



## **Aldata Acquires UK Assortment Management Specialist Cosmic Solutions Ltd. Acquisition will help retailers and manufacturers reduce costs and waste in the supply chain**

**HELSINKI, May 6<sup>th</sup> 2010** – [Aldata Solution Oyj](#) (NASDAQ OMX Helsinki ALD1V) and [Cosmic Solutions](#) Ltd today announces the signing of a definitive agreement for Aldata to acquire all shares and assets of Cosmic, a specialist UK provider of category management software, for an enterprise value of approximately 3 million GBP, helping retailers better respond to changes in customer demand, reduce waste, and increase shopper satisfaction.

The combination of Aldata, which provides world leading retail space and supply chain management solutions that optimize the placement and replenishment of products in the store, and Cosmic, which provides innovative analytical software that calculates the optimum mix of products to meet shopper, supplier and retailer objectives, creates a world leading Integrated Category Management solution. This new solution will allow manufacturers and retailers to have the right product, in the right place, at the right time, and in the right quantity on supermarket shelves.

“This announcement is important for the retail and CPG industry as it combines best of breed technology to help reduce waste and costs in the supply chain, increase customer satisfaction, and optimize product profitability at a time when competition for customers is at an all time high and economic recovery is creating major changes in buying behavior,” said Allan Davies, Chief Marketing Officer of Aldata. “It is now even more critical than ever to ensure products are available to meet customer demand.”

Aldata and Cosmic have already cooperated on joint customer engagements and have carried out collaborative marketing, and training activities based on their combined capabilities. Some of Cosmic’s current customers include many of the world’s leading consumer goods companies such as, Unilever, Diageo, Johnson & Johnson, Glaxo-Smith-Kline, United Biscuits, Heinz, Kimberley Clarke, Carlsberg, and Constellation Wines, plus regional brands including Kerry Foods, Findus, John West, Britvic, and Aunt Bessies.

### ***[Global Retail CIO Survey 2010 \(Martec International\)](#)***

***(Survey of 109 Retail CIOs representing over \$500 billion in revenues and 62,000 stores)***

*Optimizing the product / place / promotion offer remains key, with retailers upgrading or implementing new systems for Automated Replenishment (52%), Assortment Optimization (58%), Promotions Optimization (56%), Promotions Management (54%).*

“The acquisition of Cosmic represents the second step in our Integrated Category Management strategy following the acquisition of Apollo Space Management in 2008,” said Bertrand Sciard, President and CEO of Aldata. “Combined with our best of breed retail Space, Replenishment and Supply Chain suites it will provide our customers with unique capabilities to plan and deliver accurately across multiple store sizes and formats.”

On completion of the transaction, Cosmic staff will join Aldata in a discrete business unit headed by Cosmic Managing Director, David Wilkins. Aldata’s global marketing, sales channels and support network will add depth and breadth to Cosmic’s international distribution while maintaining the high levels of flexibility and service which Cosmic customers are accustomed to receiving.

“We are very excited to be joining a business with the same focus, dedication, and values that Cosmic has held for 18 years. Our long and trusted relationships with CPG suppliers reflect Aldata’s similar relations with global retailers,” said David Wilkins, Managing Director of Cosmic. “Together we can deliver new levels of effective category management optimized for both sets of customers.”

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### **About Cosmic**

Cosmic Solutions, based near Nottingham, England, is a global specialist in consumer product category management, calculating the optimum mix of products to meet shopper, supplier and retailer objectives. Cosmic has an 18 year track record of improving category profitability for the world's major consumer product companies and their retail partners. Today Cosmic products are used in over 30 countries worldwide.

More at: [www.cosmic-solutions.com](http://www.cosmic-solutions.com)

### **About Aldata**

Aldata is a global leader in the supply of integrated business solutions to organizations that serve the retail consumer and wholesale distribution markets. Aldata has an unparalleled 20-year track record of delivering targeted software projects that substantially improve our customers' businesses, from supplier to shopper. Today, Aldata customers include 15 of the World's 30 largest retailers, thousands of retail brands, and hundreds of national and regional chains. More at: [www.aldata-solution.com](http://www.aldata-solution.com)

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