



WOLVERINE
worldwide



VALMARC®

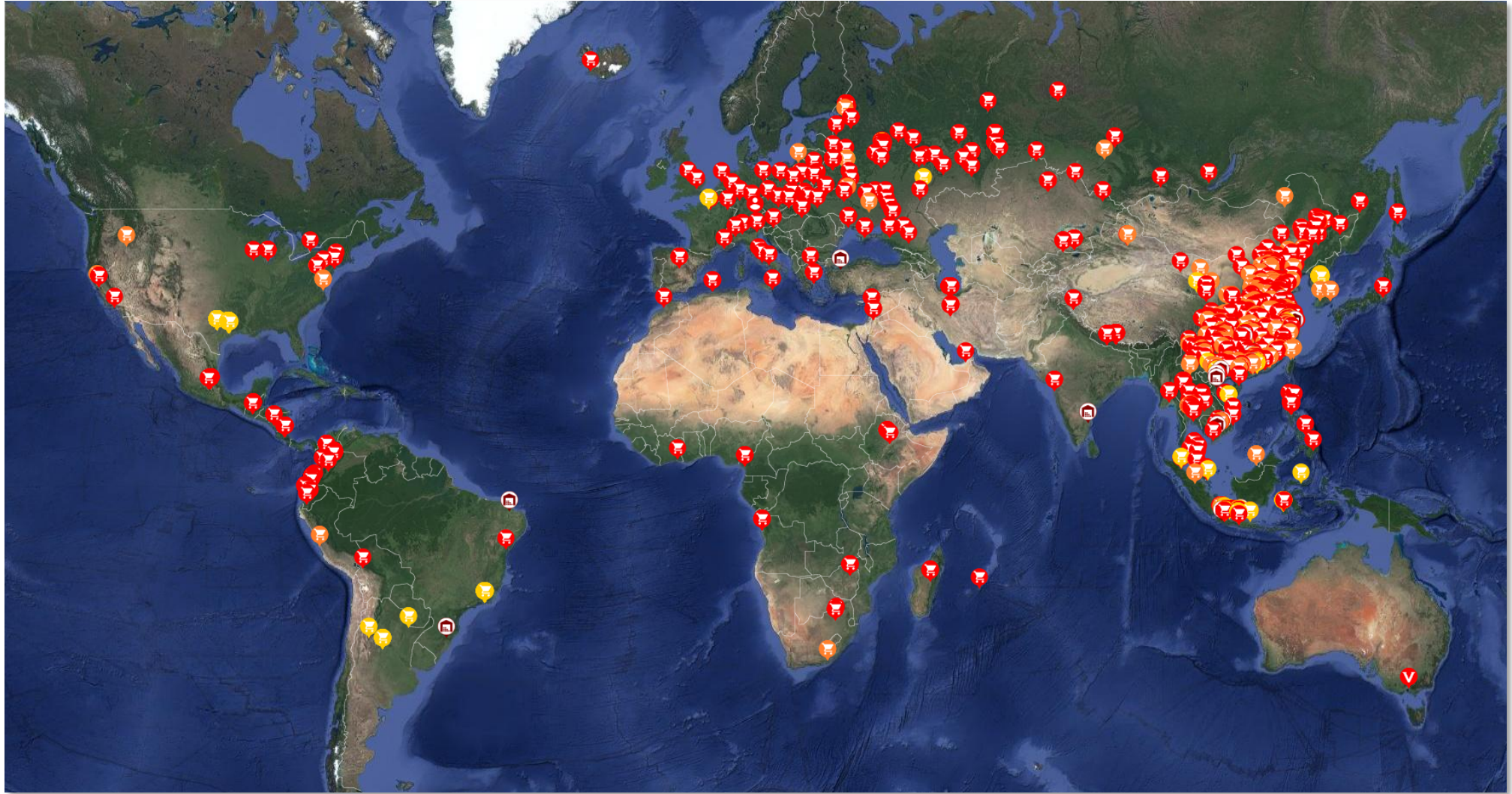
TOTAL VISION

Do you know where your products are?



