

Packaging solutions that drive business success

Name of presenter | date in full

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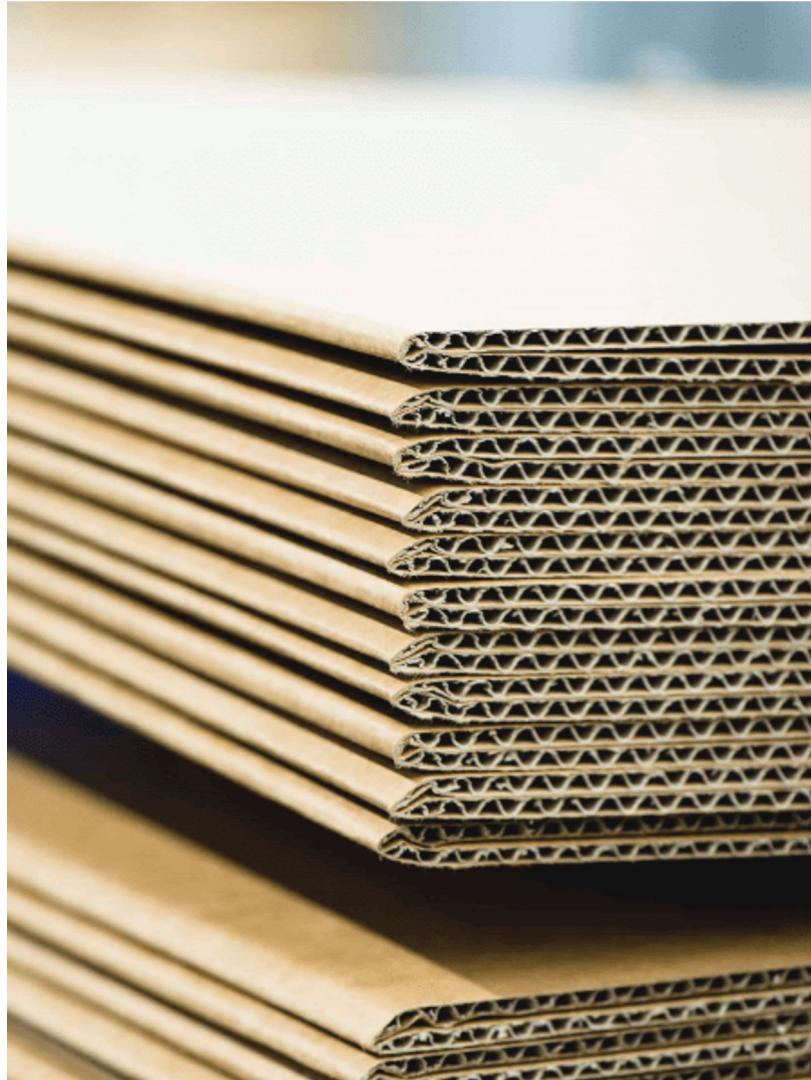
Who is Smurfit Kappa?

Founded in 1934 in Dublin as corrugated packaging producer for the Irish market.

Smurfit Kappa is today a **FTSE 100 company** and **one of the leading providers of paper-based packaging in the world**, with operations in 22 European countries, 13 countries in the Americas, and 1 country in Africa.

Our experience and expertise create **new opportunities for our customers** and we are constantly updating our pack design and innovations to provide the optimum choice and packaging supplies.

Almost all of the raw materials are sourced from our **own paper mills**, so consistency is always a key attribute of our products. Because those products are **100% renewable and produced sustainably**, we help our customers reduce their environmental footprint.



Our global scale



68,000

hectares of forests
and plantations.



