



Brands inspiring your life!

# Board

**16 June 2021, 13.00-15.00**  
**MS Teams meeting**



## Antitrust caution

- Participation in meetings must be voluntary, and failure to participate shall not be used to penalise any company.
- There shall be no discussion, or sharing, of confidential commercially sensitive information, including in particular price information (relating not only to actual prices charged or paid but also the elements of pricing including, for example, costs, discounts, rebates, promotional activities and terms of trade), allocation of geographic markets, customers or products, boycotts, refusals to deal, or market share.
- Historic data on, inter alia, prices, volumes and trading terms may be provided to the Secretariat for the purposes of agreed work topics but at no time shall such data be available to other members or attributable to any individual member. Tests or data collection shall be governed by protocols developed in consultation with and monitored by counsel.
- Meetings shall be governed by an agenda prepared in advance, and recorded by minutes prepared promptly after the meeting.
- The recommendations coming out of a BABM committee or working group are just that. Individual companies remain free to make independent, competitive decisions.
- Any standards endorsed must be voluntary standards and any business practice recommendation developed must also be voluntary.
- If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

# Agenda

| N° | Timing | Agenda item                                                                                                                                                                                                                                                                                    | Who                                  | Information /Decision                                 | Documents |
|----|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------|-----------|
|    | 13.00  | Welcome and antitrust caution*                                                                                                                                                                                                                                                                 | Ives                                 | Information                                           | Annex 1   |
| 1  | 13.05  | <b>AIM strategy 21-25 &amp; legal approach European Retail Alliances</b><br>• Presentation by Michelle Gibbons, CEO European Brands Association                                                                                                                                                | Michelle                             | Information /feedback                                 |           |
| 2  | 13.40  | <b>Report 03/03/2021</b><br>• Report on action points and approval                                                                                                                                                                                                                             | Walter                               | Decision                                              | Annex 2   |
| 3  | 13.45  | <b>Impact of Covid-19 on branded CP business</b><br>• HR meeting 31/03: debrief<br>• Meetings autumn: format                                                                                                                                                                                   | Walter<br>Walter                     | Information /feedback<br>Decision                     |           |
| 4  | 13.55  | <b>Ensure a fair trading climate &amp; protect our brands and manufacturers</b><br>• Carrefour-Provera: decision BCA & next steps<br>• BCA policy priorities 2021: approach BABM<br>• Lidl margin claims: legal analysis<br>• EU UTP Directive - transposition Belgium: update                 | Wilko<br>Walter<br>Wilko<br>Walter   | Decision<br>Decision<br>Information<br>information    |           |
| 5  | 14.05  | <b>Communication &amp; stakeholder management</b><br>• Contacts Nielsen & IRI: update<br>• SoMe: evaluation test Twitter & recommendation roll-out                                                                                                                                             | Walter<br>Walter                     | Information /decision                                 |           |
| 6  | 14.15  | <b>Promote collaborative &amp; synergistic customer relations</b><br>• Commercial Committee: president & independent advisor: proposed way forward<br>• Meeting calendar 2021: update<br>• Webinar 'Impact of covid on prices & promos' 09/06: debrief<br>• Retail network event 20/10: update | Walter<br>Walter<br>Walter<br>Walter | Decision<br>Information<br>Information<br>Information |           |
| 7  | 14.30  | <b>Inspire brands to innovate through new channels and experiences</b><br>• Coupon folder 2021: update & next edition<br>• E-com barometer 2021: waves & workshop<br>• E-com webinar 21/03: debrief                                                                                            | Walter<br>Walter<br>Walter           | Information<br>Information<br>Information             |           |
| 8  | 14.40  | <b>Create efficient &amp; future driven supply chains</b><br>• Supply Chain meeting 12/03: debrief<br>• GS1 Data Quality programme: update                                                                                                                                                     | Katrijn<br>Katrijn                   | Information<br>Information                            |           |
| 9  | 14.50  | <b>Any other business</b><br>• Budget 20-21 and actuals: update<br>• New members & prospects: update                                                                                                                                                                                           | Walter<br>Walter                     | Information<br>Information                            |           |
| 10 | 15.00  | <b>Next meeting</b><br>1 December, 13.00-15.00                                                                                                                                                                                                                                                 | Walter                               | Information                                           |           |

## 2. Report

- Report 3/3/2021

| What                                                                | Who   | Status                                |
|---------------------------------------------------------------------|-------|---------------------------------------|
| 1 Draft letter to BCA with our concerns regarding Carrefour-Provera | Wilko | Done – update on today's agenda       |
| 2 Send comments on code of conduct to secretariat                   | Board | OK approved & communicated to members |
| 3 Contact Nielsen and IRI                                           | BABM  | On today's agenda                     |

➤ For approval

## 1. AIM strategy 21-25 & legal approach European Retail Alliances

- Presentation by Michelle Gibbons, CEO European Brands Association
- See annex 3

### **3. Impact of Covid-19 on branded CP business**

- HR meeting 31/03: debrief
- Meetings autumn: format

## 3.1 HR meeting 31/03: debrief

Employee health and wellbeing, connection & teambuilding

- Split-level calls: CEO and Managers connect with each employee during a 20' one-on-one call.
- Create contact points with people outside one's team via virtual blind date coffee-breaks.
- Virtual training programme with participants across teams.
- Allow participation in sports classes during the day.
- Mental fitness programme with exercises and evaluation of mental health.
- 'joy@work' team: voluntary group that organises extra-curricular activities: sports (e.g. bootcamp), cooking sessions (with own products) with colleagues from different countries...
- Team charters: auto-guidance drafted by employees for a 'better you, better team'.

➤ For information

## 3.1 HR meeting 31/03: debrief

### Benefits

- Benefits for working at home often depend on whether other benefits are already in place (e.g. homework travel, telecom, representation expenses).

### 'New normal' / physical attendance to events & meetings

- No concrete projections are being made for the moment. No large-scale return to office and physical meetings before the end of the summer.

### Future of work

- Future policies ranging from max. 1 day home office per week over min. 2 days at the office to a fully flexible way of working where the central workplace is the area to collaborate, connect and celebrate.
- Some companies will have fixed office days per business unit, others will have mixed virtual/physical team meetings.
- Companies are still developing a framework for homework allowances, also linked to fiscal rules. The overall aim is to provide a fair and balanced compensation policy for all employees, and this can be a difficult exercise.
- Some resistance and prejudice from blue collar workers vs white collar working over working at home.

➤ For information

## 3.2 Meetings autumn: format

BABM meetings:

- Board
- DirCo
- Commercial Committees w/ retail guests
- Working groups & Committees
- Info-sessions
- General Assembly: see infra

Format as of September:

- Physical
- Digital

-> Company policies?

-> Recommendation Board: allow physical meeting provided conform national guidelines?