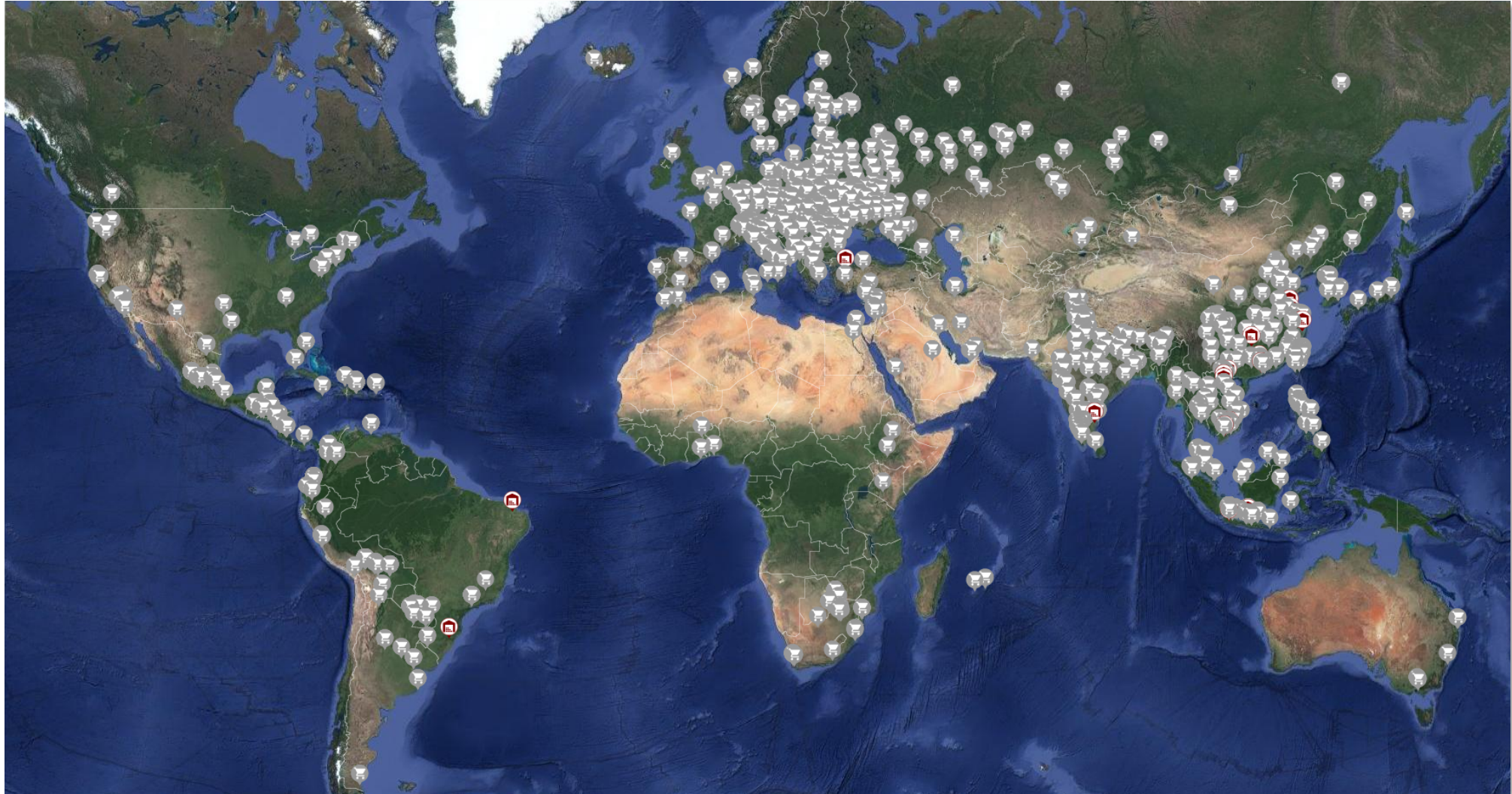
AUTHENTIC ACTIVITY

Do you know where your products are?



COUNTERFEIT ACTIVITY

Do you know where your products are?



