

THE BIG NETWORK™ OVERVIEW

We know we must continuously adapt and update our business practices and analysis in order to remain competitive, but few companies have offered viable solutions to do so. One of the ways our industry can strengthen is through a closer collaboration between retailers and vendors. Through *true* partnerships, we believe we will be able to work together to start tackling issues such as inventory optimization and merchandising efficiency, which will lead to better cash flow, less debt and more profitable businesses.

Your company has been invited to participate in **The BIG Network**. The BIG Network was created by Buyers Intelligence Group (BIG) to provide a real-time sales data platform that facilitates modern collaboration between retailers and their suppliers.

The BIG Network creates a level of transparency by opening a communication channel, allowing vendors to see which inventory is performing in their retail-partner's stores, and which is not. This allows vendors to gain valuable insights needed to proactively help manage non-performing items and replenish fast sellers. Vendors participating in The BIG Network are amongst the first manufacturers to embrace this level of collaboration, and they have achieved a great deal of success within the shifting retail environment.

BIG serves as the 3rd party administrator between you and your vendor(s), and our proprietary, cloud-based platform – Balance to Buy™ – gathers data related to each vendor's merchandise in each of your stores by interfacing directly with your existing POS system and capturing the sales and inventory data it accumulates. We understand the sensitivity of your information and value your privacy, and therefore confidentiality agreements are in place with all clients. Our system is 100% permission-based, and your data is shared only with you and with the individual vendors that you allow to view it.

Through your participation in The BIG Network, vendors will be able to log in to Balance to Buy and obtain your sales and inventory information, help replenish productive stock faster with your permission, invoice/bill for sold memo inventory, and stock-balance non-performing items. On page 2, you will find samples of The BIG Network Vendor Reports, which are consistently updated and accessible via Balance to Buy.

The BIG Network Highlights:

- 100% permission based and each vendor receives only their specific data
- There is no charge to you for participation
- No retail prices are shared in vendors reports – only unit sales and the cost of goods sold
- You can opt out at any time
- Balance to Buy interfaces directly with your existing POS system
- Confidentiality Agreements are signed with every retailer
- You will receive a complimentary daily sales report for your participation

The steps to participate are simple. Please see The BIG Network FAQs that details the process of getting started, and your vendor will provide a link for you to complete the Permission & Confidentiality Agreement to join The BIG Network.

We look forward to connecting with you and you are welcome to call us if you have any questions.

Sincerely,

The BIG Network Team

