

## ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing and supply chain activities, particularly for organisations characterised by a large SKU range and long tail of customers. We were founded upon the research of several world-renown computer scientists, and have commercialised a highly modularised software platform [Decision Cloud®](#) powered by our award-winning Artificial Intelligence engine called [Larry](#).

[the Digital Analyst®](#), which was named the [Australian Innovation of the Year](#) in 2018, [Australian Software Innovation](#) of the Year in 2019, and [Digital Transformation Winner](#) in 2020. We maintain research partnerships with the Polish-Japanese Academy of Information Technology, the University of Adelaide and RMIT University. Our [Scientific Advisory Board](#) includes international thought leaders in the area of Artificial Intelligence.

## MISSION & VISION

Our mission is to help companies become more effective in their sales and marketing and more competitive in the markets they serve, through optimised decision making. Complexica has a vision to become a world leader in the practical application of Artificial Intelligence

software and related technologies. Our goal is to have offices in major global cities and trade on the ASX stock exchange as a publicly-listed company that represents a major part of the Australian business landscape.

## SCIENCE & TECHNOLOGY

In addition to authoring more than 30 books and 500 [scientific publications](#), the founders of Complexica possess over 25 years of experience designing and deploying enterprise software applications for Global 500 companies, including General Motors, Bank of America, Rio Tinto, Pernod Ricard, Dentsu, BHP Billiton, Unilever, Ford Motor Company, Pfizer, GE and the U.S. Department

of Defence. By applying decades of research in applied Artificial Intelligence, Complexica has developed Larry, the Digital Analyst® – an award-winning Artificial Intelligence engine for automating data analysis and providing optimised decision recommendations to staff.



## SOME OF OUR CUSTOMERS

Endeavour is committed to the continual improvement and execution of strategies that can create value for our customers, suppliers, and shareholders. After an extended and international evaluation process, we have decided to partner with Complexica to accelerate the development of a world-class promotional planning and optimisation capability within our merchandise team, which will be based upon Complexica's award-winning software platform for promotional planning and pricing optimisation.

**Andy Sutton**  
Data-led Transformation



Flinders Port Holdings is committed to the provision of port infrastructure and related services that deliver safe, efficient and sustainable port operations for all South Australian importers and exporters. Our investment in Complexica builds on this commitment and enables us to ensure we have the digital as well as physical infrastructure in place to continue optimising our operations and drive value. This partnership will enable us to apply AI and machine learning technology across our business and develop the next generation of services for our customers.

**Keith Halifax**  
CFO



We have selected Complexica as our vendor of choice for our AI Foundations project, which will seek to optimise our business performance, by enhancing decision making and improving our ways of working, while making work safer for our employees. We wanted to partner with an organisation that could provide global thought leadership on applied Artificial Intelligence – particularly in areas such as global optimisation and multi-objective optimisation – and the inherent complexities that exist within supply chains. We found that partner in Complexica and look forward to working together in the years ahead.

**Brett McKinnon**  
Global Operations Director



After evaluating a number of software systems available in the marketplace, we have ultimately selected Complexica for sales force automation and CRM. Given our extensive product range and long tail of hospitality customers, Complexica's applications are best suited to deal with this inherent complexity without burdening our team with endless data entry. We look forward to deploying Complexica's software to help us provide customers with maximum value and service.

**Kerri Smith**  
CEO



After evaluating a number of software companies that possess advanced prediction and optimisation capabilities, we have ultimately selected Complexica as our vendor of choice. We have found that answering complex "what-if" questions is a challenging and time-consuming endeavour, and we believe that Complexica's What-if Simulator & Optimiser can provide Pfizer Australia with a platform for scenario analysis that will improve our decision-making in the future.

**Andrew Endicott**  
Brand Manager



Arnott's is one of Australia's largest producers of biscuits, supplying a collection of leading consumer brands to retailers, and running multiple and frequent trade promotions throughout the year. Optimising promotional plans with the right mix of products, discounts and frequencies, to drive volume and margin growth is a complicated task that requires considerable expertise and effort. We have selected Complexica as our vendor of choice for promotional optimisation world-class prediction and optimisation capabilities.

