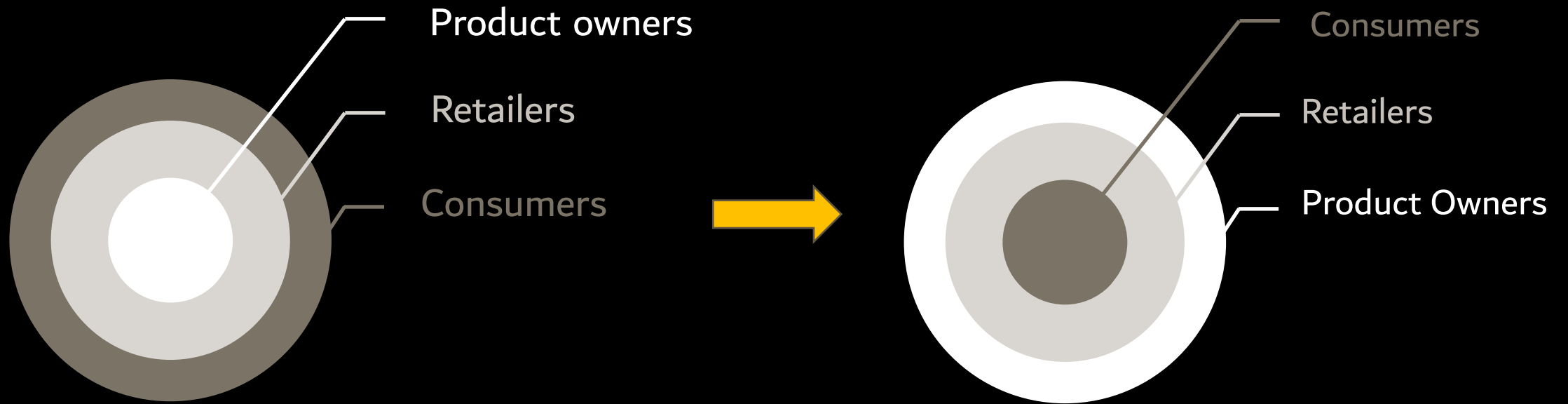




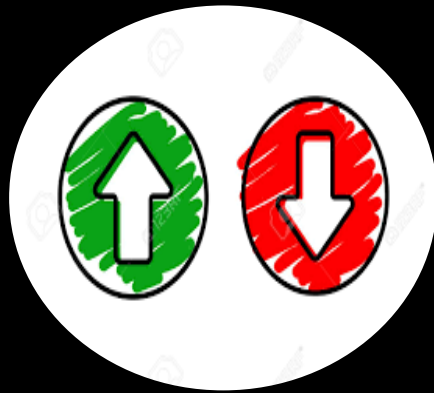
- CPG – Consumer Packed Goods (also known as FMCG)

CPG Trend (last decade)



- Product owner – the entity that is responsible for the product. (mainly the Manufacturer / Importer)

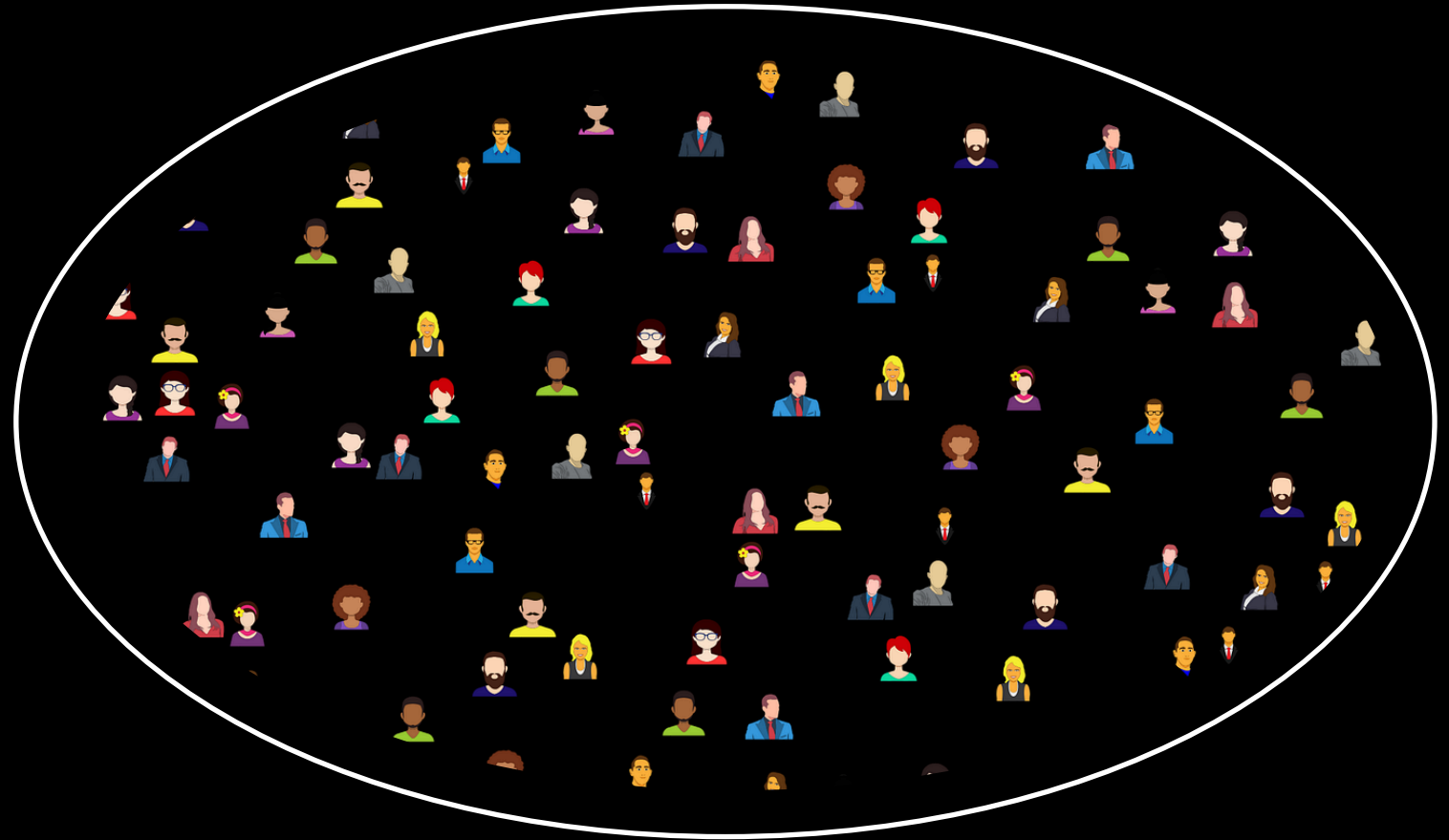
Retailers are getting
stronger at their
expense