No.1

in corrugated
boxes, recycled
containerboard &
kraftliner in Europe



No.1

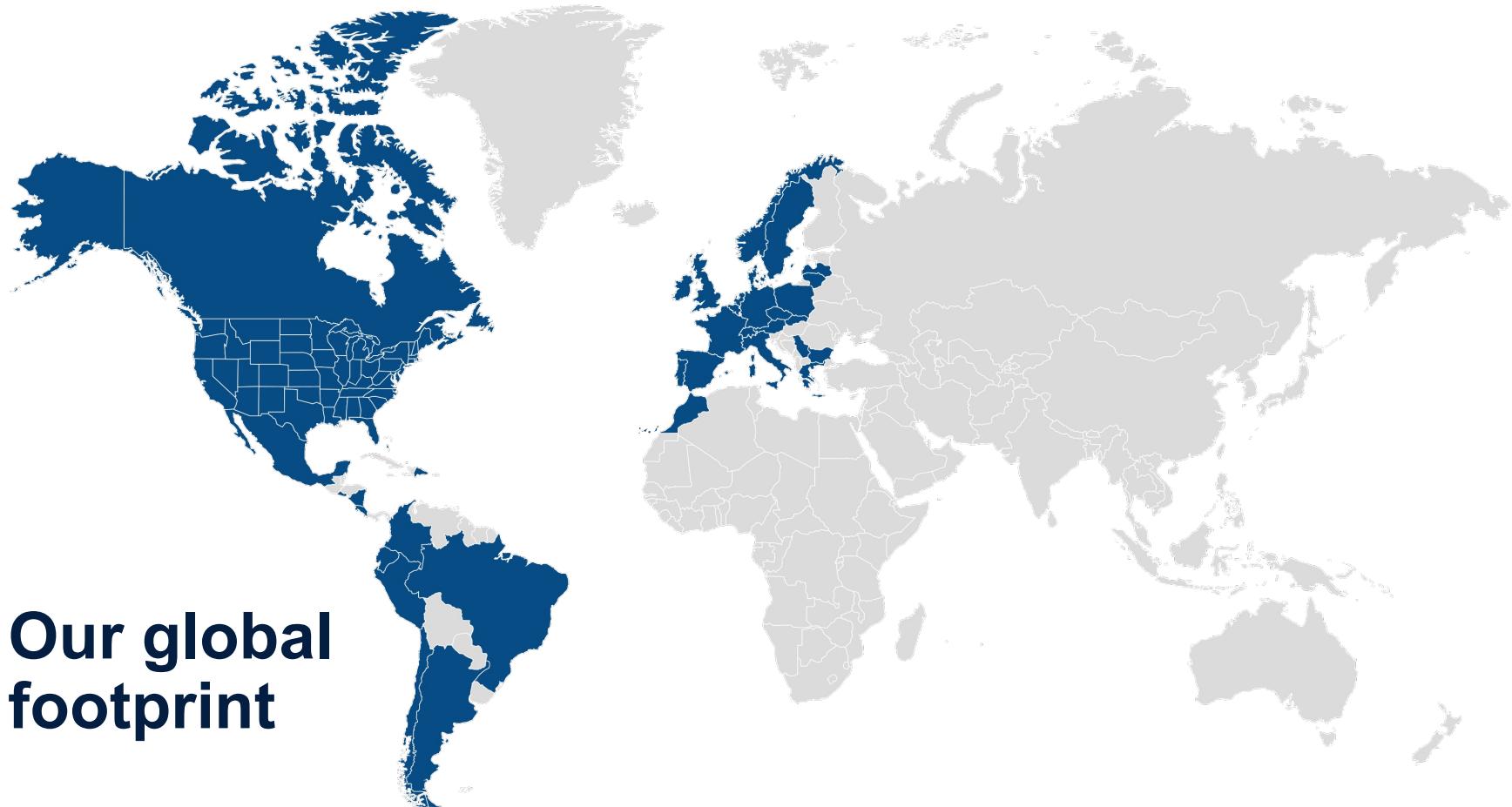
in Bag-in-Box
in Europe



Only

large Pan-American
producer of
containerboard
& corrugated





Our global footprint

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Geographic reach



47,000
Employees



3
Continents



35
Countries



350
Facilities



65,000
Customers



Facilities overview

Fibre sourcing

46

Converting plants

243

Mills

35

Other production facilities

33



Breadth of our operations



Forestry



Recycling



Paper



Packaging

68,000

hectares of forests
and plantations

8 million

tonnes recovered
paper handled per
annum

8.4 million

tonnes of paper and
board capacity per
annum

12.3 billion

M² per year.

