



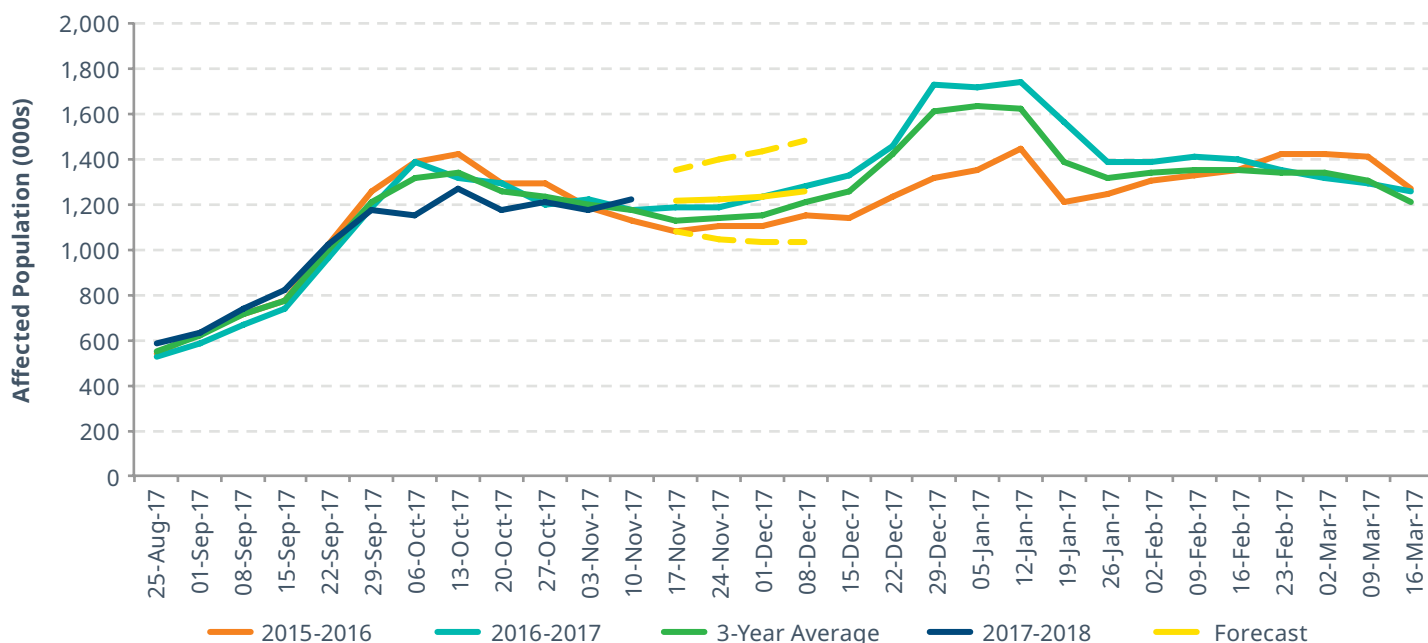
# Don't Go Into the Flu and Cough/Cold Season With Your Eyes Closed

*Be prepared! The flu and cough/cold season can strike at any time. You only have a limited window to make the most of opportunities for your brands. But every season is different in timing and severity. It's no good looking backwards to plan ahead. Success demands an eye to the future, knowing exactly what's coming – and when.*

# Flu, colds and respiratory illness Activity Notification (FAN)

Open your eyes to the power of the FAN four-week forecast to take control of the season. The FAN program has been trusted for over 35 years to accurately predict variations in product demand.

**Affected Population Season Comparison - Canada**



- **Deploy your resources and inventory** effectively and efficiently
- **Prioritize your brands** according to symptom severity
- **Reduce the risk of product switching** at the first moment of truth
- **Optimize ROI** with promotional efforts aligned to consumer demand
- **Incentivize your sales reps** knowing the magnitude of the season
- **Maximize sales opportunities** by optimizing stock levels at all times

## FAN'S POWERFUL DASHBOARD PROGRAM

- A rolling four-week affected population forecast
- Total affected population by flu, cough/cold and respiratory illness
- Population by symptom type
- Adult and pediatric profiles
- National and sub-national level
- Weekly updates with regional or market-level triggers through FAN status levels

# Status Indicators

Each status level reflects a different level of severity and indicates specific actions you can take to maximize sales opportunities.



**Advisory-Up Status**

Respiratory illness has surpassed normal levels and will continue toward Pre-Alert Status.



