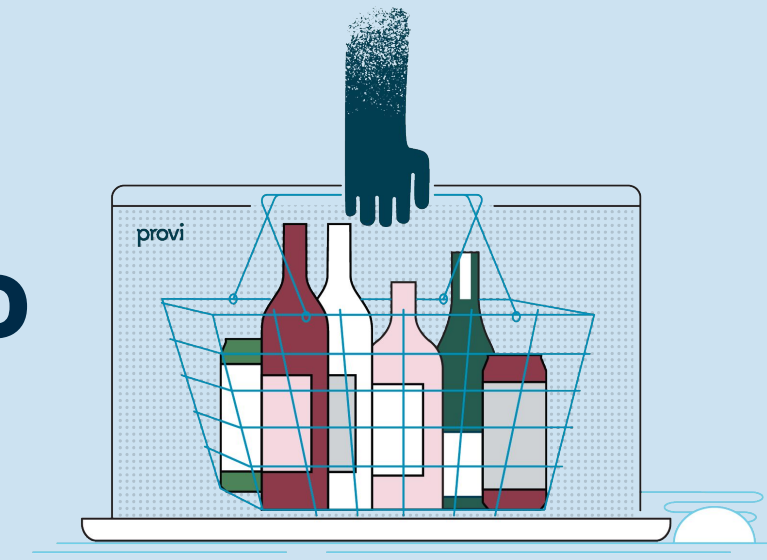




WSWA NextGen Summit/CLD Conference



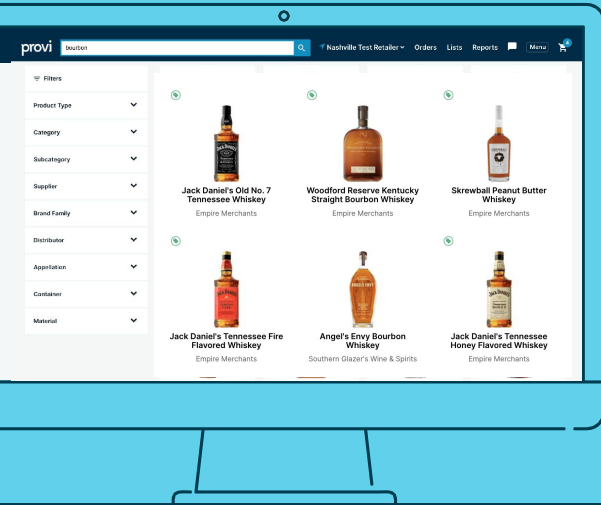
2022



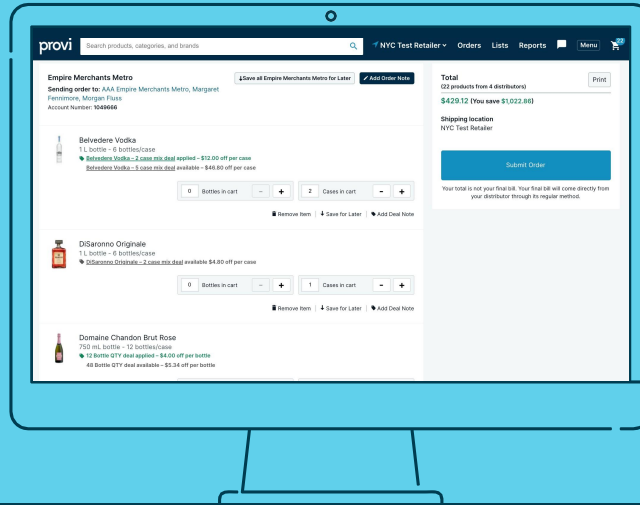
 provi +  SevenFifty



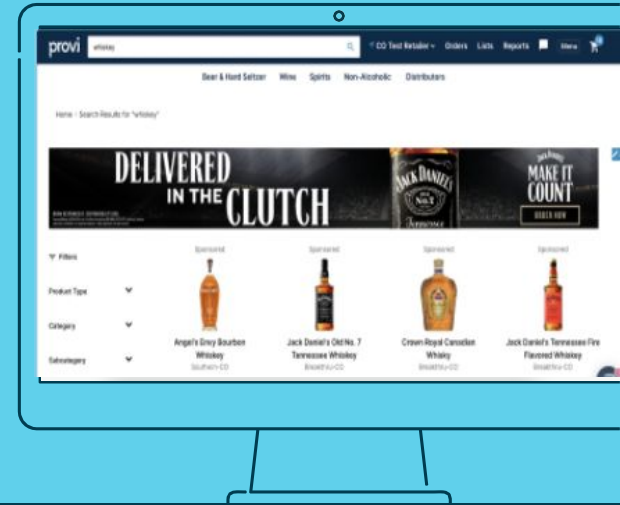
The Enhanced Marketplace



Marketplace & Payments
Retailers



e-Commerce Tool-Kit
Distributors



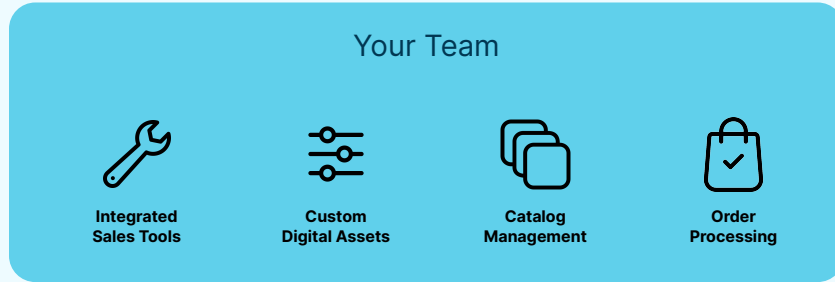
Marketing + Data
Suppliers



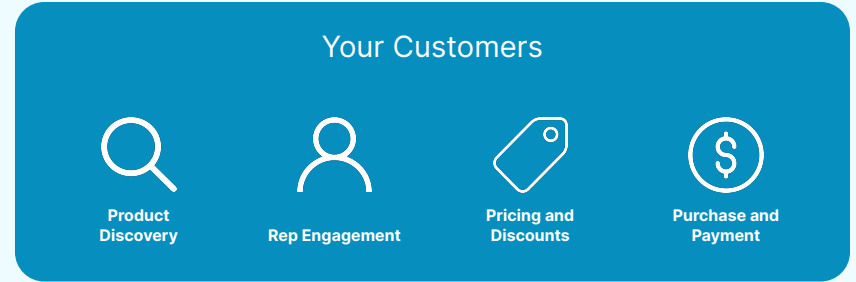
Creating a Fully Integrated Tech Stack

Provi Connected Marketplace

SEVENFIFTY DISTRIBUTOR TOOLS



PROVI MARKETPLACE



ERP and Order Management

Enriched Data Catalog

ProviPay

Data and Order Integration Layer

(Seamless communication between distributor and buyer environments)

Provi by the Numbers

Provi's makeup of on- and off-premise accounts leads to unique and important marketplace data. Where does it come from?

