

CONFIDO



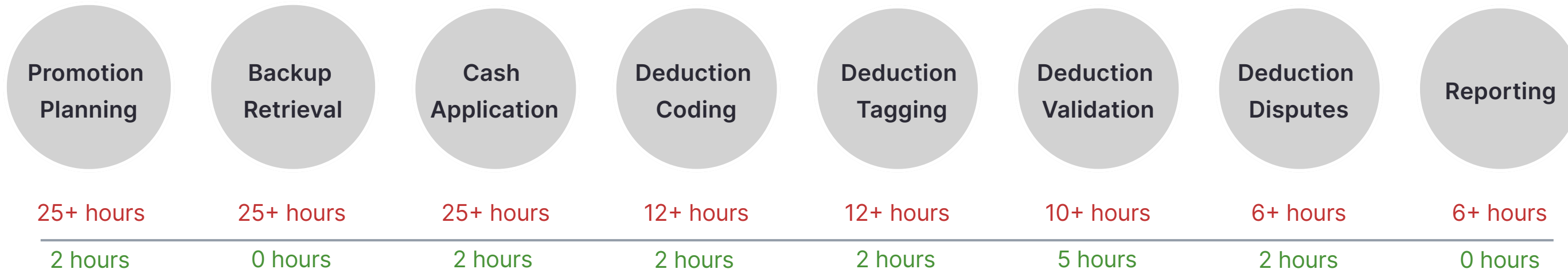
Financial Operations software built for CPG

Deductions and trade promotions can account for upwards of 30% of revenue. However, traditionally, managing trade has required hundreds of hours of tedious work across sales, accounting, and finance.

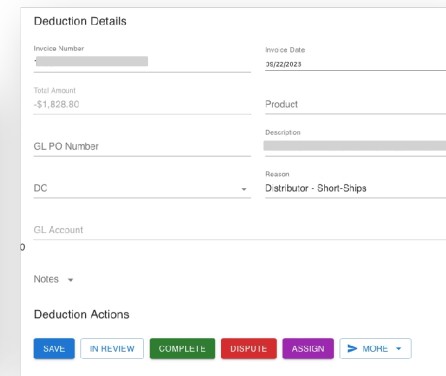
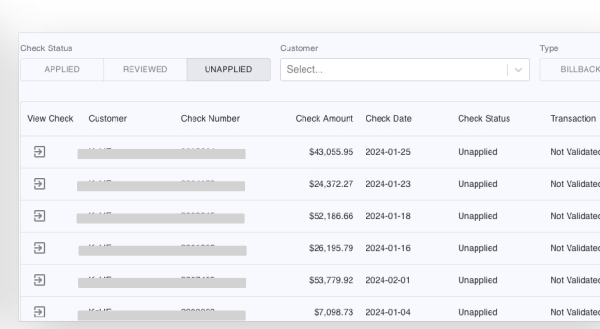
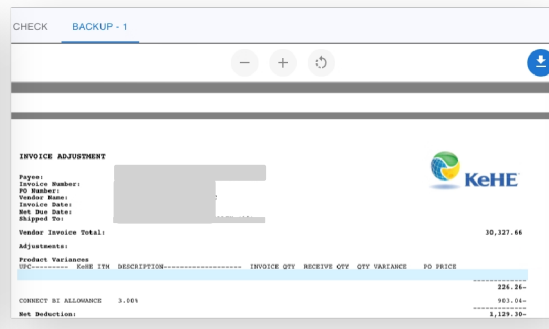
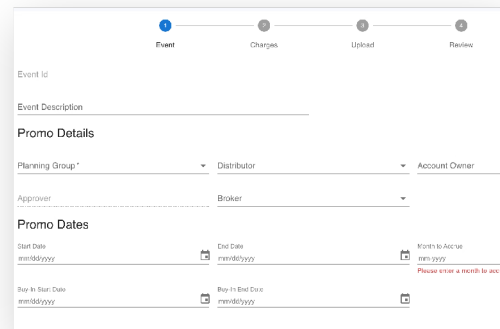
CONFIDO CAN HELP.

Institute best-in-class trade and deductions management capabilities without adding 100's of hours of manual work.

Without
confido



With
confido



	Nov 2023 - Actuals	Dec 2023 - Actuals	Jan 2024 - Actuals	Feb 2024 - Actuals
Nov 2023 - Actuals SUM	\$396,853.01	\$257,884.22	\$310,467.06	\$66,254.66
Dec 2023 - Actuals SUM	\$77,309.55	\$73,789.19	\$89,441.19	\$10,790.73
Jan 2024 - Actuals SUM	\$3,008.38	\$2,493.70	\$5,600.93	\$0.00
Feb 2024 - Actuals SUM	\$19.20	\$14.16	\$92.49	\$2.67
Mar 2024 - Actuals SUM	\$7.38	\$5.09	\$11.81	\$2.91
Apr 2024 - Actuals SUM	\$24.13	\$17.28	\$28.09	\$7.33
May 2024 - Actuals SUM	\$287.35	\$91.02	\$220.94	\$74.80
Jun 2024 - Actuals SUM	\$67.06	\$54.40	\$292.60	\$144.20
Jul 2024 - Actuals SUM	\$826.80	\$2,396.40	\$213.60	\$386.80

Key Capabilities

Cash Application - Process retailer/distributor payments in seconds. Track deductions by reason, retailer, product and more

Disputes - Automate support gathering and dispute submission to recover invalid chargebacks

Trade Promotion Management - Plan upcoming promotions in seconds and track actuals and lifts automatically

Benefits
Onboard in less than 2 weeks.
100% automated. Fully scalable platform as brands grow.

Built-in collaboration across sales, finance, accounting, and leadership.

- 1 Create promotion event and track against a trade rate, with automated accrual generation.
- 2 Connects data from all distribution partners. Every backup is downloaded and stored with each associated check.
- 3 Brands have a central inbox for all payments, including granular line-item level data.
- 4 Native dispute tool integrated directly with retailers / distributors
- 5 Exportable reporting views to understand per product and per customer spend