**Shannon Davidson**  
Director, Commercial & IBP



Asahi Beverages is Australia's largest brewer, supplying a leading portfolio to wholesalers and retailers, including some of Australia's most iconic brands. To harness the strength of our expanded portfolio, we partner with our customers to run multiple and frequent trade promotions throughout the year, delivering long-term growth for both our business and theirs. Given the inherent complexity in optimising promotional plans and our continued focus on revenue and growth management, we have selected Complexica as our vendor of choice after a successful Proof-of-Concept of its world-class optimisation capabilities.

**Kellie Barnes**  
CIO



After an evaluation process and successful proof-of-concept, we have chosen to partner with Complexica to upgrade the technological capability of our in-field sales force. The next-generation Customer Opportunity Profiler provided by Complexica will serve as a key tool for sales staff to optimise their daily activities, personalise conversations and interactions with customers, and analyse data to generate actionable insights.

**Stephen Mooney**  
Group Sales Capability Manager



## OUR RECENT AWARDS



Complexica scored a [highly recommended 97.18% in customer satisfaction](#) in the Australian Achiever Awards for Australia's Computer Systems, Software & Internet Services category. The award system focuses on eight criteria, each scored separately, namely: Time Related Service, Addressing Client Needs, Care and Attention, Value, Attitude, Communication, Overall Perception and Referral. Anything above 80% overall is regarded as exceptional and reflects outstanding customer service.



Complexica's Larry the Digital Analyst® was named winner of the 2019 Australian Business Award for [Software Innovation](#). The award was based on Complexica's innovative use of multiple, self-selecting algorithms to automatically access a vast array of external data sources, analyse them along with internal customer data, and provide optimised recommendations for sales, marketing, & supply chain staff on a fully automated basis.



Complexica's Larry, the Digital Analyst® was named the 2018 Australian "[Innovation of the Year](#)". The iAwards are the longest-running, most broadly scoped, innovation recognition program in Australia. The Innovation of the Year award is chosen from the Australian national winners across all states and categories, and the award goes to the most outstanding innovation of the year.



Complexica's Larry the Digital Analyst® was named winner of the 2020 Australian Business Award in [Business Innovation and Digital Transformation](#) categories. The award was based on Complexica's innovative use of multiple, self-selecting algorithms for automating the complex analytical tasks that underpin the decision-making process and providing optimised decision recommendations to customers. This award recognises the important role that our Artificial Intelligence platform plays within companies of all sizes to improve their business performance in an increasingly dynamic, complex, and data-rich world.



Complexica's Chief Scientist - Dr. Zbigniew Michalewicz - was named winner of the 2018 [Science Excellence Awards](#) in the category of STEM Professional (Science, Technology, Engineering and Mathematics). The STEM Professional Award recognises STEM professionals and researchers who are presently working in South Australia, either in the private sector companies or public sector agencies, and are making an outstanding contribution in their field. These Awards identify and promote professional excellence across the full spectrum of professional activities including research and development within STEM.



# Decision Cloud®

A single platform to optimize business decisions

COMPLEXICA

Decision Cloud Modules				
	COP	OMS	IEE	CRM
Sales				
Intelligent Quoting & Ordering	●	●	●	●
Call-cycle optimization	●			●
Dynamic Pricing		●	●	
Retail Execution	●			
Cross-selling & upselling	●			
Decision Cloud Modules				
Marketing				
	PCM			
Trade Promotion Management (TPM)			●	
Trade Promotion Optimization (TPO)			●	
Promotional Planning & Optimization			●	
Supplier Portal			●	
AI-driven Scenario Planning			●	
Range management			●	
Decision Cloud Modules				
Supply Chain				
	Demand		Supply	
Inventory Replenishment	●			●
Demand Planning	●			●
Supply Planning	●			●
Advanced Planning & Scheduling	●			●



Decision Cloud® is a modularized, cloud-based software platform that can empower your staff to make better decisions across multiple business functions, including sales, marketing, and supply chain.

The Decision Cloud® software modules are powered by Larry, the Digital Analyst®, which is based upon the latest advances in Artificial Intelligence and big data analytics.