➤ For decision

#### **4. Ensure a fair trading climate & protect our brands and manufacturers**

- Carrefour-Provera: decision BCA & next steps
- BCA policy priorities 2021: approach BABM
- Lidl margin claims: legal analysis
- EU UTP Directive - transposition Belgium: update

## 4.1 Carrefour-Provera: decision BCA & next steps

Status today:

- 06/05: BCA states that Carrefour's new negotiating policy responds to earlier competition concerns as set out in questionnaire to suppliers.
- Link to press release and report
- Comments BCA:
  - 'majority of suppliers expressed satisfaction that revised structure will address competition concerns identified by BCA'
  - 'suppliers to watch whether Carrefour complies with its own structure'
  - 'suppliers to monitor unexpected negative effects on competition from revised structure'

Next steps:

- Regular tracker to identify:
    - situations where the Alliance is not complying with its own commitments
    - anti-competitive effects from actions by the Alliance
  - Report issues to BCA based on tracker results
- For decision

## 4.1 Carrefour-Provera: decision BCA & next steps

### New contracts 2021:

- Interdis Belgium does now seem to be operational
- Carrefour: Take it or leave it! Careful; make sure that important points for you are detailed
- Carrefour makes supplier state that contract is fair & balanced – Makes challenge later difficult
- Avoid problems of the past: notably on (payments for) counterparts and invoicing
- BABM cannot provide detailed overall advice for compliance reasons
- However, if issues arise: please notify Walter > Comité de Bonne Conduite > punctual legal advice > discussion in Legal Committee > inclusion of questions in future trackers

-> email sent to all members on 21/04

➤ For information

## 4.2 BCA policy priorities 2021: approach BABM

- 10/03: BCA publishes key policy priorities for 2021
  - Link to [policy note](#)
  - Retail sector & consumer prices:
    - 'suppliers are responsible for price differences with neighbouring countries and price increases during Covid'
    - > do we have data available to react to this assertion?
  - New competence:
    - enforcement of prohibition of abuses of economic dependence (22/08/2020)
    - > not clear how this will take shape, BCA still looking for interesting cases to test
- For decision

## 4.3 Lidl margin claims: legal analysis

- Lidl claims compensation for price reductions they applied to branded products.
  - Does Lidl wish to align on Albert Heijn or wish to get compensation in general?
  - What do contracts with Lidl allow for?
- Generally, Lidl cannot request compensation for their alignment on prices of other retailers, e.g. Albert Heijn.
  - First, if nothing has been agreed, then this is simply not possible. Their consumer prices are their own business.
  - Second, the practice could be a breach of competition law on the part of the supplier and Lidl. It is prohibited to cooperate with a scheme that allows your customers to align their downstream prices (hub-and-spoke cartel).
  - Third, suppliers cannot be involved in Lidl's price setting other than through price recommendations or maximum prices, which could sometimes be useful in temporary promotions or to ensure that you can compete with their private label products.
- If Lidl makes threats, supplier might suggest that they would like to consult with the Belgian Competition Authority about the legality of the request.

-> Email sent to all members on 10/06

➤ For information

## 4.4 EU UTP Directive - transposition Belgium: update

- Belgian agro-food chain consultation - participants:



- Limited consensus, no agreement on threshold company size
    - Letter sent to FOD/SPF Economy on 12/06
  - 'Fairness for all':
    - Threshold removed in all countries so far, except The Netherlands & Greece
  - BABM-Fevia-Agrofront joint approach towards Belgian authorities:
    - Meetings & position papers sent to Cabinets (Clarinval, Dermagne and others) throughout March-May
    - Comeos (+ Test Achats) in favour of threshold: exception for agricultural cooperatives + TSC argument
- For information

## 4.4 EU UTP Directive - transposition Belgium: update

- Status today:
    - Threshold maintained at 350 mio €
    - Exception for agricultural cooperatives
    - Evaluation Germany: general exception for large fruit/veg/meatprocessing/dairy companies above 350 mio €  
-> partial solution for Belgium?
    - Retail Alliances: change “koper” to “afnemer” to include negotiating alliances
    - Extension UTP list: TBC
  - Next steps:
    - Approval by Council of Ministers
    - Raad van State/Conseil d'Etat & Parlaiment
    - Input to Cabinets on uitvoeringsKB/AR
    - Contact Test Achats
    - (So) Media campaign?
    - Evaluate legal options (with Fevia, Agrofront TBC)
    - Role Supply Chain Initiative (Governance Committee & Code of Conduct): evaluation after entry into force of law
- For information

## 5. Communication & stakeholder management

- Contacts Nielsen & IRI: update
- SoMe: evaluation test Twitter & recommendation roll-out

## 5.1 Contacts Nielsen & IRI: update

- Context:
    - Monopolistic position Nielsen in Belgium -> negative impact on quality, service and prices
      - Request BABM Board: contact Nielsen & IRI
  - Actions taken:
    - 31/03: meeting with Philippe Cabin Saint Marcel, CEO IRI France, and Willem Van den Neste, Managing Director Germany/Netherlands
    - Gap analysis current data vs wish list: Aldi, Lidl, Action
    - In consultation with UBA Panels Committee
  - Next steps:
    - Evaluate input IRI (HD-NFD) - with UBA
    - Contact Nielsen in order to challenge them
- For information

## 5.2 SoMe: evaluation test Twitter & recommendation roll-out

LinkedIn - recap:

- Objective: increase visibility and reach by enriching own posts and sharing member posts
- Started in Dec 2020
- Evaluation positive: see next slides
- Next steps: further increase followers (by reaching out to members, retailers, stakeholders)

Twitter - new:

- Test May-June: evaluation & reco rollout: see next slides

➤ For decision

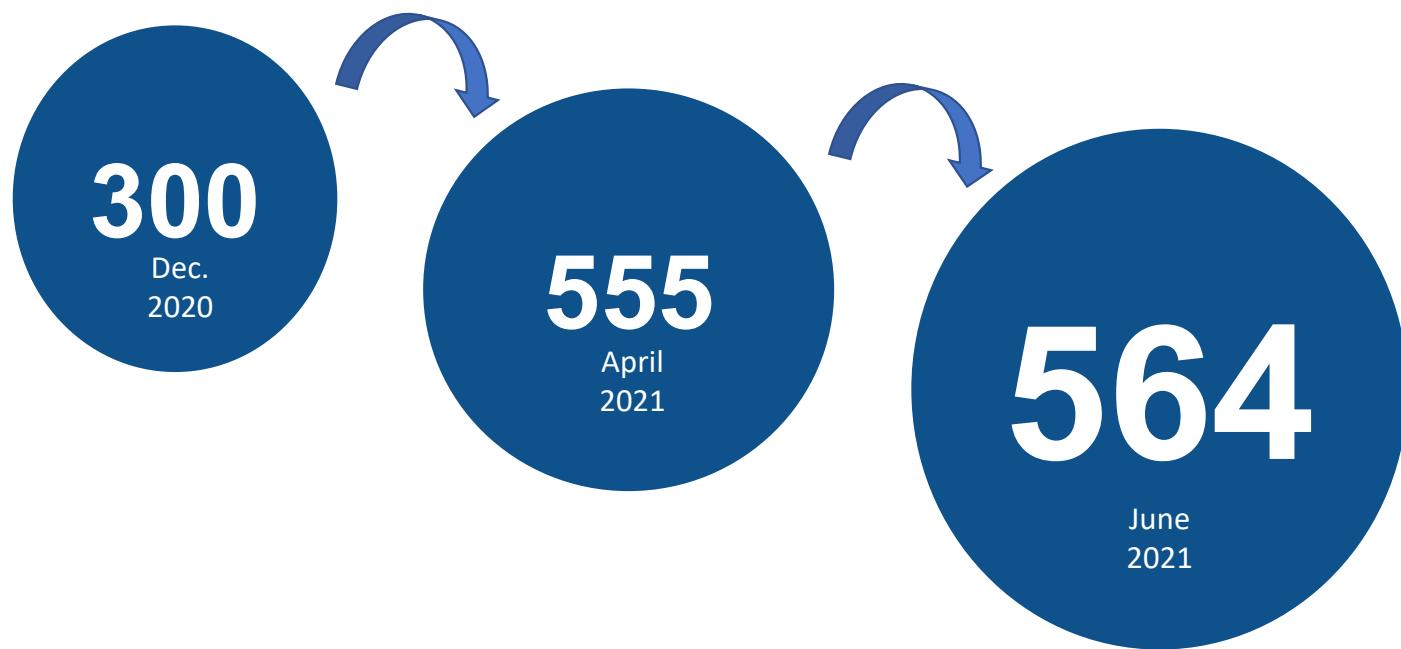
## STATISTICS - May – June 2021

Before showing some numbers and graphics, here are a few definitions to understand the statistics:

- **Unique visitor:** someone who accesses the LinkedIn Home Page at least once in the measured time.
  - **Impression:** the total number of times at least 50% of your update was visible for more than 300 milliseconds.
    - “**Unique impressions**” counts the number of times your updates were seen by individual members.
  - **Clicks:** A click tells you your call-to-action worked. On LinkedIn, Clicks are counted when a signed-in member clicks on your post, company name, or logo. It does not include other interactions like shares, reactions or comments.
    - Use the **click-through rate (CTR)** to gauge the number of clicks you earned versus impressions.
  - **Engagement rate:** LinkedIn calculates update engagement rate by adding the number of interactions, clicks, and new followers acquired, divided by the number of impressions the post receives
- For information /feedback

## LINKEDIN STATISTICS - May – June 2021

The number of followers is still increasing, but slower than in March-April.



# STATISTICS - May – June 2021

Evolution of the impressions over the last 1,5 month:



# BABM ON TWITTER

10 publications have been (re)posted since May 15<sup>th</sup>

**BABM Belgian Brands Association @BabmBrands - May 14**  
Meaningful marketing helps positive changes in society and for that, it needs to be rewarded. The Belgian Marketing Awards identify and celebrate outstanding and meaningful marketing. Submit your case here: [belgianmarketingawards.be](http://belgianmarketingawards.be) #celebrateBABMmembers #brandnews



**BABM Belgian Brands Association @BabmBrands - Jun 4**  
Congratulations to Pernod Ricard for its commitment towards nurturing every terroir and its biodiversity. We are all part of the solution! #CitraAction #Biodiversity #celebrateBABMmembers #brandnews #inbrandswetrust

**Pernod Ricard @Pernod\_Ricard - May 22**  
Pernod Ricard is committed to nurturing every terroir and its biodiversity, responding to the challenges of climate, to ensure quality ingredients now and for generations to come. #ForNature #GoodForMeGoodForNICE Show this thread



**BABM Belgian Brands Association @BabmBrands - Jun 3**  
Interested to learn more about how plant-based food contributes to a positive food transition? Find all the details here: <https://t.co/dldjyqnaiw> #celebrateBABMmembers #brandnews

**Bonduelle Group @Bonduelle\_Group - May 20**  
Comment l'alimentation végétale contribue-t-elle à une transition alimentaire positive ? @youmatter\_fr présente ces initiatives qui font bouger les lignes et nous inspirent. <https://t.co/fddjyqpoisnta> Retrouvez-nous sur #ChangeNOW2021 pour en discuter!



**BABM Belgian Brands Association @BabmBrands - May 28**  
Have you heard about @DiageoEU's latest goal? By 2020, every drink they will make will use 30% less water than today. Adding to that, by 2026 they will replenish more water than they use. What are your goals for the next decade?

**DiageoEU @DiageoEU - May 12**  
Water stewardship is a longstanding strategic priority for us. We're focused on preserving this critical resource, particularly in water-stressed areas, and are committed to advancing the EU Commission's Zero Pollution Action Plan. #SpiralOfProgress #ForNature #EUGreenDeal

**DIAGEO**  
**WATER IS THE BASIS OF LIFE AND OUR MOST PRECIOUS RESOURCE**  
By 2020 every drink we make will use 30% less water than today and by 2026 we will replenish more water than we use in all our water-stressed areas.



**BABM Belgian Brands Association @BabmBrands - May 21**  
Congratulations to Coca-Cola's water bottling site in Chaumontine who just got a recognized by @\_A4WS for their sustainable management. #celebrateBABMmembers #brandnews #inbrandswetrust

**Coca-Cola Europacific Partners @CocaColaEP - May 6**  
Congratulations to our mineral water bottling site in Chaumontine, Belgium, for being recognised for their sustainable management by @\_A4WS. #WaterStewardship #ThisIsForward #ActionOnWater [twitter.com/CocaColaBE\\_nl/...](https://twitter.com/CocaColaBE_nl/)

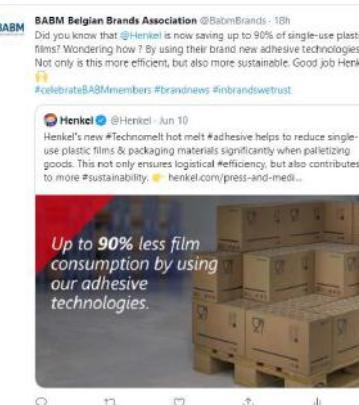
**BABM Belgian Brands Association @BabmBrands - May 20**  
Did you know that Bonduelle's food cans are endlessly recyclable? This is a great step forward for Bonduelle and their desire to give priority to recycle materials. Would you like to share your innovations in the field? #celebrateBABMmembers #brandnews #inbrandswetrust

**Bonduelle Group @bonduelle\_Group - May 11**  
Metal Packaging materials are a very important topic at Bonduelle. Our desire to give top priority to recycled material is all-encompassing. Thanks to all our stakeholders, we have already made strong headway in the field but we can always do better! #circularconomy #recycling [twitter.com/metal\\_packag...](https://twitter.com/metal_packag...)



**BABM Belgian Brands Association @BabmBrands - May 18**  
Cheers to @Leffe for its support to the catering staff. Thanks to its "Merci Horeca" action, for each beer sold, Leffe donates 1 euro to the catering staff. What a great gesture! So, who's in for a drink? #MerciHoreca #inbrandswetrust

**AB InBev BE @AbInBev\_BE - May 11**  
Om het horecapersonel te bedanken en ondersteunen lanceert AB InBev @Leffe de actie 'Merci Horeca'. Voor elke Leffe die verkocht wordt, schenkt Leffe €1 aan het horecapersonnel. En w, gheet u soins foof!