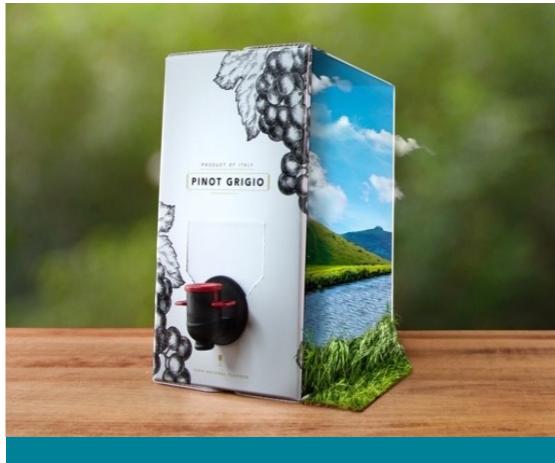


Europe

259 operations across 22 countries



European leader in
corrugated packaging



No.1 in
Bag-in-Box



No.1 in
Virgin Containerboard and
Recycled Containerboard



Smurfit Kappa Italia



26
plants

2.200
people

1.148
Mil SQM
Corrugated

62
Mil SQM
Folding

22
Mil cans

9,7%
market share

10 Integrated plants

2 Display division plants

1 Recycling plant

5 Special products plants

2 Paper mills

1 Machine systems plant

2 Sheet feeder plants

1 Head Office

3 Sheet plants

1 Experience Centre



Integrated

Guaranteed supply and operational excellence



More than 65,000 customers

trust Smurfit Kappa globally

Diversified and resilient customer base

- 63% of volumes in FMCG sectors
- Top 5 customers < 10% of volumes

Mix of customers

	Europe	The Americas
International*	35%	20%
National	22%	18%
Local	43%	62%

*Pan European / Pan American Sales and Multinational customers

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Our circular business model

The circular economy is at the core of our business

We use renewable, recycled, recyclable and biodegradable materials to create new products:

- We replace the natural resources we need
- 76% of our raw material is primarily post-consumer recycled fibre
- We use virgin resources in the best possible way
- We use organic by-products as biofuel and re-use whatever we can.



Our Purpose



Create

We are proud to create and manufacture innovative sustainable solutions that deliver on our promise no matter what the challenge.

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Protect

What we create protects – protecting our customers brands and products sustaining and renewing the natural resources we and future generations rely on.

Care

We care for each other's safety in work, care and support for people in their lives and of course care for the communities in which we live and work and our impact on the environment.



About us.....



Our Values: Safety, Loyalty, Integrity, Respect

Our **vision** is to be a globally admired business, dynamically and sustainably delivering secure and superior returns for all stakeholders.

This goes beyond dynamic business performance. We strongly believe in our responsibility to our **people**, our **environment** and the **communities** in which we operate.





Our People Strategy is focused on attracting, developing, motivating, retaining and rewarding talented resources, enabling them to reach their maximum potential.

EMPLOYEE EXPERIENCE FOR PERFORMANCE

Engaging and inspiring our entire workforce to perform at their best everyday, by creating a continuous dialogue with our employees and building deep internal connections for better performance.

INCLUSION, DIVERSITY & BELONGING

Creating a diverse place to work where 'EveryOne' feels respected, supported and a real sense of belonging so that all our employees can thrive and be their authentic self every day at work.

PEOPLE DEVELOPMENT & TALENT MANAGEMENT

Building a diverse talent pipeline for Smurfit Kappa's current & future needs whilst ensuring we help everyone reach their full potential, growing our people and their careers to enable us to grow our business.

Rewards & Recognition

Attracting, retaining & recognising our employees through fair and competitive practice. Deploying reward & recognition programmes that our people understand and value, and which drive Smurfit Kappa's success.

Safety and Well-being | Legal Framework | Industrial Relations | HR Information System | Internal Comms

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The background image shows a panoramic aerial view of a modern city skyline during the day. The sky is clear with some light clouds. In the foreground, there are several modern buildings, including a large curved glass structure and a tall, thin skyscraper with a unique, twisted or curved facade. The city extends into the distance, showing more buildings and greenery.