Marketing in an On
demand world is
getting harder



A social network designed for CPG consumers...

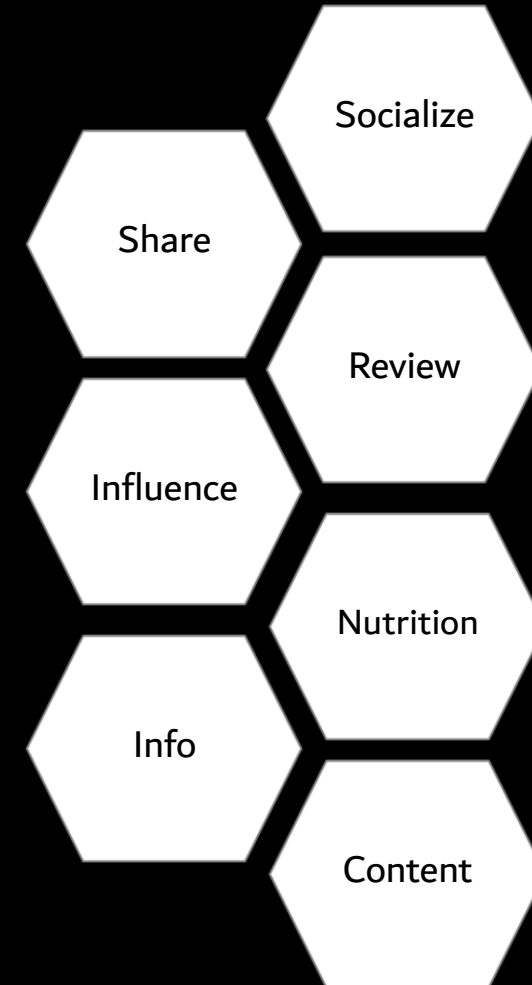


...where brand managers
can listen and interact
with them

Mobile & Social = Engagement



We Consume together





- Consumer analytics
- Know your competition
- Food Intelligence
- Advertising

Cloud SaaS, Pay as you go



Snir Ozery
Co-Founder

14 Years in CPG & Media



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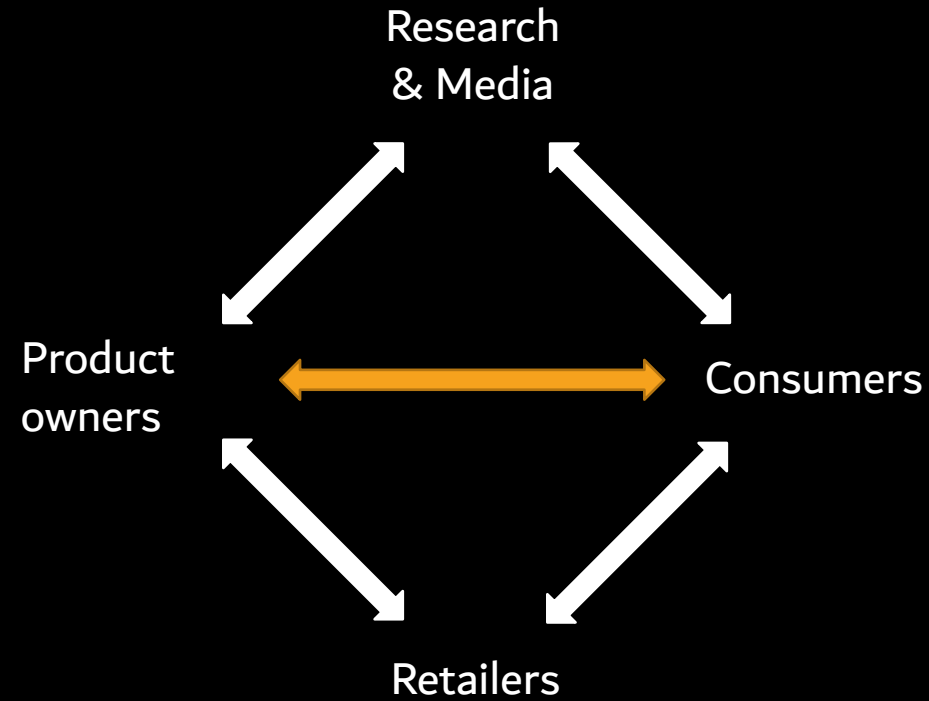


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Co-Founder

11 Years of Data & Development



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054-4440205



Becoming the interactions & data standard in CPG markets