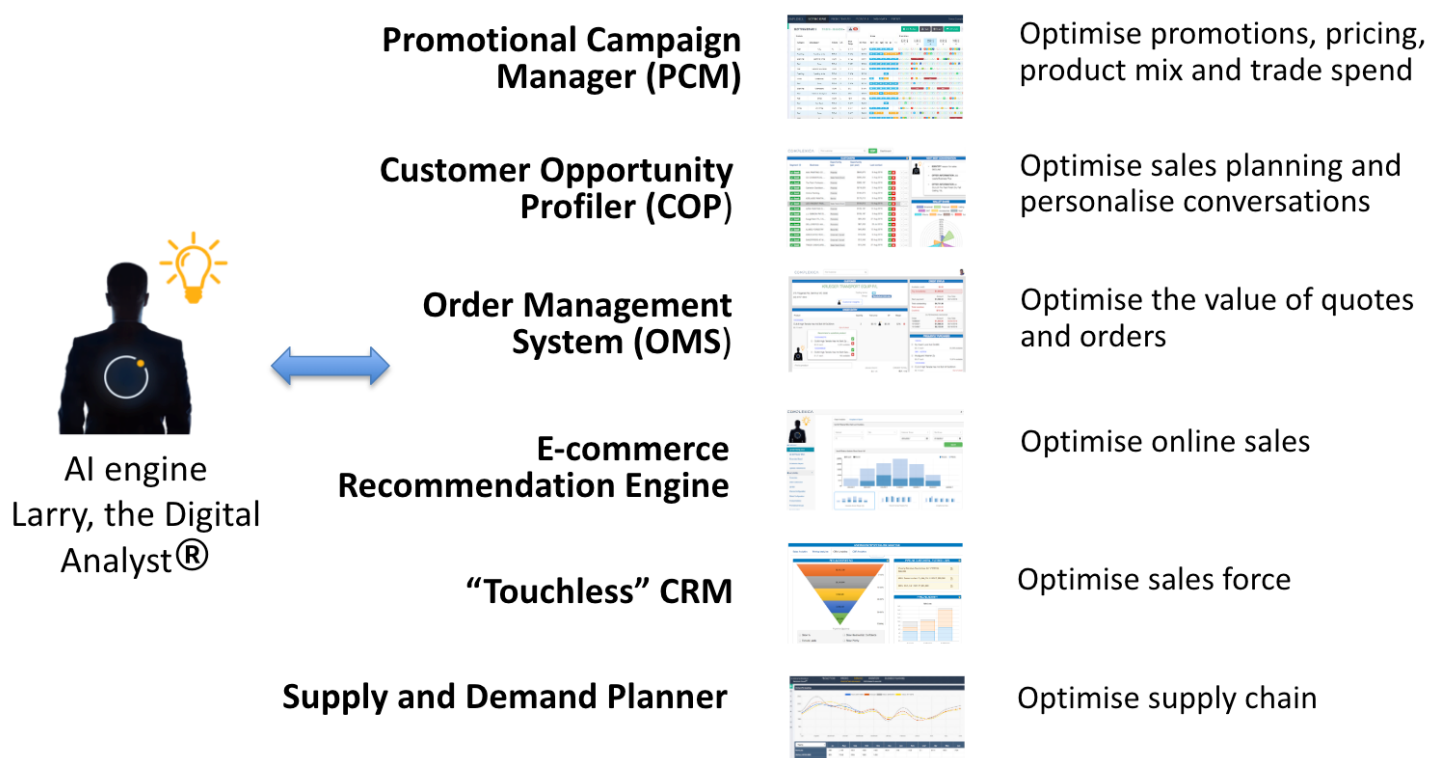
Larry was named the 2018 Australian Innovation of the Year and 2019 Australian Software Innovation of the Year.

## LARRY, THE DIGITAL ANALYST®

Good decisions create value – whether they're pricing decisions, marketing decisions, resource allocation decisions, or production decisions. Poor decisions on the other hand, destroy value. The problem with making good decisions – particularly in complex and dynamic environments – is the daunting amount of data analysis that must be undertaken. By the time it's done – if at all – the opportunity has usually expired. For this reason, business decisions are usually sub-optimal at best. And the greater the operational scale and complexity, the more sub optimal they become.

