



LOCAL SERVICE AGREEMENT (TNC-AUS-4)

Local Service Agreement (“LSA”) made on 30th June 2018, between The Nielsen Company (Australia) Pty Ltd, ABN 35 008 417 874 of 11 Talavera Road, Macquarie Park, New South Wales, 2113 (“Nielsen”) and Meat & Livestock Australia Ltd, ABN 39 081 678 364 of Level 1, 165 Walker Street, North Sydney, NSW 2060 (“Client”).

1. Relationship to Master License Agreement

This LSA incorporates and is subject to the terms of the Master License Agreement made 3rd December 2015 between Nielsen and Client. In the event of conflict between the terms of this LSA and those of the Master License Agreement, this LSA shall control. (A copy of the Master License Agreement is attached.)

2. Local Service Details

I. LICENSED MATERIALS AND SUMMARY CHARGES.

a. Information: See Appendix A for Service Descriptions; Appendix C for list of standard Homescan database parameters.

*Nielsen will use certain aspects of the Licensed Materials to generate various reports described below (“Reports”). The Client may use the Reports in the conduct of its business for the purpose of informing levy payers and other stakeholders in the Australian meat and livestock through the distribution of the Reports to the categories of stakeholders named below via email or via an MLA managed drop box (“Dissemination”).

Those parts of the Report comprising Licensed Materials should be (i) be attributed to Nielsen and show Nielsen’s copyright (ii) be accurately labelled and described and not presented in a misleading manner. The Reports will include a disclaimer and a notice addressing restrictions on reproduction and use of the Reports in the form of appendix E.

Category	Services
Total Meats (Fresh & Smallgoods)*	<p><i>Homescan: National subscription, 4-weekly delivery in Nielsen databases with standard iSights reports; one characteristic resegmentation per year as provided herein. Custom analyses available using client service time.</i></p> <p><i>Homescan 5 year database (Nielsen access via CASE only) delivered 4 weekly</i></p> <p><i>Caveat: History database to be maintained while possible – substantial changes to the Homescan service that require a rework of historical data may impact ability to deliver.</i></p>
Beef and Lamb*	<p>Category Report</p> <p><i>Topline report for fresh and processed meat (templated)</i></p> <p>Estimated length: 25 slides</p> <p>Number Per Annum: 13 x 4 weekly reports per annum</p> <p>Dissemination: not permitted</p>
All protein types (beef, lamb, pork, chicken, seafood, turkey, veal, other meats)*	<p>Quarterly Report</p> <p><i>Detailed slide deck which includes extra information on competitors, switching analysis, KPI trees, more depth analysis by segment (both Nielsen lifestage and MLA proprietary attitudinal).</i></p> <p><i>Delivered in both hard copy and category review presentation.</i></p> <p>Protein Inclusions: All protein types (beef, lamb, pork, chicken, seafood, turkey, veal, other meats)</p> <p><i>3 per annum</i></p> <p>Estimated length: 30 - 40 slides</p> <p>Number Per Annum: 3 reports per annum</p> <p>Dissemination</p>



	<ul style="list-style-type: none"> • Agencies & Consultants: Yes, subject to signing a non-disclosure agreement. • Peak Industry Councils, Levy Payers & Butchers: Yes, however individual retailer performance to be aggregated as major supermarkets, other supermarkets and non supermarkets prior to dissemination. Nielsen will provide a copy of the report with the necessary aggregations for dissemination. • Major Grocery Retailers: Yes, no restriction. • Media / Public: No, however limited excerpts can be provided subject to the prior written approval of Nielsen which will not be unreasonably withheld.
	<p><u>Annual Report</u> Detailed annual category review based on MLA brief. Designed to service the needs of MLA when putting together retailer reviews and other reports requiring annual data. Delivered in both hard copy and presentation. Protein Inclusions: All protein types (beef, lamb, pork, chicken, seafood, turkey, veal, other meats) Estimated length: 30 - 40 slides Number Per Annum: 1 report per annum</p> <p>Dissemination</p> <ul style="list-style-type: none"> • Agencies & Consultants: Yes, subject to signing a non-disclosure agreement. • Peak Industry Councils, Levy Payers & Butchers: Yes, however individual retailer performance to be aggregated as major supermarkets, other supermarkets and non supermarkets prior to dissemination. Nielsen will provide a copy of the report with the necessary aggregations for dissemination. • Major Grocery Retailers: Yes, no restriction. • Media / Public: No, however limited excerpts can be provided subject to the prior written approval of Nielsen which will not be unreasonably withheld.
Beef, lamb, chicken, pork, seafood, turkey, veal, other fresh, processed*	<p><u>Weekly sales Excel Report</u> Protein Inclusions: Beef, lamb, chicken, pork, seafood, turkey, veal, other fresh, processed Estimated length: Continuation of existing deliverable Number Per Annum: 6 reports per annum Dissemination not allowed Number Per Annum: 6 reports per annum</p>

