

# Fact Sheet



<p><b>ABOUT JUSTENOUGH SOFTWARE</b></p>	<p>JustEnough is a global leader in Demand Management solutions. JustEnough services more than 500 of the world's leading brands including Allocation and Replenishment of inventory at <b>Kenneth Cole</b>, Merchandise and Assortment Planning at <b>Levi Strauss</b>, Sales Forecasting at <b>Kraft Foods</b>, Inventory Planning for <b>IDS Group</b> (Li &amp; Fung) and <b>Nissan</b> and Mobile Sales Force Automation for <b>SAB Miller</b>, <b>Cadbury</b> and <b>Heineken</b>.</p> <p><b>OnCloud, OnSite and OnMobile</b>, JustEnough's Demand Management solutions help retailers, distributors and brand owners forecast their customer demand, plan their assortments, allocations and inventory, shape their demand and then execute on those plans. JustEnough is headquartered in the United States with offices worldwide. Learn more at <a href="http://www.justenough.com">www.justenough.com</a>.</p>
<p><b>YEAR FOUNDED</b></p>	<p>JustEnough was founded in 1994.</p>
<p><b>JUSTENOUGH HISTORY</b></p>	<p>JustEnough was originally founded in South Africa and focused on service-level improvement through the application of statistical forecasting techniques to determine future demand and to analyze demand and supply variability. Acquired by FrontRange Solutions in 1998, the software was re-coded using the Microsoft technology stack and was built for scalability. Subsequently acquired by Code Capital, a private equity fund in 2002, JustEnough has continued to prosper and grow in international markets in the demand management space, providing solutions for retailers, distributors and brand owners.</p>
<p><b>SOLUTION OFFERINGS</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Allocation &amp; Replenishment:</b> Determines optimal, demand-based allocation and replenishment plans, improves order accuracy and ensures products get to the stores where they have the best chance of selling.</li> <li>▪ <b>Demand Planning:</b> Makes it easy to forecast customer demand, plan inventory and optimize purchasing.</li> <li>▪ <b>Merchandising &amp; Assortment Planning:</b> Brings the ability to effectively manage the entire merchandise and assortment planning process – from financial open-to-buy plans through to the lowest level of product and store planning.</li> <li>▪ <b>Mobile Sales Force Automation:</b> Enables users to manage their sales force, plan and perform customer calls, place mobile sales orders and execute marketing plans.</li> <li>▪ <b>Price &amp; Markdown Planning:</b> Enables planners to set multiple price and markdown structures with complete visibility into inventory, revenue and margin impacts.</li> <li>▪ <b>Promotions Planning &amp; Analysis:</b> Provides accurate visibility into promotional performance, allowing users to plan more effective campaigns in the future.</li> <li>▪ <b>Sales Forecasting:</b> Brings accuracy and simplicity to the sales forecasting process, enabling businesses to set performance goals, track performance and analyze sales trends.</li> <li>▪ <b>Space Planning:</b> Maximizes space-selling effectiveness by providing visibility into the gross margin dollars per unit of assigned space and helping to plan the future using space elasticity of demand.</li> </ul>
<p><b>EXECUTIVE MANAGEMENT TEAM</b></p>	<ul style="list-style-type: none"> <li>▪ Derek Kreunen, Chairman</li> <li>▪ Malcolm Buxton, President and CEO</li> <li>▪ Doug Daniels, Vice President of Business Development</li> <li>▪ Wikus van Dyk, Vice President of Development</li> <li>▪ Heidi Fischer, Regional Vice President – Africa</li> <li>▪ Greg Marmulak, Vice President of Professional Services</li> <li>▪ Mark Morris, Vice President of Sales &amp; Distribution</li> <li>▪ Johan Otto, Vice President of Mobile Solutions</li> <li>▪ Caroline Proctor, Vice President of Marketing</li> <li>▪ John Wehrheim, Vice President of Business Development – Microsoft</li> </ul>
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