**BABM Belgian Brands Association @BabmBrands - May 31**  
Congratulations to @Ferrero for their contribution to ending deforestation. The company has already met over 50% of their goals for 2022. What an impressive progress! #topdeforestation #cocoandforests #celebrateBABMmembers #brandnews #inbrandswetrust

**Ferrero EU Affairs @Ferrero\_EU - May 29**  
We are very close to reaching our goals for 2022. This impressive progress was possible thanks to the trusted partnership we have built with our suppliers over the years. Check out the fresh progress report [buff.ly/2SBGx4d](https://buff.ly/2SBGx4d) @WorldCocoa #CocoaAndForests Initiative



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## BABM ON TWITTER

- **BABM is following all its members, but only a few follow BABM**
  - Since few people follow BABM's account, the publications do not generate a lot of interaction for the moment
- **On Twitter, reposting a content that's already a few days old is not working as well as on Linkedin. And there's also a need to be more (re)active if you want to gain visibility**

### RECOMMENDATIONS:

- **Invite all members to follow BABM's account, share content they would like BABM to repost, etc.**
- **Approach:**
  - Use Linkedin to share member's content and use Twitter to give BABM a voice on certain topics: Unfair Trading Practices, border trade, etc.
  - On Twitter, instead of reposting content from members after a weekly check, monitor the activity of a few accounts on a daily basis:
    - Fevia, AIM, David Clarinval, Pierre-Yves Dermagne, Test-Achats/Test-Aankoop, Unizo, Comeos



**BABM**  
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## **6. Promote collaborative & synergistic customer relations**

- Commercial Committee: president & independent advisor: proposed way forward
- Meeting calendar 2021: update
- Webinar 'Impact of covid on prices & promos' 09/06: debrief
- Retail network event 20/10: update

## **6.1 Commercial Committee: president & independent advisor: proposed way forward**

### **Presidency Commercial Committee:**

- No candidates within SteerCo
- Call for candidates launched during Commercial Committee 22/04
- Application received from Ivan Gallemaert, GBFoods
- Approved unanimously by SteerCo on 27/05

### **Evaluation working Commercial Committee & SteerCo + proposed way forward:**

- 1to1 consultations with SteerCo members (27/05-16/06)
- Debrief meeting Walter-Ivan 15/06
- Final conclusions and recommendations: SteerCo 22/06
- Presentation new strategy and priorities: Commercial Committee 24/06
- Given new President, no need for independent advisor anymore

➤ For decision

## 6.2 Meeting calendar 2021: update

### **Commercial Committee**

12 Feb: Aldi - Isabel Henderick & Joris Parrez

22 April: Delhaize – Alex Boussis & Illya Van den Borre

24 June: Peter Bossaert, Belgian Football Association

16 Sept: Makro - Vincent Nolf

18 Nov: Carrefour – Cédric Ammann (TBC)

### **BABM General Assembly & Inspiration Night 2021 (Retail network event)**

20 Oct

### **E-com session, open for all members**

21 April: E-commerce in Belgium, presentations by Bol.com, Free Your Time and CloudShops  
(with e-com workgroup)

9 June: Impact of the pandemic on consumer prices and promotions in Belgium – Dirk Vanderveken, Shopperware

➤ For information

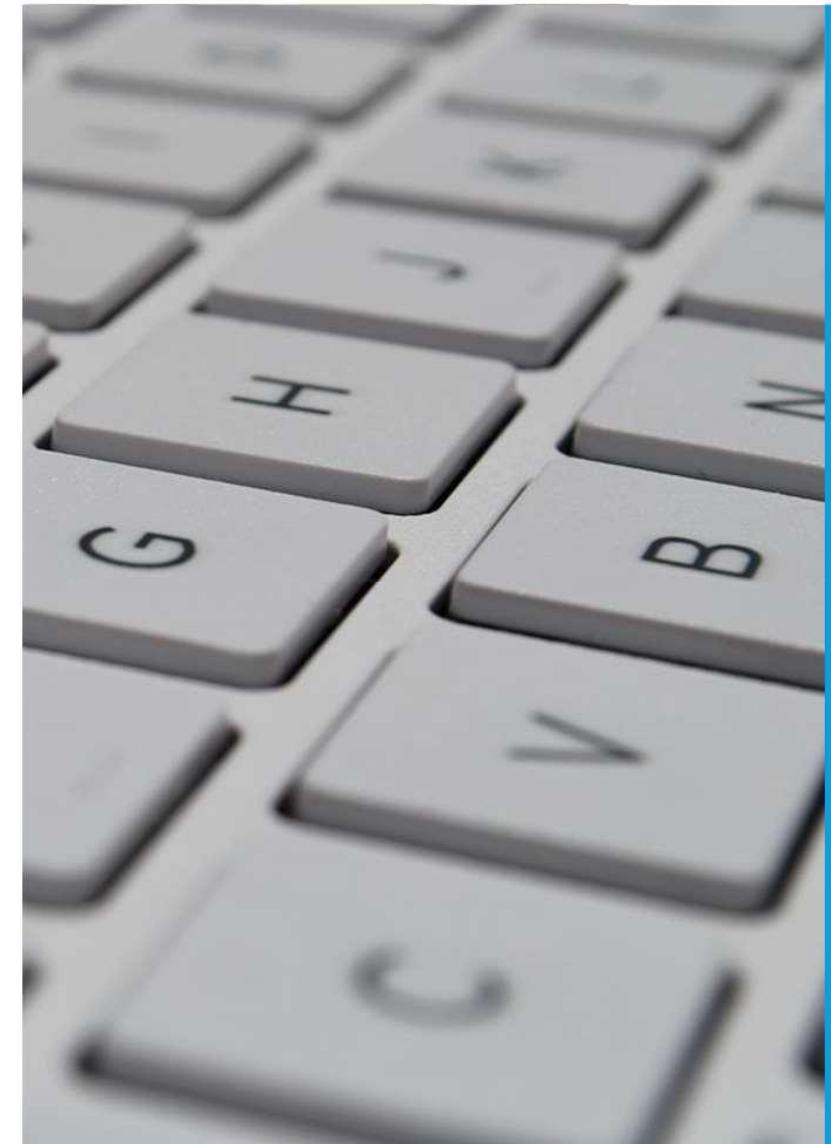


Brands inspiring your life!