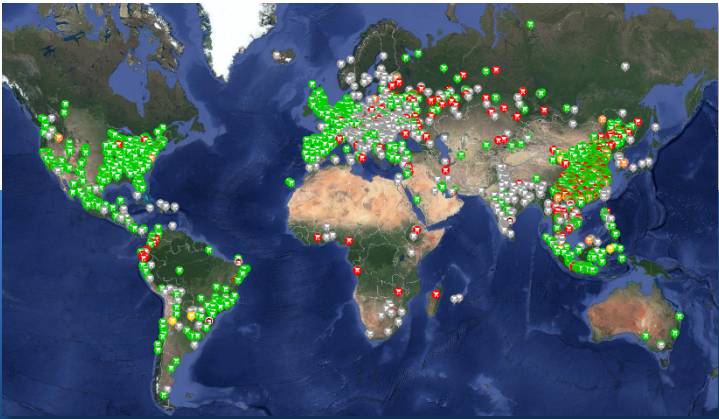
GRAY MARKET ACTIVITY

Valmarc Total Vision

Valmarc Total Vision is a technology, marketing and data management platform that provides its customers with products and services to manage, optimize and organize Big Data.

Valmarc Total Vision is cloud-based, utilizing Universal Interactive Serialization to provide visibility and customized solutions to create, share, and collaborate across global information platforms, using real-time analytics, without loss of security or control of data.

Health of Market



Robust

Scalable

Supply Chain / Operations



Universal

Consumer Engagement



Secure

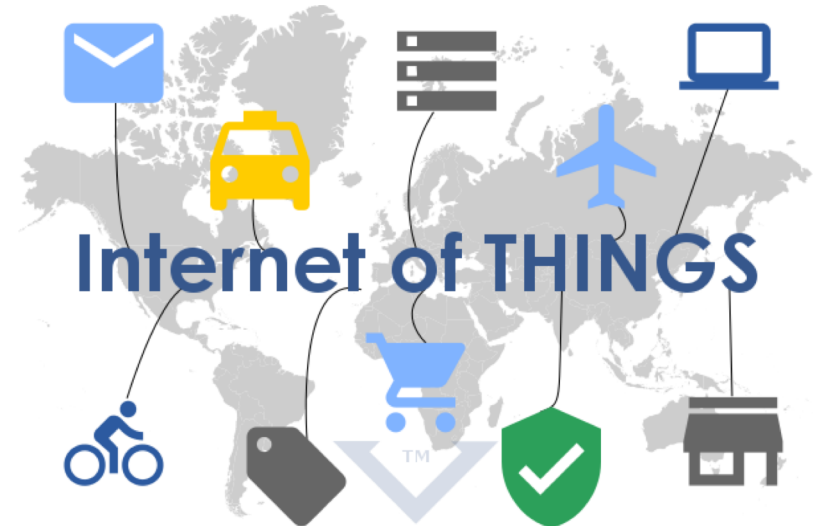
Cost-Effective

Valmarc Total Vision

Valmarc attaches touchpoints to...



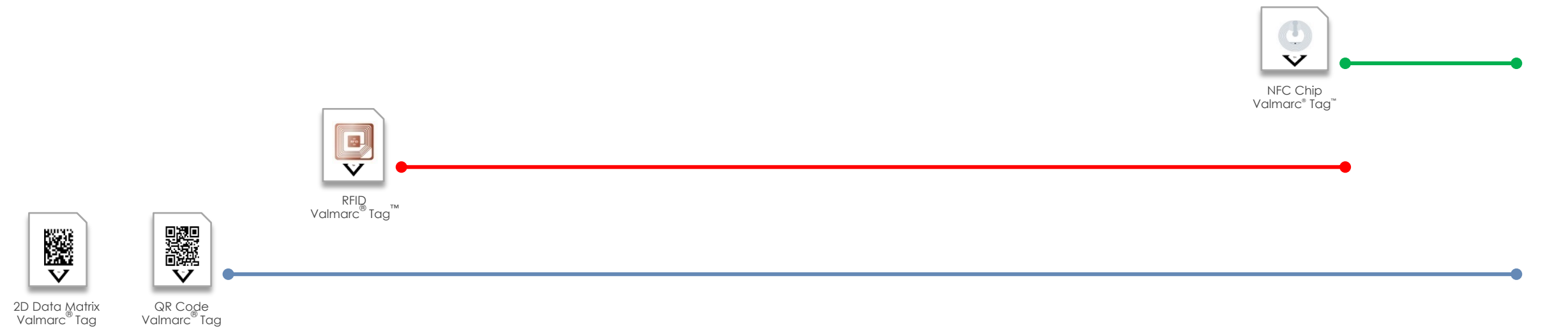
....then maps their interactions globally



Valmarc Total Vision

Connecting objects, locations, and people throughout the supply chain utilizing all relevant tagging technologies.....