More than

1,400

distributors

More than

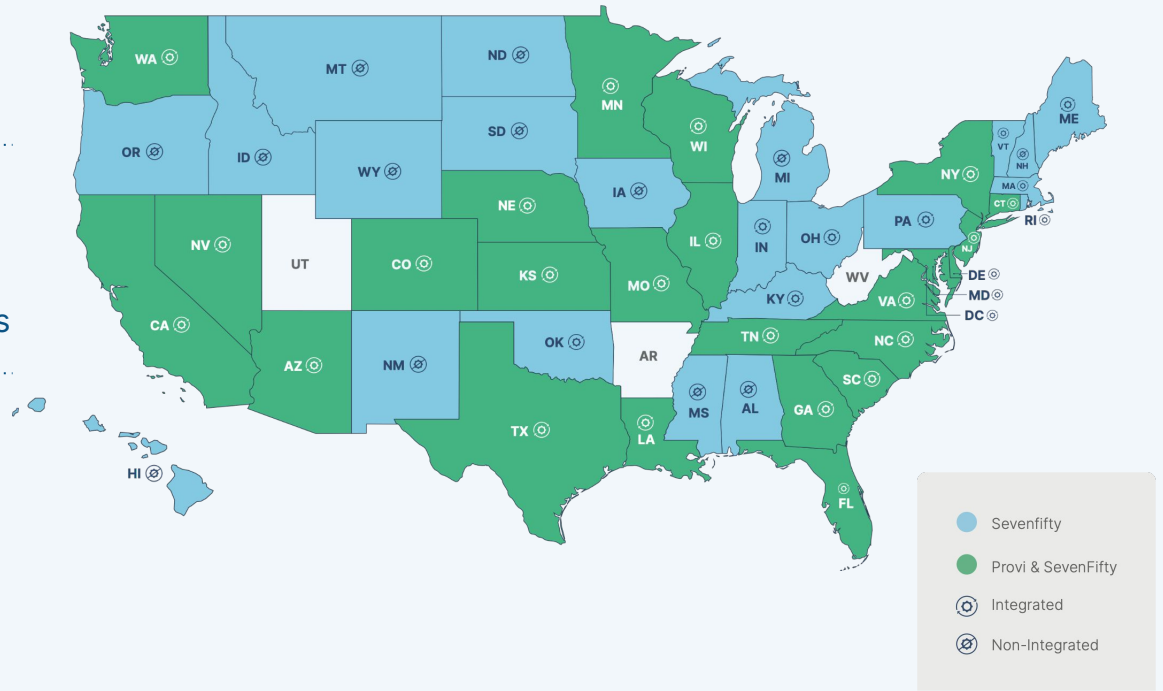
700,000

products with detailed descriptions

More than

100,000

buyers across the U.S.

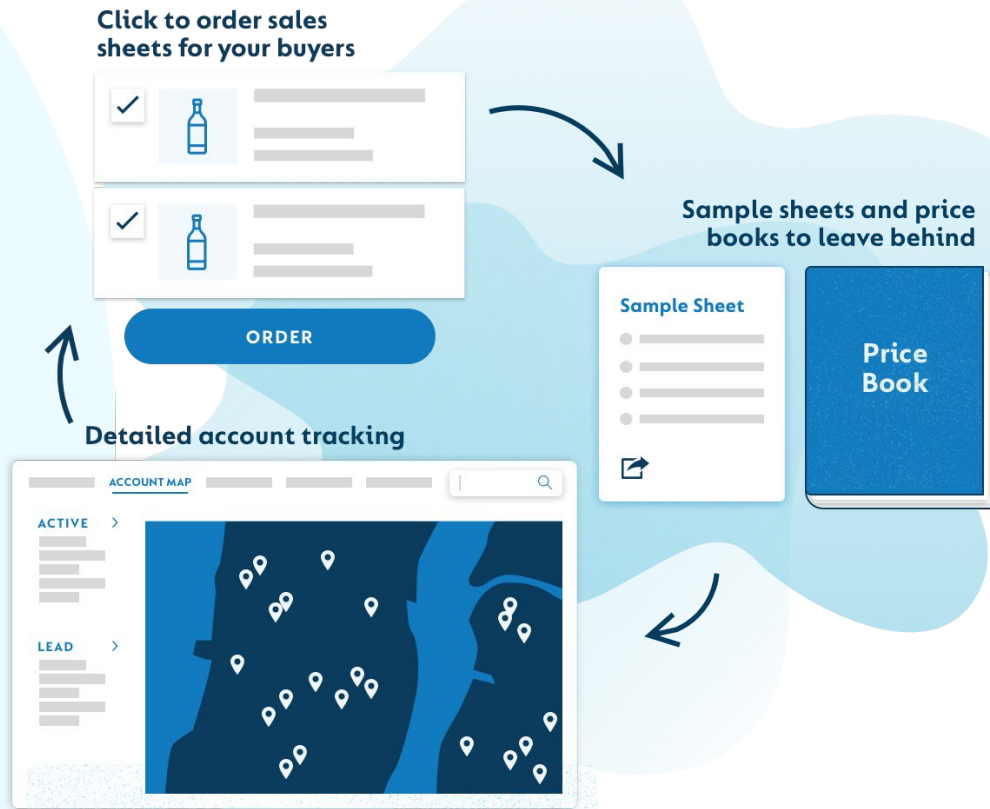


Integrated Tools

Custom Sample Sheets and Price Books

Provi helps your reps seamlessly convert samples into sales.

- Printable and click-to-order sample sheets
- Beautifully designed, customizable price books that are always up to date
- Multiple touch buyer points keep your reps at the center of an e-commerce experience designed to strengthen their relationships