## Impact of the pandemic on consumer prices and promotions in Belgium

Dirk Vanderveken, Shopperware

9 June 2021

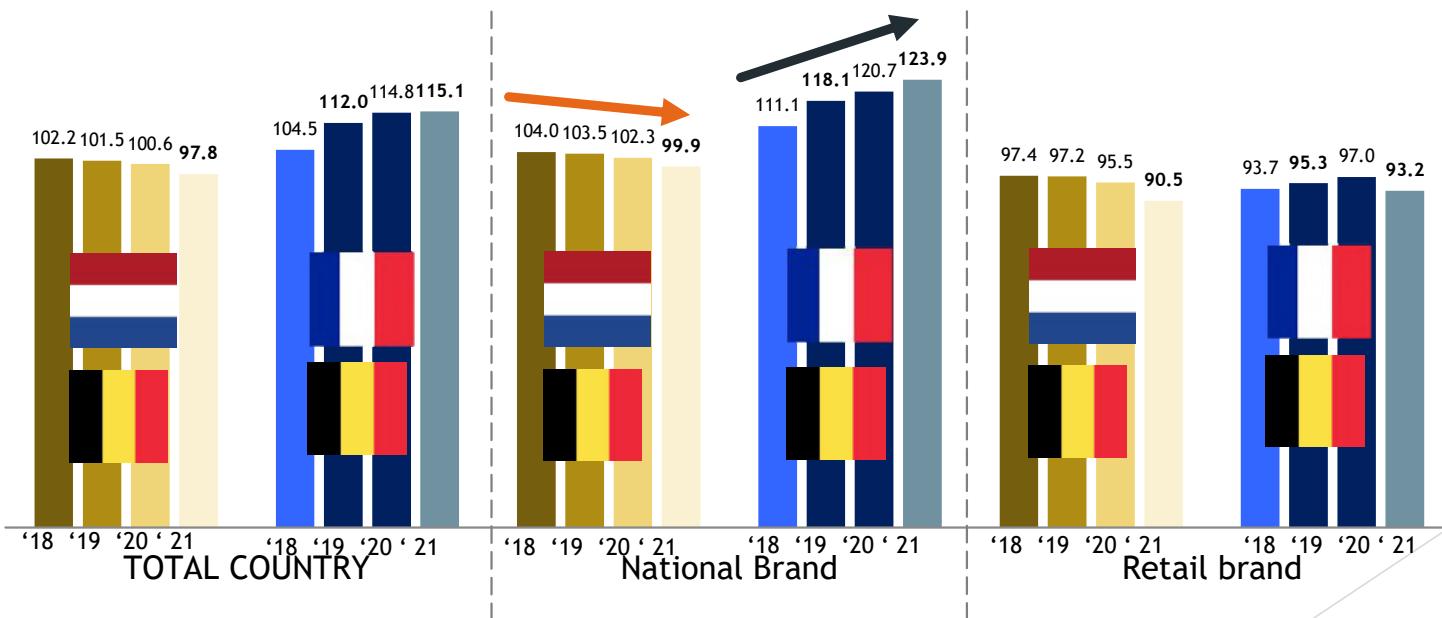


# CONSUMER PRICES FOR IDENTICAL SKU'S BELGIUM VS. FRANCE AND VS. NETHERLANDS

For the first time national brands sold in Belgium are offered at an identical price level compared to the Netherlands.

The price gap for national brands continues to widen compared to France.

## BENEFRA Price - Index



# National brand SKU's : 223  
# PL SKU'S : 50

For the sample of identical SKU's sold in the respective countries we observe that the price difference with the Netherlands has disappeared.

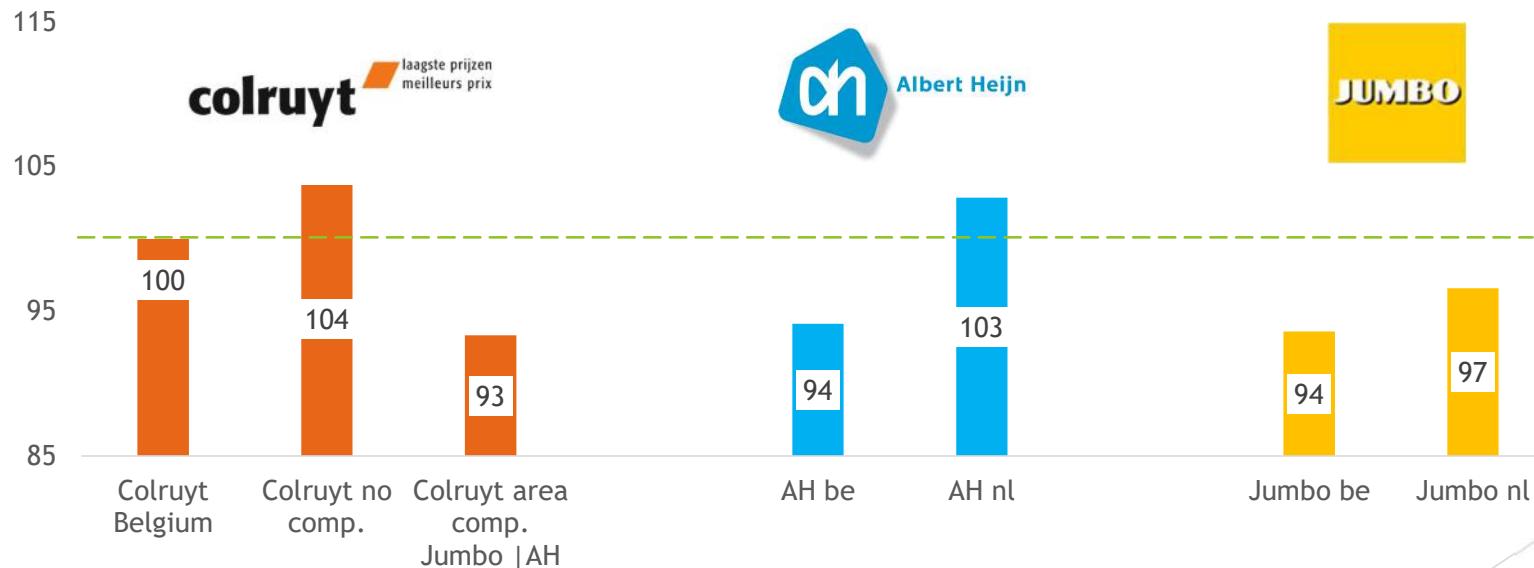
The price gap with France has stabilized at total level but is still increasing for the national brands ( 23,5gap ).

Colruyt keeps his promise to offer the lowest price in the market.  
Expansion of AH and Jumbo will harm the bottom line.

| Retailer x    | year 1       | year 2 |
|---------------|--------------|--------|
|               | Discount -1% |        |
| sales in € CA | 100          | 99     |
| cost of goods | 76           | 76     |
| gross margin  | 24           | 23     |
| People        | 11           | 11     |
| Services      | 8            | 8      |
| Ebit          | 5            | 4      |
| % Ebit        | 5,00%        | 4,04%  |

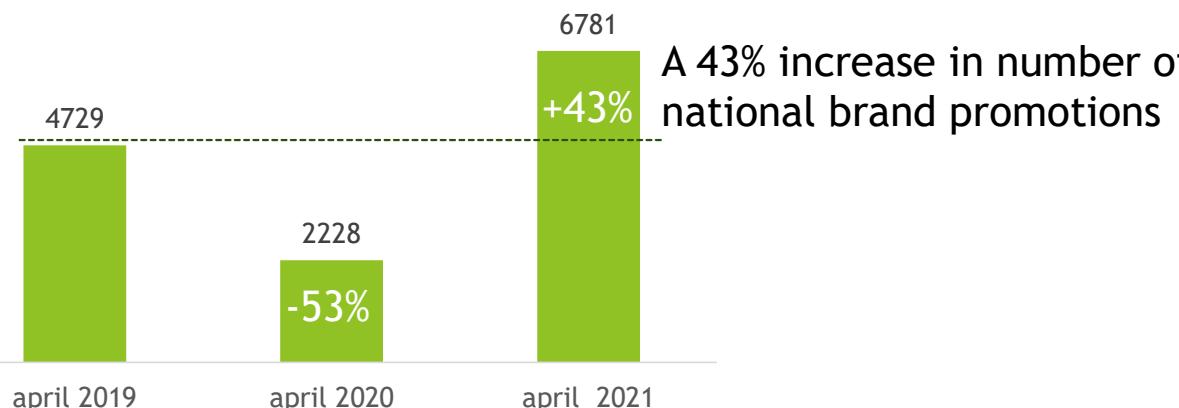
Consumer price reductions go straight into the bottomline if not compensated by efficiencies