INTERCHANGEABLE and COMPLEMENTARY



Valmarc Total Vision - Solutions



Brand Protection

- Counterfeit Suppression
- Grey Market Detection
- Market Control
- Distribution Policy Enforcement
- Trademark Compliance
- Fraudulent Returns and Reverse Logistics



Marketing

- Dynamic Item-level Messaging
- Location Based Messaging
- Customer Mapping
- Consumer Feedback Loop
- Cloud based Consumer Data
- Social Media Integration
- Partner Compliance Monitoring
- Product Launch Platform
- Product Segmentation
- Warranty Management



Retail

- Retail Associate Training
- Item Level Marketing
- Cross Channel Control & Consistency
- **Consumer Loyalty Management**
- Customer VIP Platform
- Inventory Visibility
- Inventory Lifecycle Management
- Reverse Logistics Automation
- Customer Re-order Automation
- Anywhere Checkout
- Post Purchase Feedback
- Real Time Analytics



Logistics

- Supply Chain Visibility
- WIP Reporting
- Early Warning of Late Shipments
- Factory Compliance Management
- Factory Scoring
- Materials Track & Trace
- Quality Control & Compliance



Sales

Market Control

- Diversion Control
- Market Travel Management
- Seasonal Initiative Management
- Account Profile Management
- Sales Sample Management

Sales Merchandising

- GTM Management
- Consumer Feedback Tool
- Account Segmentation
- Associate Training
- Collaborative Marketing
- Brand Loyalty Program

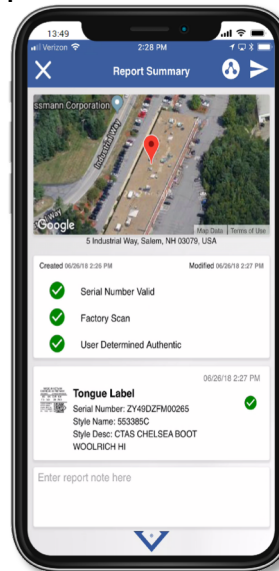
Valmarc Total Vision

Diverted product can slow market growth

With Valmarc, we were able to quickly identify irregular scanning of items with high propensity for diversion / counterfeiting

With the brand protect mobile app, the root cause can be identified quickly

The team has driven a dramatic decrease in gray market activity using the Valmarc technology



“EYES AND EARS” IN THE MARKETPLACE



GLOBAL ASSET PROTECTION

Valmarc Total Vision – Manufacturing Visibility

WIP / Manufacturing

- Location tracking
- Beginning of Assembly Line “Birth of Product”
- Component inventory visibility

Final Assembly

- Final assembly tracking
- Available to ship inventory
- Less than “A” grade tracking
- Pull forward / early ship inventory management

Warehousing

- Late shipment / early warning exceptions
- Carton UCC / Shoebox parent child

Scan Cartons as Shipped

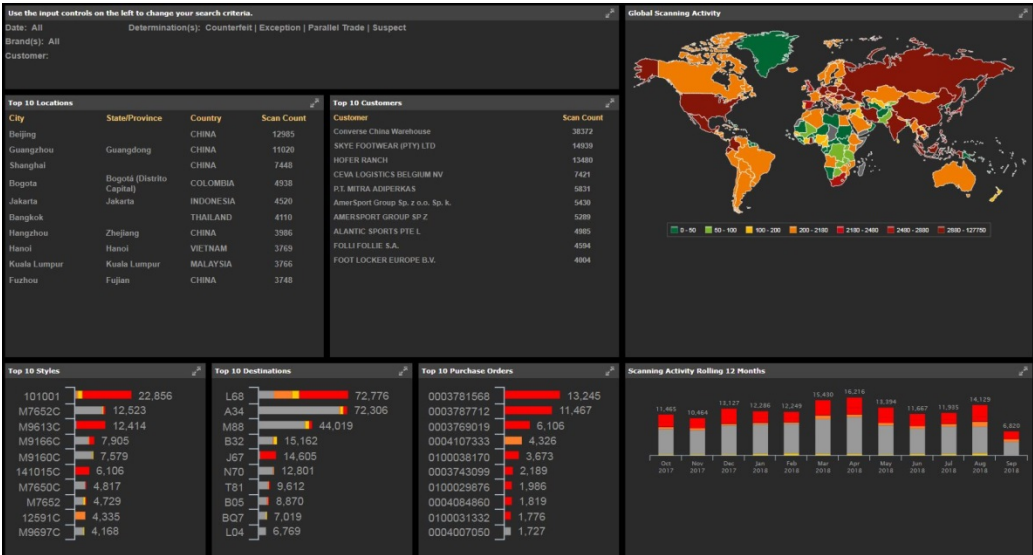
- Perpetual inventory
- Vessel alignment
- Carton leaving factory
- Ready to ship confirmation



