people 100% dedicated to data handling and forecasting.

No optimization in time spent

€500k per year (mismatches)

2 HIRE AND BUILD

Good if you have time, money and bandwith to hire data scientists or select consultants who will develop for you.

12+ months for results

€180k per year (2 FTE)

3 BUY SOLUTION

Good if you just need to get it done, with a limited budget and time and do not have the right expertise.

2 months for results

€60k for 3 product groups

Method

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How does our forecasting approach work?

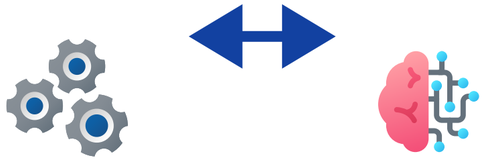
Aggregate

We ingest and aggregate almost any data file of your operation.

Enrich

We enrich your data with external data sources to improve forecasts.

Improve



We use correlation analysis and AI to deliver better and longer term forecasts.

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Which factors do our algorithms take into account?

Internal data

Production

- Cultivation plans
- Weekly grower forecasts
- Crop cycles
- Delivery volumes

Sales

- Sales forecasts
- Order volumes

Packaging

- Packaging forecasts
- Packaging capacity

Price

- Sourcing prices
- Sales prices

External data

Weather

- UV index and sun hours
- Temperature (average, cumulative, night)
- Rain, wind

Volume

- Historical production patterns
- Demand, trade and market volumes

Price

- Historical price data
- Retail prices
- Promotions

New factors

Volume trends

- Moving average / trends
- Seasonality
- Customer order patterns
- Correlations weather <> volumes
- Impact of holidays / festivities

Markettrends

- Price developments
- Costs - inflation, inputs, shipping, labor

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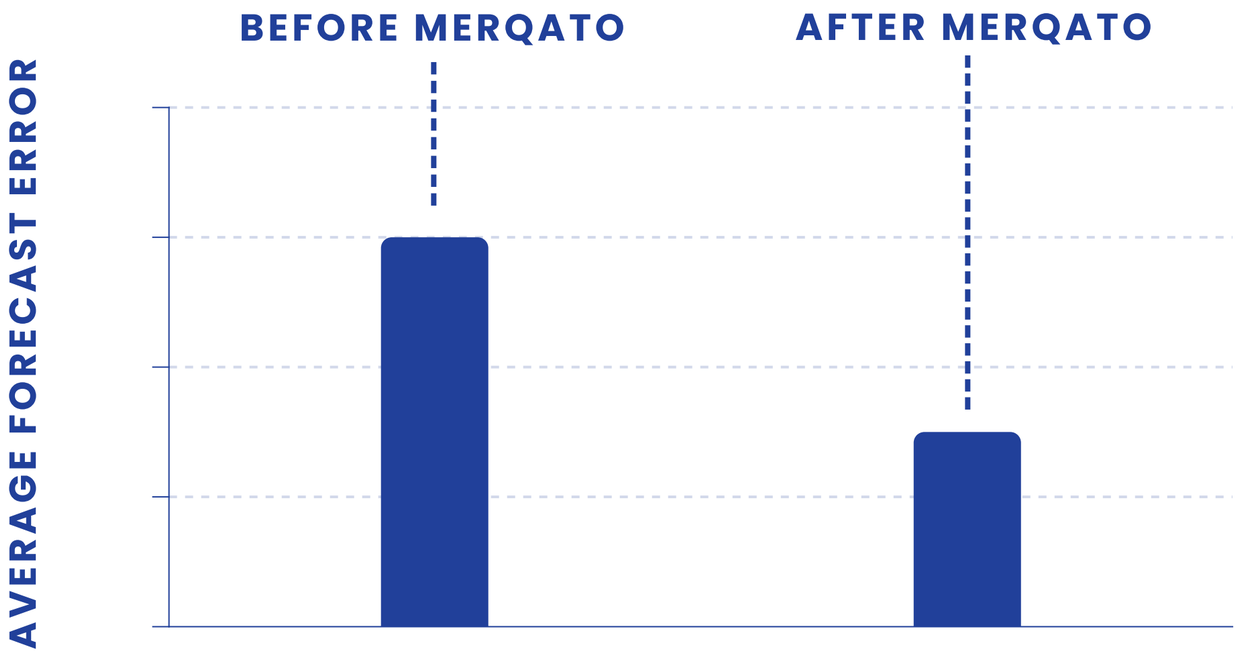
An AI powered platform is the fastest way to improve accuracy and save time



"It saves us 4 hours a day manually updating forecasts and has improved our harvest forecast accuracy by >50%"
- Robert, Sourcing manager

Results:

- Extended timeframe to 6 weeks
- Improved forecasting accuracy by >25%
- Less time spent on matching and data handling
- Integration with IT systems

Examples

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What does that look like? Some examples

Beans

Production

We use historical data in combination with real-time weather data to deploy an improved production forecast model.

Result: >25% more accurate production forecast (kg en harvest date).

Value: Our customers have a better production forecast and can improve planning of promotions and customer campaigns.