Powered by the latest advances in Artificial Intelligence, Larry, the Digital Analyst® (named the 2018 Australian Innovation of the Year and 2019 Australian Software Innovation of the Year) automates these complex analytical tasks and workflows, enabling staff to make better & faster decisions in the most complex of environments. Larry, the Digital Analyst® is cloud-based and deployed through our highly-modularised software platform called Decision Cloud®, which consists of the following modules:

- **Promotional Campaign Manager (PCM)** for optimising retail promotions, pricing, and ranging, as well as trade spend allocation
- **Customer Opportunity Profiler (COP)** for profiling customers, optimising call planning, and personalising customer interactions (Next Best Conversations)
- **Order Management System (OMS)** for intelligent quoting, order processing, and dynamic pricing
- **"Touchless" CRM** for sales force automation and single customer view
- **E-commerce Recommendation Engine** for optimising online sales
- **Demand Planner and Supply Planner** for improving demand forecast accuracy and optimising supply chain activities, particularly in constrained environments



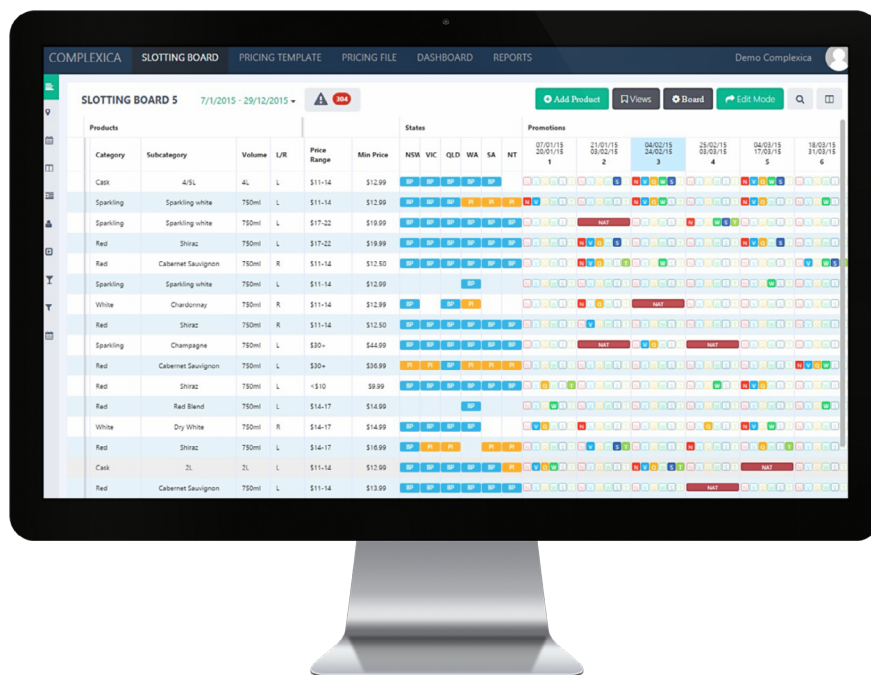
## PROMOTIONAL CAMPAIGN MANAGER

*Run effective promotional campaigns*

Complexica's [Promotional Campaign Manager \(PCM\)](#) is part of our Decision Cloud® software platform. PCM can help your organisation plan and analyse promotional campaigns, as well as predict and optimise their effectiveness. Powered by Larry, the Digital Analyst®, our Promotional Campaign Manager (PCM) uses a variety of internal and external data sets to provide practical decision support for promotional activities. Based on sophisticated models that consider promotional lift, sensitivity and elasticity across segments, drivers of category buying, and competitor activity, our robust and easy-to-use Promotional Campaign Manager (PCM) can help you:

- **Replace home-grown spreadsheets** with a cloud-based system that provides multi-user access to the slotting board, forward plans, and dashboard analytics
- **Provide predictive capabilities** to forecast and measure the value of plans based on volume, revenue, and margin predictions
- **Provide optimisation capabilities** to produce optimised promotional plans based on a variety of constraints and objectives (for example, maximising margin in one territory while not decreasing revenue in others)
- **Automate data loading**, handling, and manipulation, and make use of externally available data (like competitor activity)

Complexica's PCM application combines essential features of both [Trade Promotion Management \(TPM\)](#) and [Trade Promotion Optimisation \(TPO\)](#) systems.