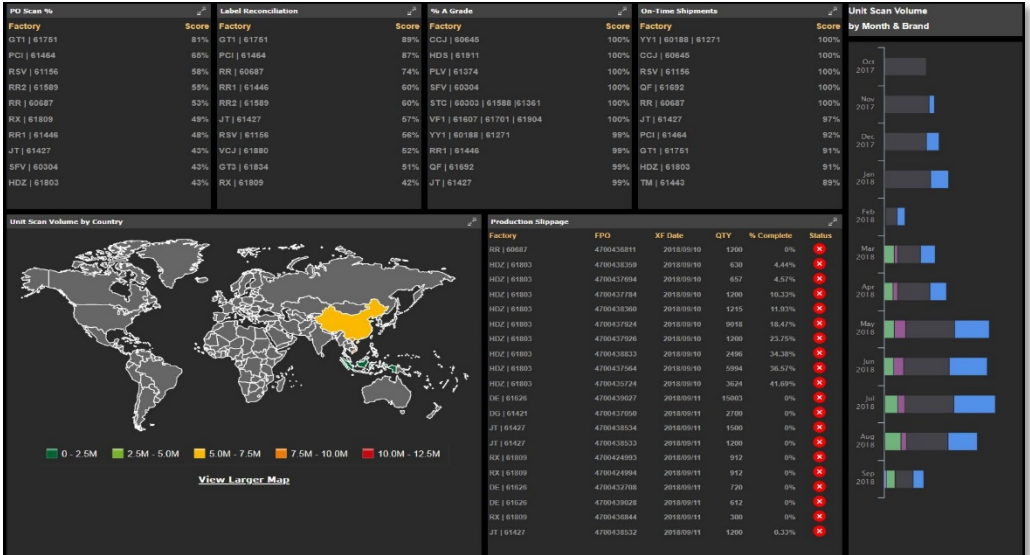
“EYES AND EARS” ON THE MANUFACTURING FLOOR

Valmarc Total Vision – Big Data Analytics

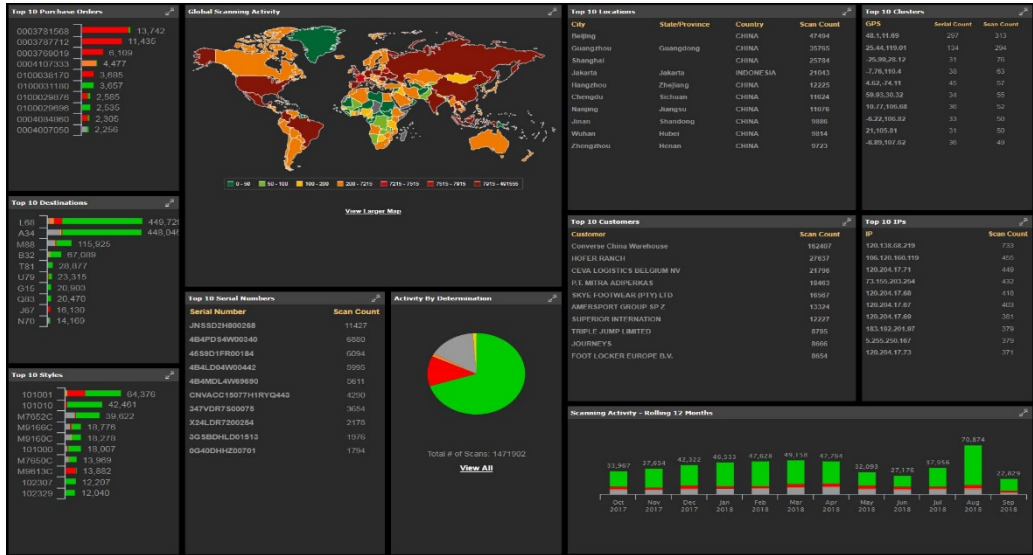
Executive Dashboard



Global Production Visibility



Global Brand Protection Dashboard



Geo-location Dashboard



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