### Colruyt Belgium - price index versus BENE competition Price - index for a basket of 46 referenced national brand SKU's





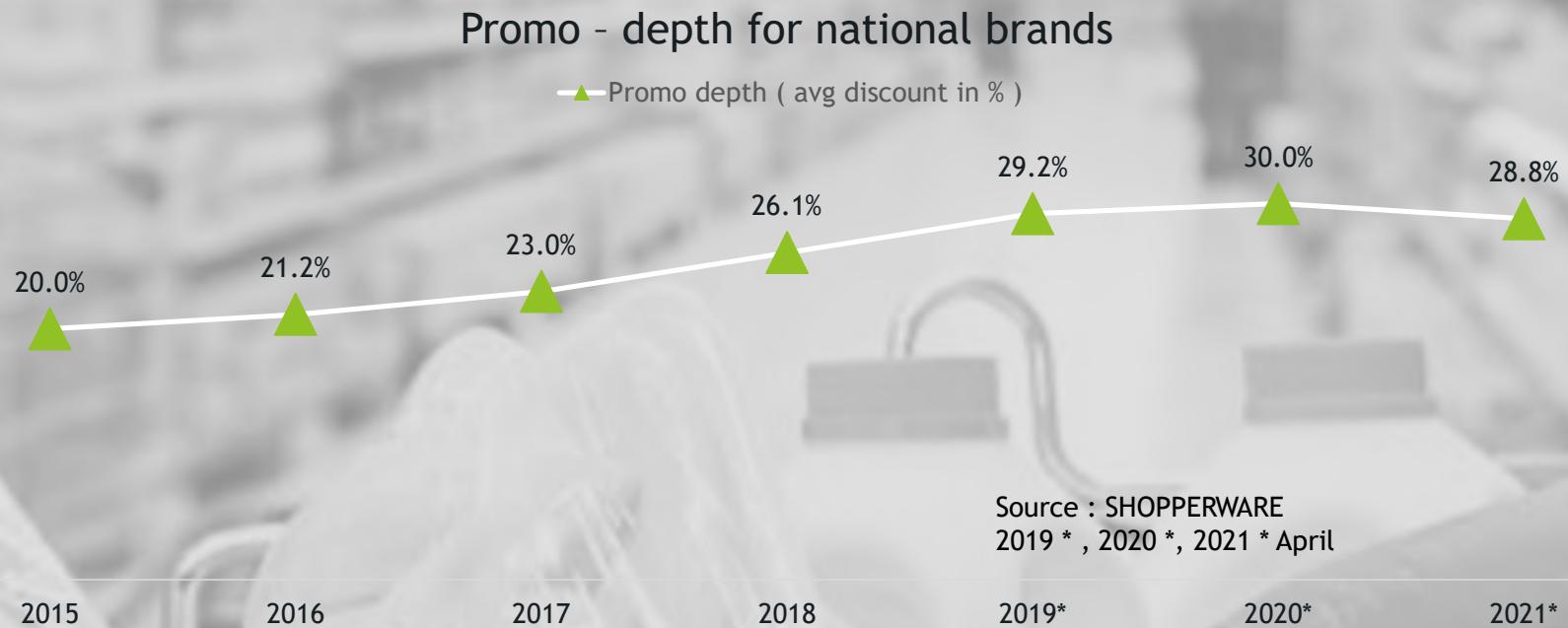
## Evolution The number of promotion slots



## Average promo depth ( % discount )



31



HILO strategy of the Ahold Delhaize group lead to an increase of the average promo depth for national brands.

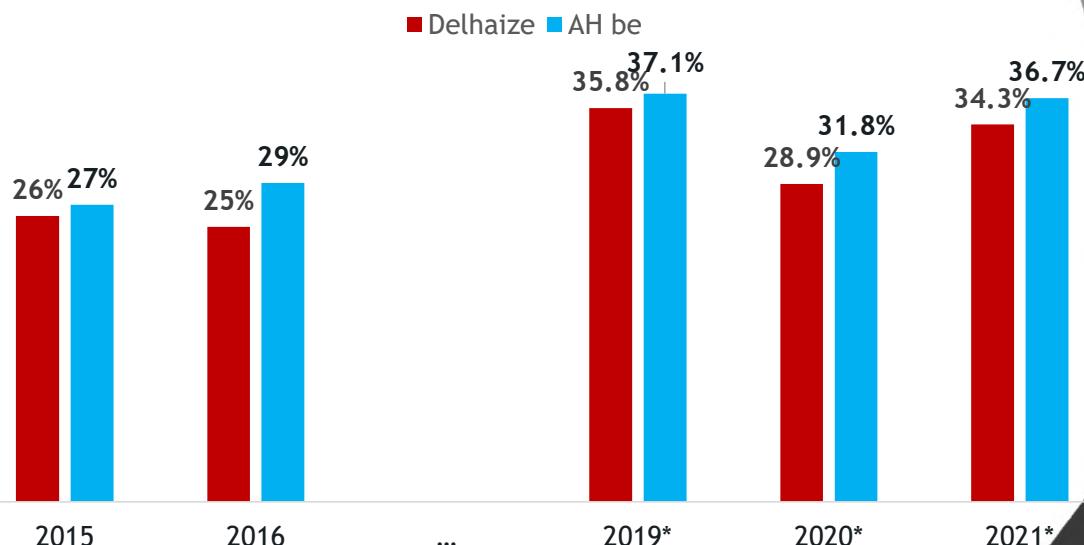
The promo depth is stable at about 29% but ...

