

Media Release

Promax expand successful implementation to Beiersdorf UK

London, UK – February 15, 2010 - Promax Applications Group (www.promaxtpo.com), a world-leading specialist in trade promotions planning, management and optimization solutions, today announced that it has commenced the implementation of Promax PX at Beiersdorf UK.

Beiersdorf UK are going forward with Promax PX following on the successful implementation of the software in their sister company in Australia and New Zealand (ANZ). The ANZ implementation went live early in 2010 and will be fully integrated into the business' SAP enterprise system. Visibility, control and a true insight into promotion effectiveness and efficiency are the key deliverables from the Promax PX project. The BDF account managers will gain insight into customer profitability and promotion viability both pre-and post the events. An outstanding aspect of the project has been the development of a workflow and authorisation framework to ensure real time updates of forecasts for trade spend accruals.

Beiersdorf UK kept a close eye on their Australian colleague's project and its successful implementation has given them the confidence to go forward with the Promax PX solution. The disciplines that Promax workflows bring to the trade promotions management process is one of the key drivers behind their decision to implement the software. Promax PX was the standout choice on the basis of its ease of implementation, extensive functionality, cost and the ability to implement the trade promotion optimization environment.

Steve Bostock, Finance Director, Beiersdorf UK Ltd. commented *"The Promax PX solution was chosen on the basis of the successful implementation programme established at Beiersdorf ANZ and the proven performance of the Promax team to understand our needs and deliver a complete Trade Promotion Management solution. Promax PX was selected due to its full functionality, user interface, performance, ease and speed of implementation and cost proposition"*

Don Nicol CEO of Promax said *"This beachhead account for Promax is a key step in the globalization and roll out of successful implementation in Beiersdorf ANZ to another Beiersdorf international site. The Promax team in Europe is a highly experienced group of trade promotion management professionals with expertise in the Promax PX software and the CPG market in Europe. I am excited about this new client and look forward to their scheduled live operation in July 2010."*

About Promax



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe and the United Kingdom, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Schwarzkopf and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax® PX and Promax® AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

More details about the company can be found at www.promaxtpo.com

About Beiersdorf AG



Beiersdorf AG is a cosmetics company headquartered in Hamburg, Germany, that employs just under 22,000 people worldwide and that generated sales of €5.97 billion in 2008. The company has been listed in the DAX since December 2008. Its flagship Nivea brand is the world's largest skin and beauty care brand.* Other names in its internationally successful brand portfolio include Eucerin, La Prairie, Labello, 8x4, and Hansaplast/Elastoplast. The affiliate tesa SE is one of the world's leading manufacturers of self-adhesive product and system solutions for industry, trade, and consumers. Beiersdorf has more than 125 years' experience in skin and beauty care and stands for innovative and high-quality products.

* Source: Euromonitor, "Skin and Beauty Care Products excluding Scents and Hair Dyes by Sales, 2008"

More details about the company can be found at www.beiersdorf.com

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