Softlab

**Business Advisory & ICT
Consulting**

*Softlab S.p.A.
is a company listed on the Milan Stock
Exchange and internationally active in Business
Advisory, ICT Consulting and Digital
Entertainment.*

FINANCIAL HIGHLIGHTS

REVENUES

23,7 M

EBITDA

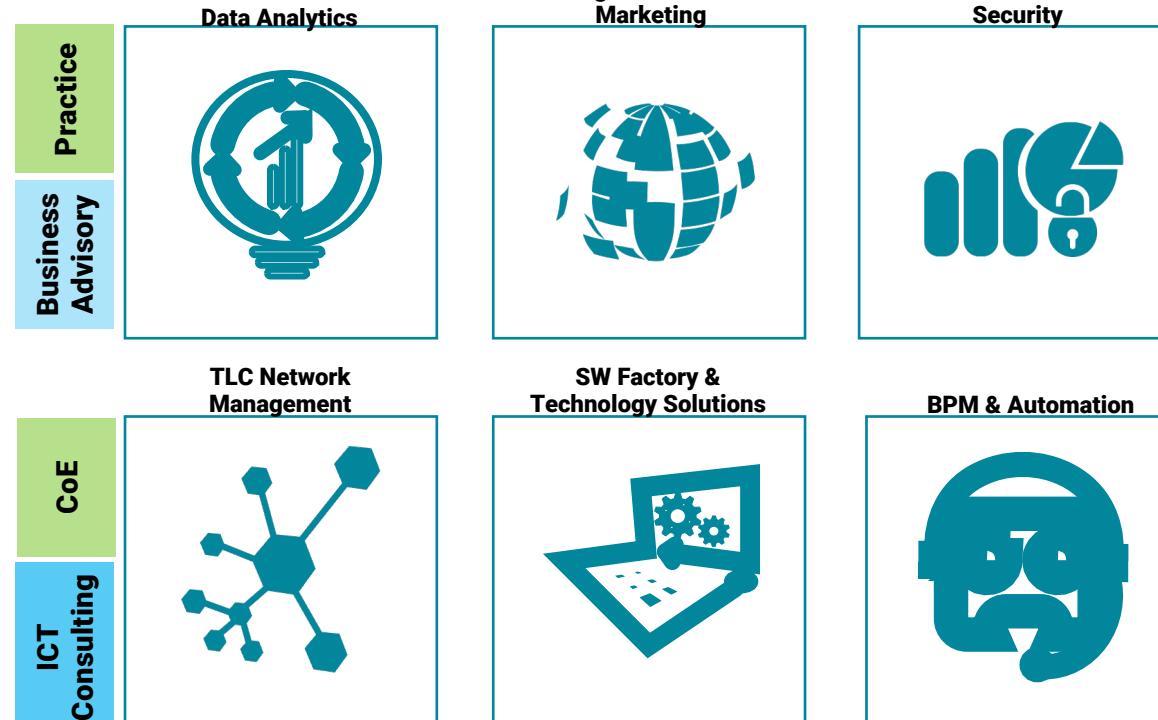
4,1 M

PEOPLE

250+

Three Lines of Business...and six practices

Lines of Business



Practice: DATA ANALYTICS

#Analytics #MachineLearning #DataScience #DataAnalysis #DataVisualization #AI

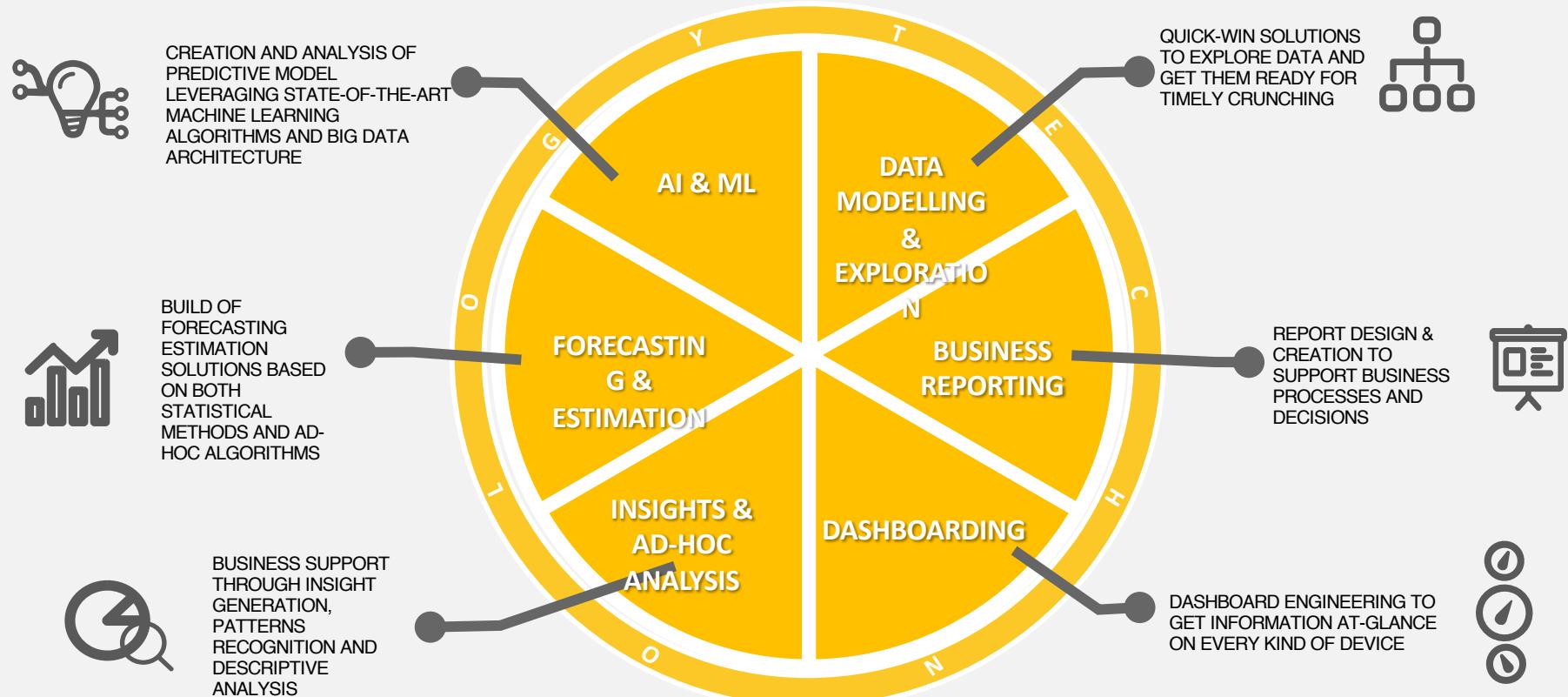
We support our Clients on exploiting data to its maximum potential leveraging technology to meet business objectives, adopting an end-to-end approach focused on results.

CLIENTS' DEPARTMENTS

- MARKETING
- SALES
- CUSTOMER OPERATIONS
- FINANCE
- RETAIL
- IT

Data Analytics Capabilities

20



Main services

Marketing	Sales	Customer Operation	Finance
Customer Intelligence	Sales Performance Management	Channel Efficiency	Finance Intelligence
Campaign Management	Incentivization Management	Topic & Sentiment Analysis	Revenue Assurance
Risk Models	Quality Sales & Fraud Analytics	Customer Satisfaction Analysis	Planning & Forecasting
Propensity Models	Forecasting Models		
	Potential Models		