Strawberries

Sales

Based on a combination of historical, customer specific and external factors we developed a sales volume model for Germany and Benelux.

Result: 30% more accurate sales forecast (kg).

Value: Our customer is up to 50.000 kg more accurate in forecasting sales volumes in 6 weeks, leading to better sourcing and pricing.

Blueberries

Orders

Due to the fact that orders depend on factors such as weather, day of the week and other factors, we developed an algorithm that automatically identifies orders that are suspicious. These can be checked and amended.

Value: Automated order validation saves our customer 2-4 hours per day and improves accuracy and proactive delivery to customers.

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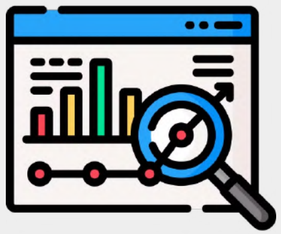
Merqato = Software, Service, Methodology

1. WE PLUG INTO YOUR DATA SYSTEM AND ANALYZE DATA



- We help you structure and share data

2. DATA SCIENTISTS & AI SOFTWARE DEVELOP BETTER FORECASTS

- We source relevant external data

3. YOU GET FULL ACCESS TO OUR PLATFORM AND SUPPORT

- Access for 20 employees
- 25% improvement of forecasts
- Continuous support

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A flexible model with 100% peace of mind

Monthly fee per crop with a proof of concept and support

FIRST 3 MONTH

Test models, connect to IT systems

Test of models: Across clients we see an improvement of >25%**.**

Connect to IT systems: On average it takes 4-8 hours from IT teams to set up.

FIRST 6 MONTHS:

Onboarding & Support

Onboarding of users: We help onboard key users.

Support: In weekly meetings we deliver the right support and learn together.

ONGOING:

Expansion and maintenance

Expansion: In the last 4 months we have added more features and crops to our platform.

Maintenance: On a weekly basis we keep optimizing and improving our platform.