**Pre-Alert Status**

Respiratory illness has significantly increased and will continue toward Alert status in 4 to 6 weeks (on average)



**Alert Status**

Respiratory illness has reached a severe level that will peak in approximately 6 to 12 weeks (on average)

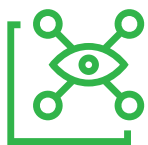


**Advisory-Down Status**

Respiratory illness has significantly decreased.

## A Four-Week Head Start

FAN delivers the information you need when it counts. Providing instant visibility to your market, it flags risks and opportunities before they occur, giving you the time to plan your resources and activities. Its intuitive weekly dashboard analytics enable you to:



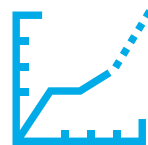
### SEE AT A GLANCE

where respiratory illness has been, where it is now and where it is going in the next four weeks



### ANTICIPATE CHANGES

in adult and pediatric severity, based on four FAN market status indicators (Advisory-Up/Pre-Alert/Alert/Advisory-Down)



### COMPARE SEASONS

for sales forecast adjustments based on cumulative season-to-date changes



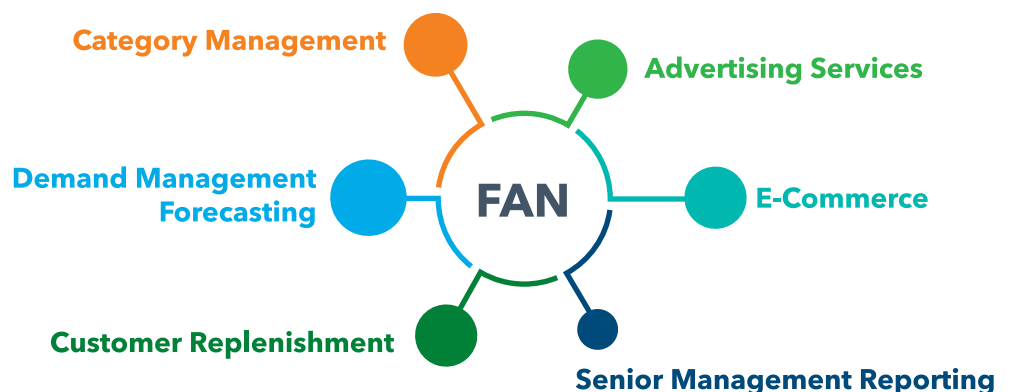
### DISCOVER THE PREDOMINANT SYMPTOMS\*

driving opportunities for your brands

* COUGH 	SORE THROAT 	FEVER 	NASAL CONGESTION 	FLU-LIKE 
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## Fan is Made for Sharing

In fact, the more you use it the greater the benefits for improving performance across your entire organization.



# Why Plan With Fan? Because It Works!



The most comprehensive understanding of seasonal trends with actionable national and regional information across 10 countries



Proven methodology framework powered by advanced predictive analytics and highly correlated data for exceptional accuracy and enhanced commercial insights



Longest running respiratory illness tracking and forecasting program in the global OTC industry



## DON'T TAKE OUR WORD FOR IT

More than 60 of the world's leading pharmaceutical firms, retail chains and consumer packaged goods companies rely on FAN's unique ability to inform key commercial decisions ahead of seasonal change. Here's how it's helping just some of them...

*"With a humidifier and thermometer business that is closely correlated to general illness and pediatric fever illness levels, we follow FAN information to help explain point of sales trends within markets. We can also work with the supply chain at retailers to ensure that goods are being managed so they are where they need to be through the season. For the first time this year, we are using API feeds to help direct our digital promotional activities to reach moms during the peak of illness in their region."*

Vice President Marketing Healthcare & Digital, Helen of Troy Health & Home

*"At Kleenex, we use FAN for three main purposes: forecasting and shipments, digital and social marketing, and performance assessments. Our customer teams use the data extensively in retailer discussions to drive assortment of Ultrasoft and lotion on shelf during key cold and flu times, when to promote the super premium variants, and to generally show category ownership and thought leadership. Knowing when, and who, is being hit hardest by symptomology means we can turn on marketing communications at key times and to the right targets."*

Senior Associate Brand Manager, Kleenex Brand at Kimberly Clark

*"The FAN flu report helps us manage inventory from Pre-Alert status all the way through Advisory Down, inputting into operational efficiencies. It allows not only the manufacturer but also retailers to better plan efficient inventory volumes by having product at the right place and right time, every time."*

Senior Manager, Category & Shopper Solutions, Bayer Healthcare

## FOR MORE INFORMATION, PLEASE CONTACT YOUR ACCOUNT REPRESENTATIVE

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