Case histories

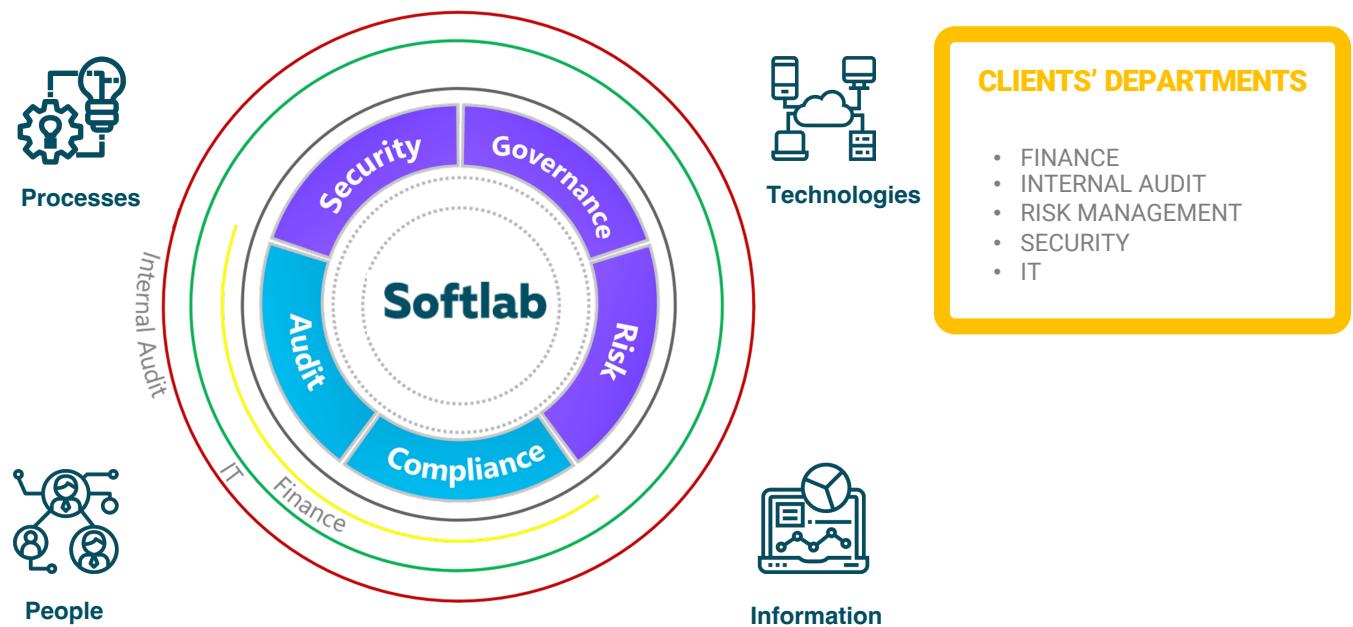
Title	Capabilities	Technology	Stakeholders
From sparse data to data lake	Data modelling & exploration	SQL, SAS	Marketing dept
Data Driven Customer Management	Data modelling & exploration, Business Reporting, Dashboarding, Analysis, Predictive Modelling	SQL, SAS, Python	Marketing, Sales depts
Campaign HUB	Data modelling & exploration, Business Reporting, Dashboarding	Adobe Marketing Cloud, SQL, Power BI	Marketing dept
Customer and Prospect Value Estimation	Reporting, Insight & Ad-hoc Analysis, Predictive Modelling	SAS, R, SQL	Marketing, Sales depts
Churn prevention model	Predictive modelling	Python (Pandas, Numpy, Sci-kit, Seaborn), Mongo DB	Marketing dept
Sales volumes forecasting & what-if tool	Dashboarding, Analysis, Forecasting, Predictive Modelling	SQL, Python, Power BI	Sales, Finance depts
Sales Force Incentivization Management	Data modelling & exploration, Business Reporting, Dashboarding, Analysis	SQL, SAS, Power BI	Sales depts
Quality Sales and Fraud Management	Data modelling & exploration, Business Reporting, Dashboarding, Analysis, Predictive Modelling	SAS, Power BI	Sales dept

Practice: GRC, AUDIT & SECURITY

#COBIT #ISO27001 #ITIL #GDPR #SOX #GOVERNANCE #RISK #SECURITY

Mission

Support the customer in adopting appropriate tools and methodologies for effective risk management, including compliance to standards and regulatory, and aligning ICT services with business objectives, improving the operational efficiency and the governance of the ICT processes



GRC, Audit and Security



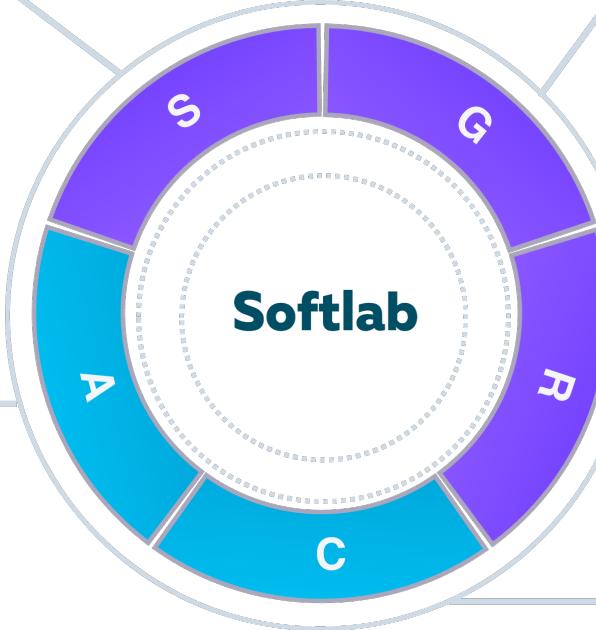
Security Governance

- Security Assessment
- Security Gov. Framework Definition
- Data Protection Model
- IAM support
- Incident Management