**SHOPPERWARE**  
PROMO & SERVER FOCUS





## Average promo depth for national brands at Ahold Delhaize group

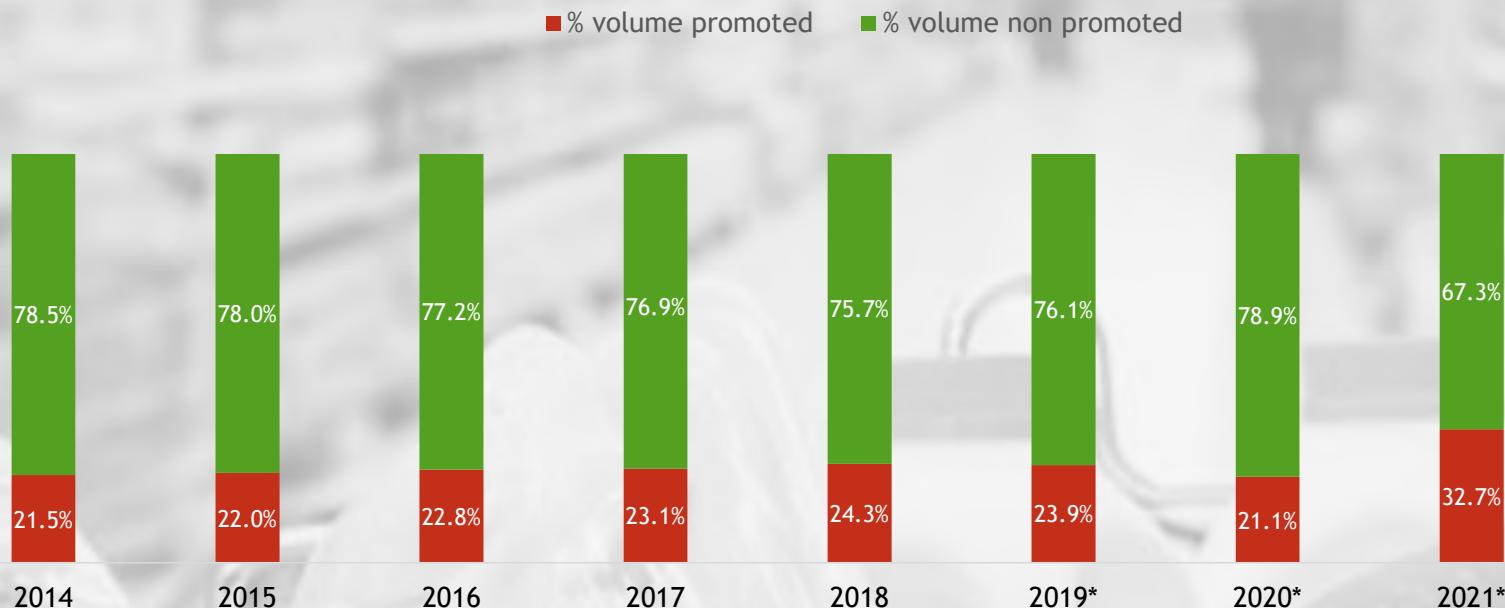


Source : SHOPPERWARE  
2019 \* , 2020 \* , 2021 \* April

Ahold Delhaize group  
HILO strategy serves multiple purposes :

- Increase temporary consumer demand
- Strengthen price image
- Attract price promo sensitive consumer segments
- Lower the marketshares and gross margins of major competitor Colruyt.

## Estimated % sales under promotion



Promo pressure in % volume booms.  
Strong increase of the volume sold under promotion.

Source : SHOPPERWARE  
2019 \* , 2020 \* , 2021 \* April

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## 6.4 Retail network event – BABM Inspiration Night

- 2 April 2020 -> 18 March 2021 -> **20 October 2021**
- Together with BABM General Assembly
- Meeting formula & retroplanning by HL Event
- Coordination by Commercial SteerCo



➤ For information

## **7. Inspire brands to innovate through new channels and experiences**

- Coupon folder 2021: update & next edition
- E-com barometer 2021: waves & workshop
- E-com webinar 21/03: debrief

## 7.1 Coupon folder 2021: update & next edition

- 3 mio households
- NL – FR
- Week 13, before Easter holidays
- 1 coupon per page, €20k per page
- Number of participants: 42
- Total discount: 38,7€ + cashbacks
- 50k Mobile Postcards (collab with Bpost)
- Theme: ‘enjoy the brands you love with the people you love’

Autumn edition '21:

- Call for candidates launched
- Insufficient interest from members

➤ For information



## 7.2 E-com barometer 2021: waves & workshop

- GfK Dashboard:
  - Waves 2021: Jan, March, June, Oct
  - Improvements dashboard: categories, quantitative, raw data
- Be-Commerce Market Monitor Deepdive:
  - Total e-com Belgium + 6 categories
  - # online buyers + sociodemographic profile
  - # online purchases
  - Amount spent online + basket size per purchase
  - Devices + payment methods used for online purchases

➤ For information

## **7.3 E-com webinar 31/03: debrief**

**14:00 FMCG brands at Bol.com**

Anneke Van Wetten-Kamphuis, Director Daily Needs, Bol.com

Sacha Buyck, Head of Partner Management Belgium

**15:00 Free Your Time: sneak preview of the new D2C multi-brand platform**

Marie Dubois, Direct to Consumer project, Nestlé Belgium

**15:30 CloudShops**

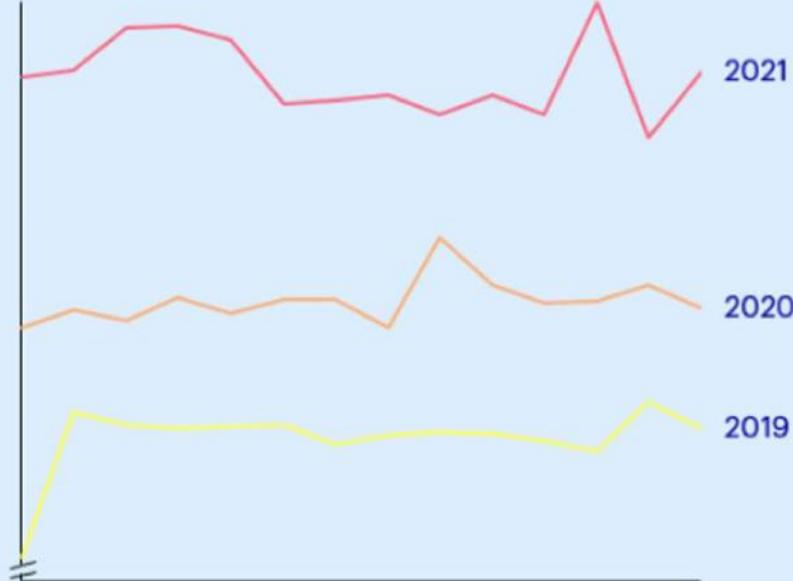
Koen Schrooten and Michiel Bleys, co-founders

**15:45 Wrap up**

➤ For information

# Ook binnen Daily Needs zien we dit terug

Versnelling traffic groei Daily Needs



Tijdelijke corona effecten in subgroepen



# Lokale netwerk support



## 6.3 Free Your Time: update

- 6 potential partners (+ Nestlé)
- discussions on legal frame ongoing: antitrust & collaboration structure
- NDAs nearly finalised
- Next steps: group sessions on:
  - Legal
  - Consumer need and USP
  - P&L evaluation
  - Logistical flows
  - Demand Building and Hubs
  - Final review

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## **8. Create efficient & future driven supply chains**

- Supply Chain meeting 12/03: debrief
- GS1 Data Quality programme: update

## 8.1 Supply Chain meeting 12/03: debrief

- CULT - Collaborative Urban Logistics and Transport:
  - Presentation by Alex van Breedam, TRI-VIZOR
- Aldi - need for dedicated contact person for supply chain/logistics:
  - Dirk D'Haeseleer, Supply Chain Director Aldi, confirmed as speaker at next meeting
- BABM member benchmark survey:
  - Retail-supply relations in supply chain: joint projects, issues, collaboration models, ...
  - 46 responses
  - Aggregated results sent to participants
- Next meeting: 28/09
  - Guest speaker Aldi
  - Follow-up/actions on top issues: penalties, data sharing (forecast, DC, POS), slot booking

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## 8.2 GS1 Data Quality programme: update

### GS1 Board 28/04:

- Preparatory call BABM-suppliers 26/04
- Retailer onboarding GDSN: target live date Q4/2022 -> GS1 to provide detailed progress reports
- Additional data in GDSN: pending GDSN onboarding retailers
- DQ programme: Q3/2021 -> decision on content & funding at next Board

