

MARKET RECOVERY STRATEGY

THE NEW NORMAL

- **PRICING OF GOODS:**
Tailored pricing strategies for each customer
- **NEW APPROACH:**
An agile approach to accelerate product innovation
- **POCKETS OF OPPORTUNITY:**
Re-opening of plants and sectors will invite new demands, change in looking at products and a different customer segment
- **CHANGE IN MENTALITY:**
Customers have changed their way of marketing from go-to-market to remote shopping to a great extent