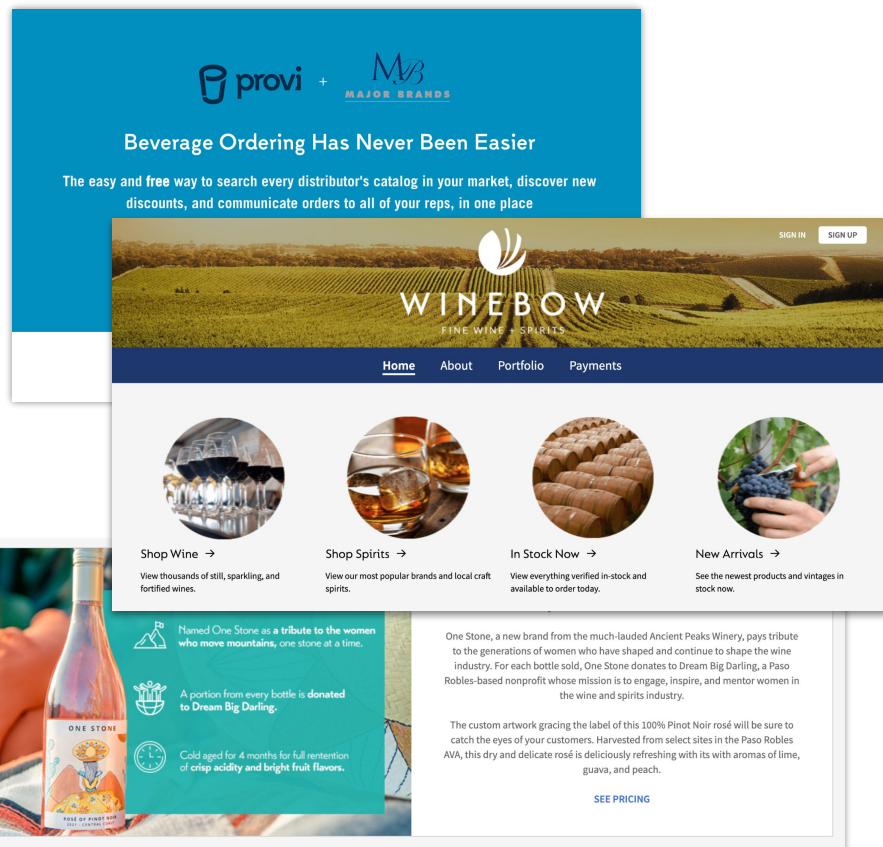


Buyer Engagement Expertise

Exceptional Digital First Impressions

Create digital experiences that increase engagement and meet your buyers where they are.

- On- and off-marketplace digital experiences
- Create and curate a branded space within the Provi marketplace for buyers to discover premium content, events, and special offers
- Turn your existing website into an ecommerce hub



Sales Support

Amplify Your Inside Sales Team

Unlock your Tel-Sell team's full potential by giving them the bandwidth to be more strategic. Provi's dedicated team of sales support professionals can assist with small, repeat buyers and national accounts.

Reduce Tel-Sell wait times and give your team the ability to focus on high value accounts.

Increase

Rep Efficiency

Increase

Bottom-line Profit

Lower

Operational Costs

White-glove Marketing Services

Partner Marketing Opportunities

Provi offers its premier distributor partners **white-glove marketing services** and **co-marketing opportunities**. Marketing opportunities are consistently refreshed. Your Partner Marketing Manager will provide you with the current opportunities during your onboarding.

Logo inclusion in Provi marketing programs

- Emails
- Newsletters
- OOH Placements
- Mailers
- Digital and Social Marketing
- Promoted Placements within the Provi Marketplace
- Supplier highlights in SevenFifty Daily

White-glove marketing services

- Custom Storefront Design and Creation
- Branded Leave-behinds
- Custom Price Books
- Buyer Webinars
- Buyer Incentives and Deals

Exclusive Perks and Action-based Incentives

- Custom Buyer Insights Reports
- Provi Distributor Incentive Program
- Provi Academy WSET Award in Wine Level 2 classes
- Provi Academy Integrated Sales Certification
- Buyer Referral Program

Sell Smarter. Sell More.

The more accounts that a sales rep has on Provi the better their overall performance.

PODs

+11%

On Provi accounts perform better than non-Provi accounts

Reps with more % of sales on Provi outperform others in their division

CASE VOLUME

+45%

OnP LV accounts on Provi perform better than non-Provi OnP LV accounts

Supplier performance is better in Provi accounts vs non-provi

\$\$\$

+38%

January

SevenFifty and Provi
join forces

May

Pricing and portfolio
information from
SevenFifty begins to
appear in Provi

Q3

Increase buyer
migration to the Provi
marketplace

April

Preferred Partnership
program is launched

June

All pricing and
portfolio information
from SevenFifty is
available in Provi

Q4

All buyer activity
takes place on the
Provi marketplace



The Path to a Unified Marketplace

Through the unification of SevenFifty and Provi we are creating the premier marketplace for the beverage alcohol industry. We are excited to share with you the upcoming changes to the Provi marketplace!

Thank You!