Audit

- Audit Program Definition
- Audit Plan Definition
- Audit Plan Execution
- 3rd Party Reporting



Governance

- Organizational Structure Definition
- Process, Policy and Procedure definition
- Gov. Framework Definition
- IT Dashboard Development
- Asset Inventory Process Definition
- SW Utilization Analysis



Risk

- Business Impact Analysis
- Risk Assessment
- BCP/DRP
- Information Security Mgmt. Syst.
- Risk Treatment Strategy
- Strategy Implementation Support
- Risk Treatment Assessment



Compliance

- Gap Analysis
- Control Framework Definition
- Control Framework Assessment

The Challenge

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Scenario:

- A large multinational company has a vast amount of data that is not always structured in a simple and organized manner. This is often due to the inherent challenges of managing such a diverse and dynamic set of information that characterizes multi-plant and multi-country companies.



The Data:

The primary data available is distributed across four different ERP software systems.

- Customer Master Data
- Supplier Master Data
- Raw Material List
- Finished Product List
- Order List
- Shipment List
- Invoice List
- Warehouse Inventory
- Customer Quality Performance Index (PPM, used to gauge the non-conformity level per million pieces produced for a specific customer. Typically reported by the customer but occasionally intercepted by the company)
- OTIF (on time in full)
- Number of new codes provided to each customer (development/innovation rate)

Due to the company's ever-expanding and evolving nature, this data resides on various IT platforms that have been created over the course of the company's growth and evolution.

The available data is not updated in real time and can sometimes be inconsistent across the different systems on which it is distributed, resulting in decisions that are not always timely or accurate.

The company's primary business activity involves purchasing raw materials and transforming them into a finished product customized to customer requirements. Production is made to order, while the raw material is standard and managed in stock.



The Problem to be solved:

While the purchases made by the company's large customers can be monitored and analyzed with greater precision, there is no such in-depth analysis for small customers. Although small customers generate lower turnover figures, they are quantitatively more numerous than large customers and are therefore very important to the company's overall financial health.

Monitoring is currently performed subjectively. Moreover, there is no system in place to highlight delays in receiving delivery schedules.



The Challenge:

Leveraging the company's historical information, rumor and sentiment collection, and relevant information on the web, **how can generative intelligence be used to identify early warning signs of customer churn or significant value reduction?**

You are tasked with developing a **concrete and feasible concept through a sandbox solution** to assist the company in **anticipating customer requirements and preventing them from shifting their purchases to competitors.**



Requirements

the solution should cope with:

- The solution must be implemented as a sandbox.
- It must be capable of collecting data from various datamarts and ERP software systems.
- It must provide analytical output.
- It must offer multiple solutions tailored to the specific type of customer being analyzed.



Focus on the company's decision-making process based on the data available:

- Why does a customer choose a competitor?
- What can be done to improve customer loyalty?
- How can customer dissatisfaction be anticipated?
- How much time should be dedicated to a customer?



Key elements of your presentation:

- Scenario and Context
- Solution description
- Deployment Diagram
- Project timeline



Evaluation Criteria:

Relevance: How well does the proposed solution address the specific needs and challenges outlined in the scenario, particularly regarding predicting and preventing customer churn in a multi-customer, multi-platform environment?

Clarity: Is the proposed solution clearly explained, with understandable language and well-defined terminology? Can a non-technical audience grasp the core concepts and functionalities?

Innovation: Does the proposed solution leverage technology or approaches in a novel or creative way to address the problem? Does it offer unique advantages or address limitations of existing solutions?

Usability: How easy is the proposed solution to use and implement? Can the target users (e.g., company employees) readily understand and utilize the system without extensive training or technical expertise?

Feasibility: Can the proposed solution be realistically implemented within a reasonable timeframe and budget? Are the required resources (e.g., technical expertise, data availability) readily accessible or attainable?





Thank you