## CUSTOMER OPPORTUNITY PROFILER

*Increase customer engagement and sales productivity*

Complexica's [Customer Opportunity Profiler \(COP\)](#) is part of our Decision Cloud® software platform that can provide your sales staff with optimised recommendations on what customers & prospects to visit, what personalised conversations to deliver, and what journey plan to use. Powered by Larry, the Digital Analyst®, our Customer Opportunity Profiler (COP) can help you:

- **Increase yield on sales resources** by directing sales staff to the highest-value opportunities or potential problems in each territory
- **Reduce customer churn** by automatically identifying customers at risk of potential churn
- **Increase number of sales calls** made each day by optimising journey plans and automating pre-call reports
- **Increase share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Personalise customer conversations** by providing sales staff with **Next Best Conversation™** or **Next Best Action** recommendations for each call or visit

Complexica's Customer Opportunity Profiler (COP) monitors all your customers & prospects in real time – including their sales volumes, social media activity, complaints, service levels, and more – to identify opportunities or problems as they emerge. Through this continuous analysis, our Customer Opportunity Profiler (COP) can direct sales staff to the largest opportunities or problems in each territory, and arm them with personalised messages and value-adding insights for each call.



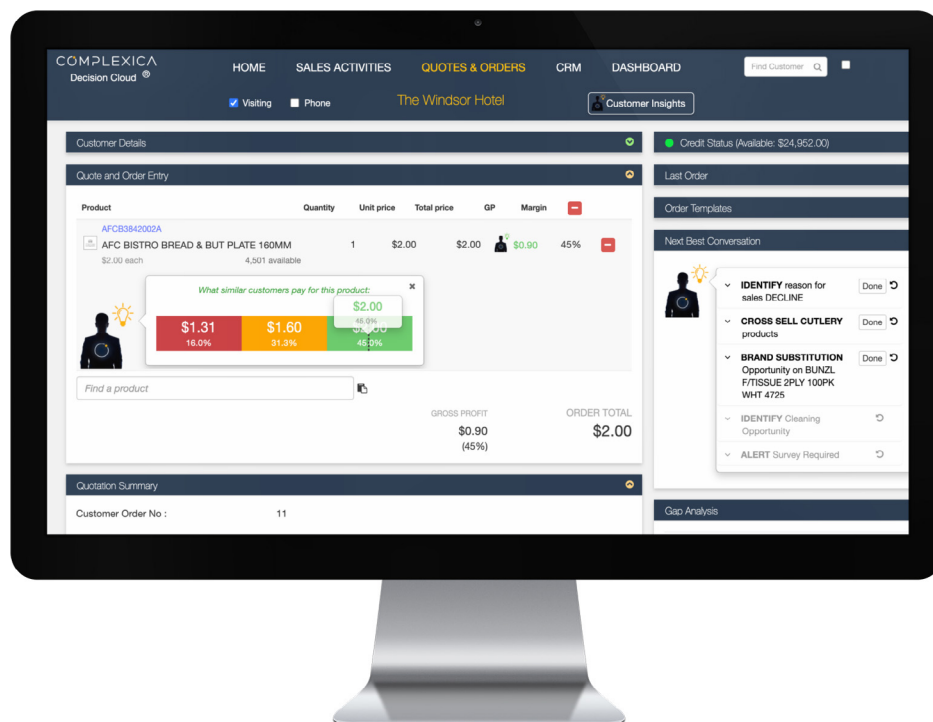
## ORDER MANAGEMENT SYSTEM

*Optimise your margin and revenue*

Complexica's intelligent [Order Management System \(OMS\)](#) is part of our Decision Cloud® software platform that can generate "margin-optimised" quotes and orders within call centres, in-field selling environments, and online portals. Powered by Larry, the Digital Analyst®, our Order Management System (OMS) can help you:

- **Improve "average margin per order"** through dynamic and optimised pricing recommendations during the quoting process. By analysing price variations for each combination of product, customer type, geography, and volume, sales reps are provided with "best" and "acceptable" prices for each product/customer combination
- **Improve "average revenue per order"** through dynamic cross-selling and up-selling recommendations that are specific to each customer type and geography
- **Reduce "non-selling time"** of sales staff by automating research and analysis to understand how customers are trending, what they're likely to buy, in what quantity, and at what price

Based on self-learning algorithms that automatically update in real-time, our Order Management System (OMS) "self-tunes" to create improvements in the conversion rate and average order value.