### Presidency 2021-2023:

- President: Wouter Schaekers, P&G
  - Vice-presidents: Marc Henkens, Hubo & Vincent De Hertogh, Delhaize
  - Input BABM for presidency:
    - Top to top retail-supply to define common targets for GS1
    - Interaction GS1 Board & working groups + delegation companies
    - Voting mechanism working groups
- > Wouter to present vision & priorities to BABM Board 01/12

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## **9. Any other business**

- Budget 20-21 and actuals: update
- New members & prospects: update

## 9.1 Budget 20-21 and actuals: update

|                                            | 20-21<br>budget    | 20-21<br>actuals     | %       |
|--------------------------------------------|--------------------|----------------------|---------|
| <b>I.A. EXPENSES</b>                       |                    |                      |         |
| Staff & Support                            | -273,000.00        | -179,452.45          | 65.73%  |
| Infrastructure                             | -17,056.00         | -17,747.51           | 104.05% |
| Travel & Memberships & Accounting          | -35,410.00         | -19,487.45           | 55.03%  |
| Common Member - PR & Communication         | -44,000.00         | -30,468.97           | 69.25%  |
| Common Member - Meetings & Working Groups  | -37,500.00         | -7,677.20            | 20.47%  |
| Common Member - Compliance & Legal Advice  | -80,000.00         | -21,689.68           | 27.11%  |
| Common Member - Research & Knowledge       | -36,500.00         | -16,267.00           | 44.57%  |
| <b>I.A. TOTAL EXPENSES</b>                 | <b>-523,466.00</b> | <b>-292,790.26</b>   |         |
| <b>I.B. EXPENSES - EXTRAORDINARY</b>       |                    |                      |         |
| Member Individual Coupon Folder            | 0.00               | -721,016.62          |         |
| Member Individual Retail Network Event     | 0.00               | -32,870.00           |         |
| <b>I.B. TOTAL EXPENSES - EXTRAORDINARY</b> |                    | <b>-753,886.62</b>   |         |
| <b>GRAND TOTAL EXPENSES</b>                |                    | <b>-1,046,676.88</b> |         |
| <b>II. RESOURCES</b>                       |                    |                      |         |
| 700028 Membership fees                     | 523,912.56         | 524,200.00           | 100.08% |
| 700032 Income coupon folder                | 0.00               | 840,000.00           |         |
| 700033 Income network event                | 0.00               | 46,250.00            |         |
| <b>TOTAL RESOURCES</b>                     | <b>523,912.56</b>  | <b>1,410,450.00</b>  |         |

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## 9.2 New member



Kaasimport Jan Dupont  
Frank Vanackerpromenade 15  
8000 Brugge



Official member  
**Thijs Keersebilck**

Managing Director

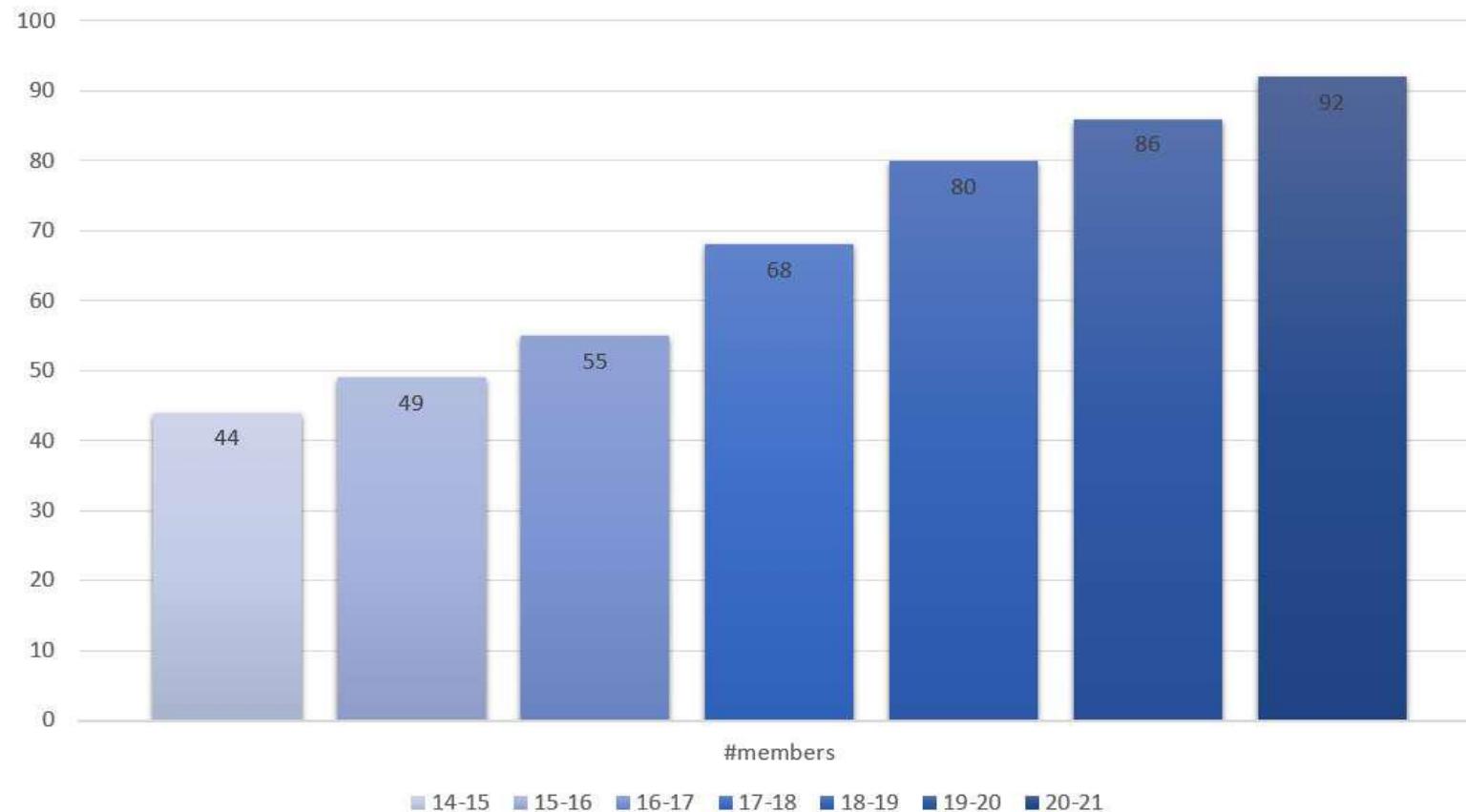


Member Commercial Committee  
**Evy Bosschem**

Customer Director Retail Europe

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## Evolution membership



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## 9.2 Prospects: update

### Ongoing contacts

|                                        |                    |                     |
|----------------------------------------|--------------------|---------------------|
| • Brouwerij De Brabandere              | Steven Verhaeghe   | via Ives            |
| • Haacht Brewery                       | Lien Meeus         | meeting to be fixed |
| • Ijsboerke                            | Jef Segers         | via Ives            |
| • Mission Foods                        | Thibault Claessens | ongoing             |
| • Mora (Ad Van Geloven)                | Veerle Lemmens     | meeting 25/03       |
| • Oatly                                | Wim Bauwens        | via Walter          |
| • Vandenbulcke Confiserie (Petit Melo) | Jelle Vandenbulcke | meeting 25/05       |

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## Next meeting

1 December, 13.00-15.00



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1040 Brussels - Belgium

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