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Re-shaping the World, Winning in a consumer-led future

Emnos CEO Gerhard Hausrucking and TPG chairman Brian Harris will speak about the newest developments concerning Shopper Marketing on one of four exclusive Special Sessions at the upcoming Global Summit of the Consumer Goods Forum

London, 21 June 2010

London's Queen Elizabeth II Conference Centre will be filled with networking CEO's from 23 to 25th June 2010. The upcoming Summit is the top event for high-level executives of world's leading consumer goods companies and retailers that provide insights into the key challenges facing the sector.

Emnos as an official special session partner will host one of four exclusive Special Sessions which will focus on "Shopper Marketing – Winning together at the moments of truth through innovative collaboration models". The session was selected by the members of the Summit Committee based on its unique content for the C-level audience.

"In times of rising shopper power, combined with a rapidly changing media and retail technology landscape, Shopper Marketing is the next evolutionary stage in strategic retail marketing. Emnos CEO Gerhard Hausrucking and Chairman of The Partnering Group, Brian Harris will unveil an emerging best-practice blueprint for effective collaboration between retailers and manufacturers that will help standardize many of the operational processes behind successful Shopper Marketing initiatives. This blueprint builds on advanced shopper insights expertise and the results of the U.S. Retail Commission on Shopper Marketing comprising 23 leading retailers, manufacturers and marketing agencies." The Consumer Goods Forum.

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Special Sessions will run as follows:

Wednesday, 23 rd of June 2010 - Mountbatten Lounge, 5th floor of the QEII

- 09.30 Advertiser Solutions – Nielsen
- 10.30 Shopper Marketing – Winning together at the moments of truth through innovative collaboration models – Emnos
- 11.30 Tomorrow Starts Today: The Evolution from Retail to Me-tail – Accenture
- 12.30 New Global Demographic Trends - Who is the Consumer of the Future? - AT Kearney

About Emnos

Emnos is one of the leading service and consulting companies in Europe for “customer-centric growth”. Emnos helps companies dealing with end customers to understand their customers' requirements better and to use this understanding to increase the customer focus of their products and services. To achieve this, Emnos analyses customer and transaction data, develops strategies for companies' product line, price, promotion and communications policies, and provides tools and solutions to support their implementation.

Emnos is part of the Loyalty Partner Group and currently has a workforce of some 100 employees at sites in Munich, London, Paris, Madrid and Warsaw. Its customers include international companies such as Carrefour, Morrisons, Waitrose and Coca-Cola. In Germany, Emnos works for the bonus programme Payback, dm-drogerie markt and real,-, to name but a few.

Further information: www.emnos.com

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