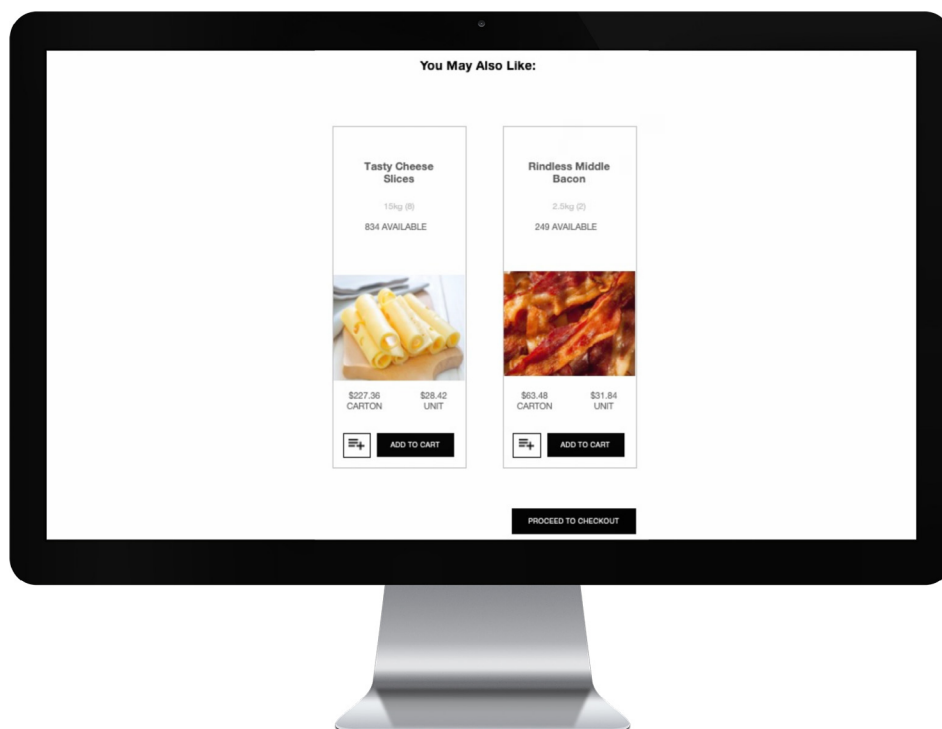


## E-COMMERCE RECOMMENDATION ENGINE

*Generate dynamic and personalised cross-sell and up-sell offers*

Complexica's [E-commerce Recommendation Engine](#) is powered by Larry, the Digital Analyst® and provides dynamic and personalised cross-sell and up-sell recommendations for B2B and B2C selling environments. Based on self-learning algorithms that automatically update in real-time, our E-commerce Recommendation Engine "self-tunes" to create improvements in the conversion rate and average order value, as well as the customer shopping experience. To maximise relevance, conversion, and margin, our E-commerce Recommendation Engine goes beyond simple affinity analysis for analysing market baskets to provide your online portal with:

- **Optimised cross-sell and up-sell offers** based on customer micro-segmentation analysis that draws on both internal and external data
- **Automated product substitution recommendations** for where a higher-margin substitute is available. Product descriptions are read by Larry, the Digital Analyst® in natural language to generate a product substitution matrix, which improves over time through machine learning
- **Dynamic pricing** based on customer profiling and micro-segmentation analysis, as well as real-time buying and browsing analysis. For products and services limited by capacity or supply, yield can be maximised by factoring in demand, supply, customer history and behaviour, as well external factors such as time of day and device



