

December 10<sup>th</sup> 2012

To whom it may concern,

**UNITED BRANDS, S.A.** is a representative of premium wine, Spirits and beer brands from Diaego PLC and other companies in the Dominican Republic which includes brands such as: Johnnie Walker, Buchanan's, Ketel One, Smirnoff, Tequila Don Julio, Bailey's and Coors Light among others.

We hereby would like to highly recommend the company **London Consulting Group** for the services rendered during the project carried out between July and December 2012.

During the project, the Commercial and Marketing areas were addressed, achieving the following improvements:

- A 6% increase in net sales as a result of the implementation of the commercial management system to key account clients in the Off Trade channel.
- An 18% increase in brand introduction and a 39% increase in sku's introduction to key account clients.
- A 25% increase in productivity through the redesign of customer service channels of the On Trade and Off Trade channels and key accounts.
- A 7% increase in distribution and 5% increase in visibility with On Trade channel clients.
- The design of the marketing activities and events weekly planning process with a projected savings of 30% of marketing material transportation costs.
- The development of the tool to measure the ROI of the marketing activations from its inclusion in the annual budget to its daily execution.

The project was concluded within the agreed upon timeframe, covering 100% of the committed approach. At the end of the project we achieved a return on investment of .34 to 1 and we project an annual return of 1.96 to 1.

Due to the aforementioned, we hereby highly recommend **London Consulting Group** as a consulting firm with the ability to carry out improvement projects that positively impact the entire organization and that commits to deliver an attractive return on investment for the organization.

  
José Alberto Jiménez Tejada  
President