PLUS: 2 WORKSHOPS, WEEKLY CHECK-INS, BUG FIXING AND SUPPORT

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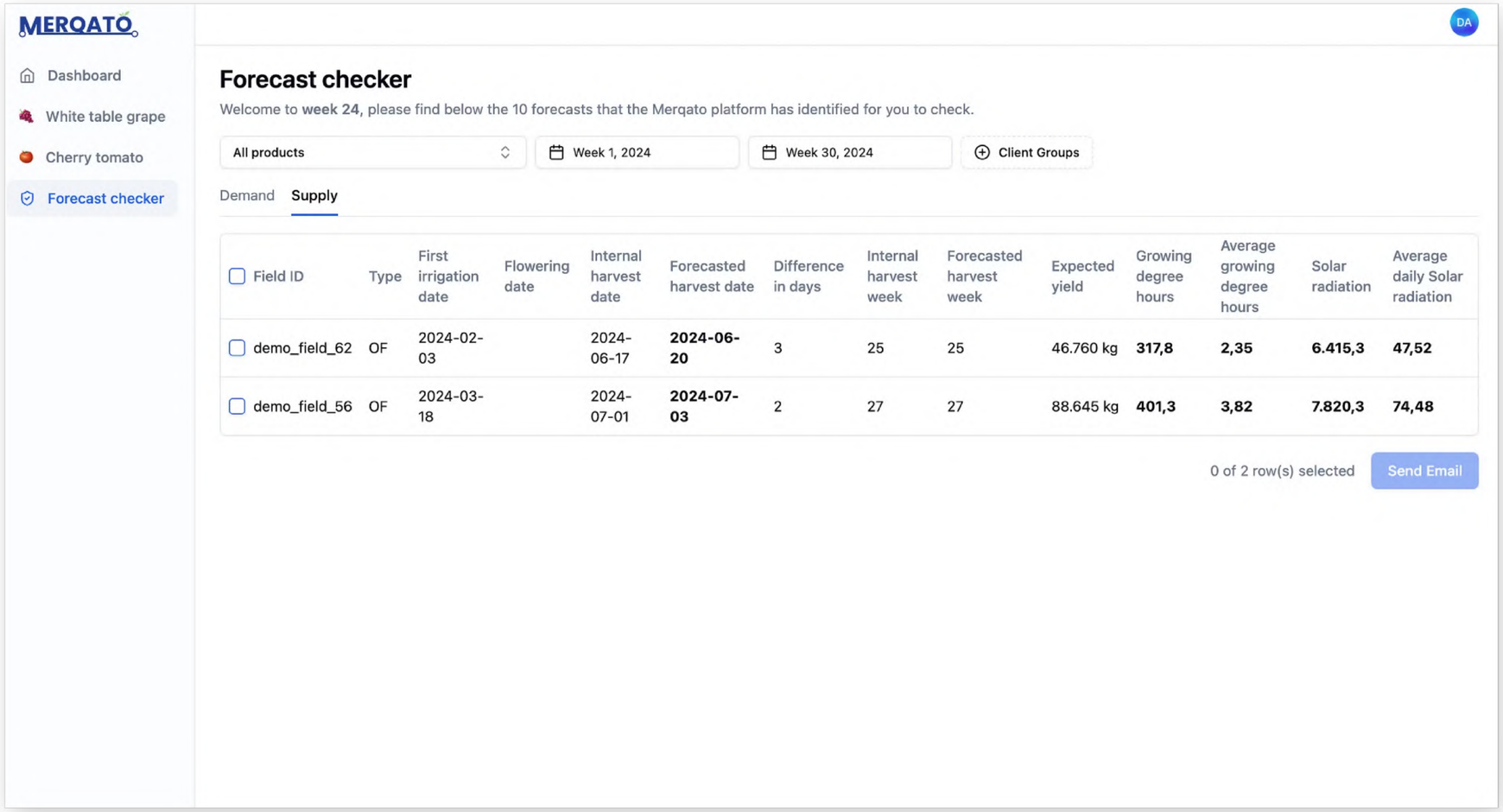
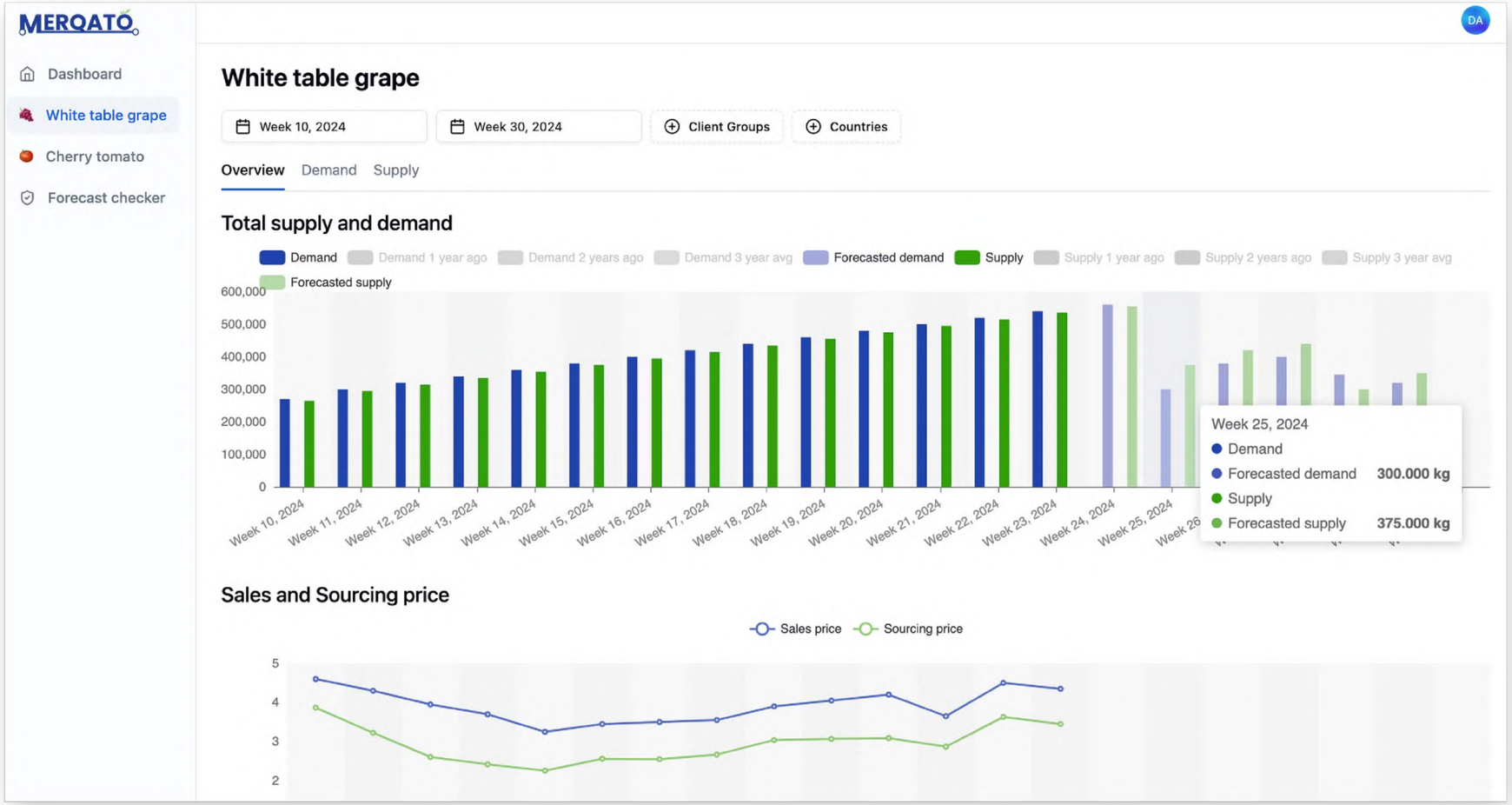
Example: Field level production forecasts



By enriching your field data with a range of factors, our platform enables you to have deep insights into how volumes are expected to develop.

Example

Example: 6 week forecast of supply and demand



Using our powerful forecasting algorithms, you have real-time insights into how the match between supply and demand will develop over the next 6 weeks.

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