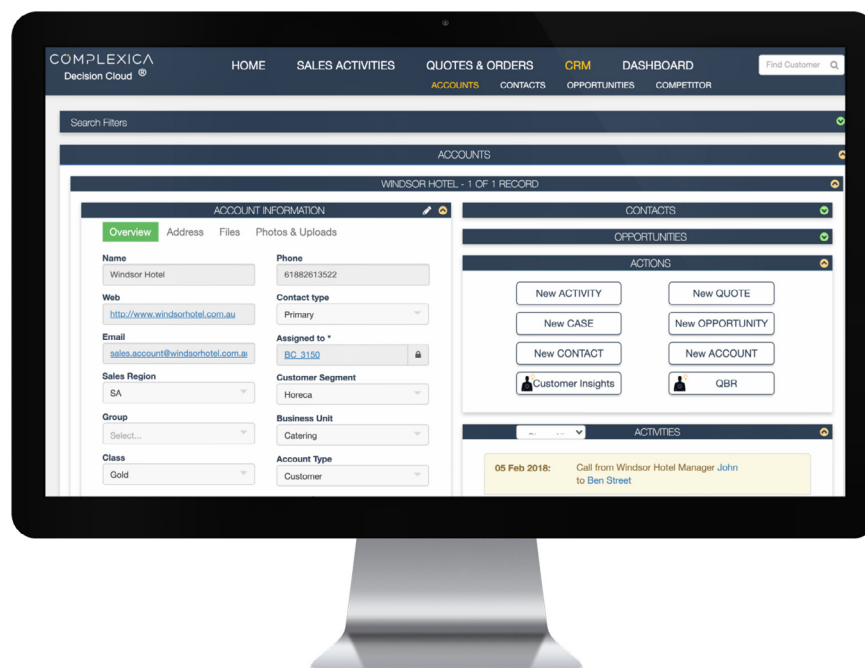
## "TOUCHLESS" CRM

### *Increase sales force productivity*

Complexica's award-winning ["Touchless" CRM](#) can provide your organisation with a single view of each customer, a historical record of all interactions, and a variety of reports, alerts, and notifications – all without burdening end users with data entry. As your sales staff go about their job, Larry, the Digital Analyst® monitors their plans, tasks, quotes, orders, customer interactions, and executed activities, and automatically updates the appropriate customer or prospect record. The less time your staff spends updating CRM, the greater their compliance will be.

As part of Complexica's Decision Cloud® software platform, our "Touchless" CRM integrates seamlessly with our Order Management System (OMS) for generating "margin-optimised" quotes and orders, and with our Customer Opportunity Profiler (COP) for optimising call planning, journey planning, and personalisation through optimised [Next Best Conversation™](#) recommendations. Benefits of our "Touchless" CRM include:

- **Increased return/yield on sales resources** by directing sales staff to the highest-value opportunities in each territory
- **Improved "average margin per order"** through optimised pricing recommendations
- **Increased share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Automated customer & prospect research** to understand how a customer is trending, what they're likely to buy, in what quantity, and at what price
- **Increased effectiveness of prospect "targeting"** by automatically profiling customers & prospects and assigning them to "micro-segments"
- **Personalisation** through automated value-adding insights and optimised **Next Best Conversation™** recommendations for each visit or call
- **Retained corporate memory** through the automated record-keeping of plans, tasks, quotes, orders, customer interactions, and executed activities



## SUPPLY AND DEMAND PLANNER

*Optimise your supply chain*

As part of Complexica's modularized Decision Cloud® software platform, our [Supply & Demand Planner](#) is specifically designed for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. Employing Artificial Intelligence algorithms and advanced forecasting and optimisation techniques, this software module provides supply chain staff with a holistic view of demand, supply, and logistics. Powered by Larry, the Digital Analyst®, Complexica's Supply & Demand Planner can help you:

- Find the optimal level of inventory to meet demand while reducing working capital exposure
- Minimise the risk of lost sales due to stock-outs
- Improve demand forecast accuracy through the use of advanced statistical techniques, as well as modern Artificial Intelligence methods like Deep Learning
- Readily adapt inventory to changes in downstream demand or upstream supply
- Go beyond traditional MRP by using a number of best practice replenishment methodologies
- Automate the inbound delivery process
- Collaborate with customers and suppliers on forecasting, promotions, pricing and inventory replenishment through dedicated supplier and customer views

