

CORPORATE FACT SHEET



About Applied Predictive Technologies:

APT, a Mastercard company, is a leading analytics software company that enables organizations to rapidly and precisely measure cause-and-effect relationships between business initiatives and outcomes to generate economic value. Our intuitive and proprietary Test & Learn[®] software utilizes sophisticated algorithms to analyze large amounts of data, enabling business leaders to conduct experiments and allowing them to make optimal decisions and implement business initiatives at scale. APT's client portfolio features some of the world's best known brands, including Walmart, Starbucks, Coca-Cola, Victoria's Secret, American Family, SUBWAY, TD Bank, T-Mobile, and others. Visit <http://www.predictivetechologies.com> to learn more.

Year Founded: December 1999

APT Retail Solutions

APT TEST & LEARN[®]

Test & Learn[®] is the most accurate way to identify which programs work, where they work best, and how they can be improved. Through design and analysis of in-market tests, the software isolates cause-and-effect relationships between each new initiative and key performance metrics. It also automatically provides recommendations to improve programs, and generates accurate predictions about where each program will be most effective.

APT MARKET BASKET ANALYZER

APT Market Basket Analyzer is a fast, flexible software that puts basketlevel insights at the fingertips of decision-makers. Using transactionlevel data (with or without a customer identifier), APT Market Basket Analyzer produces a wide variety of insights to help target marketing and merchandising decisions at strategic and tactical levels. APT Market Basket Analyzer answers questions, such as: Which SKUs or products should be cut? How can cross-sell be improved? Which items should be placed adjacent to one another or bundled? How should we structure our price promotions?

APT SPACE PLANNING OPTIMIZER

Space Planning Optimizer rapidly analyzes sales and space data to help retailers optimize space allocation across stores, departments, and categories. The software determines the change in financial performance directly caused by each change in space allocation. The advanced, automated solution gives decision-makers actionable recommendations that help them achieve fast, accurate, and localized results.

TEST AND LEARN[®]

The true impact of any proposed retail program or idea can be accurately determined by intelligently testing it in some stores before implementing throughout the retail network. The Test & Learn[®] approach identifies management actions that are most successful in improving performance, evaluates their impact, and helps executives make better, more accurate decisions about whether

and how to move forward with new concepts. A best practice Test & Learn[®] capability answers three key questions before committing to rollout:

1. What impact will the program have on my key performance measures? (Revenue, profits, share, ROI, etc.)
2. Will the program have a bigger impact on some stores than others? Which stores or regions offer the best predicted performance?

3. Can elements of the idea or program be modified for maximum positive impact?

Knowing the answers to these questions helps optimize expenditures for maximum profit. Senior executives are provided with a powerful strategic capability to optimize capital, operating, merchandising, and marketing strategies for maximum returns on investment and maximum profit impact.

APT NETWORK PLANNER

APT Network Planner is a complete tool for managing and developing a capital strategy and execution plan for the entire retail store base. From new site planning and existing site modification through full market planning, Network Planner assists real estate professionals and planners in assessing individual investment opportunities and managing network growth. Designed to provide analysis and process support for a comprehensive capital strategy, the software marries individual site-level decisions to overall market strategies, factoring in historical experience with each recommendation.

APT CATEGORY MANAGEMENT INSIGHTS

APT Category Management Insights provides actionable recommendations to category managers and merchants. This solution provides analysis of product-based promotions, category assortments, and new product introductions every week. Designed for the business user in merchandising, this cloud-based solution emphasizes automation and ease of use, making it possible to standardize how an entire merchandising department evaluates the performance of products and categories.

APT INDEX

The APT Index aggregates retail sales data from over 100,000 locations across the United States to generate a hyper-local benchmark of economic activity. The APT Index provides custom benchmarks for each store to provide decision-makers with an understanding of their “true comps,” or comps adjusted for uncontrollable factors. The software helps retailers set accurate performance goals, explain performance to investors, and understand the impact of national programs.

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