

Ciudad del Este, Paraguay, September 2019

To whom it may concern:

Apolo Import S.A. is a leader in the distribution of mass consumption products in the Food and Beverage, Personal Health and Home Care markets within Paraguay. In January 2019 we began the "Protagonistas" project with London Consulting Group's support. The project focused on optimizing the commercial processes, improving the sales force's performance, and being more productive on a daily basis. Some of the most important results were:

Sales:

- Restructuring the sales force across the country.
- Designing a new budgeting and compensation system.
- 16.5% increase in the company's sales.
- 10% increase in the client's portfolio coverage.
- Increase in On-Site Supervision by implementing daily and weekly routines for the sales force, across the country.

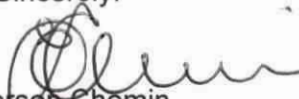
Marketing and Purchases:

- Implementing an Automatic Restocking System for the Inventory.
- Designing the work systems, management indicators, and the sales and marketing personnel training programs.
- Designing and implementing negotiation tools which were applied to negotiations with the suppliers (Prices and Volume).
- Designing and implementing indicators for the Perfect Store methodology, in order to follow up on the Key Accounts.
- Designing the flows, key performance indicators and processes utilized in the Investment Budgeting process, which involved the Sales, Marketing and Trade departments.
- Implementing the PowerBI tool in order to improve the operation's data analysis.

The project was successfully concluded, generating both qualitative and quantitative results, thanks to the professional work carried out by both the Apolo Import personnel, as well as, the London Consulting Group team. The way change was managed, the training process, the dedication displayed by the members of the team, as well as the methodology and the way it was applied throughout the different stages of the project, enabled us to achieve these results.

Due to this, we are happy to recommend London Consulting Group as a professional and committed firm, which positively changes an organization's work culture through the implementation of practical solution, their leadership, and their commitment to capitalizing on tangible results in a short period of time.

Sincerely:


Emerson Chemin
President