*Each of the reports groupings, except the Category Report, requires Nielsen to undertake background analysis in order to generate the estimated report slides (defined estimated number). This background analysis, although not reported or may not be included in the final report, should also be made available to MLA.

b. Software:

# of Copies	Software Application	Comments
Up to 500 users	Nielsen Answers Desktop User Module	Up to [500] registered users; users must be employees of Client in the local country; third party use not permitted.

c. Content Access:

Type	Number of Users	Comments
Nielsen Answers Portal	Up to [500] registered users	Users must be employees of Client;



		third-party use not permitted.
Explorer	[# required]	Access via Nielsen Answers

Net Per Year Charge: **\$198,300** for the first Contract Year

Unless otherwise specified, charges include all information services, processing, client servicing, software (including standard updates and enhancements), and training described in this LSA and its appendices. Charges exclude GST and any annual inflation-based charge adjustments. Detailed charges are set forth in Appendix B.

II. CONTRACT TERM.

Start Date: **1st July 2018**

End Date: **30 June 2021**

III. BILLING AND PAYMENT SCHEDULE.

One-quarter of the Net Per Year Charge to be invoiced at the start of each quarter during the Term. One-time charges, including back-data and set-up charges, are included in the first invoice. All charges will be adjusted at the start of each Contract Year beginning with the second Contract Year in accordance with any increase in the Consumer Price Index (“CPI”), table 2 (all groups weighted average of 8 capital cities) and the Average Weekly Earnings, all employees: total earnings (“AWE”), table 1 (person, all employees to total earnings). The increase will be weighted 25% CPI + 75% AWE.

IV. TERMINATION AND EXCHANGES OF SERVICE.

Three Year commitment

(a) Written notice is required to terminate a Service.

(1) No Service may be terminated during the first twelve months (**Initial Term**). On expiry of the Initial Term, Client may terminate the agreement at any time by providing 90 days written notice to Nielsen.

Any Service may be exchanged for a comparable Service as soon as it is commercially feasible after written notice and upon payment of unrecovered costs.

V. SPECIAL PROVISIONS.

1. Contract Year. Each 52 consecutive-week period is a “Contract Year” beginning on the Start Date.
2. Support Services:
 - a. Installation; Equipment/Computer Hardware. Nielsen will provide appropriate training and support to enable Client’s installation of the licensed Software. Client will be responsible for providing all necessary hardware and equipment to operate the Licensed Materials. Hardware and Software Guidelines are set forth in Appendix D.
 - b. Training. Ongoing Training. Charges include standard training on Software and Content Access Tools licensed under this Agreement to new users within Client’s organisation. Standard training includes Nielsen’s standard training course list and, as applicable, courses cover software or tool functionality and an overview of content and usage of

standard reports. Standard Nielsen training is conducted using generic training databases, in public, classroom-style group sessions at the Nielsen office. Training sessions must be reserved in advance and a charge applies for cancellations less than 2 business days before the course. Nielsen also reserves the right to cancel training sessions where participant numbers do not meet minimum requirements. Additional training (including customised training or training onsite at Client's offices) is available at Nielsen's then-current rates, plus travel and expenses. On-site client service time may also be used to conduct additional Software or Content Access training upon written agreement between Nielsen and Client.

- c. Client Consultation Services. Nielsen will provide 30 days client servicing support per annum, which is a combination of on-site support, travel to Client offices, attending client meetings, and analysis and reporting performed in Nielsen's offices or by Nielsen's offshore resources. Any additional on-site servicing provided by Nielsen, will be charged to the Client at then-current rates, plus travel and expenses.

i. Other Reports

- **Description:** Reporting and analysis requested on an ad hoc basis utilising client service time.
- **Protein Inclusions:** All protein types (beef, lamb, pork, chicken, seafood, turkey, veal, other meats)
- **Estimated length:** Flexible
- **Number Per Annum:** Flexible
- **Dissemination:**
 1. **Agencies & Consultants:** Yes, subject to signing a non-disclosure agreement.
 2. **Peak Industry Councils, Levy Payers & Butchers:** Yes, however individual retailer performance to be aggregated as major supermarkets, other supermarkets and non supermarkets for dissemination. Nielsen will provide a copy of the report with the necessary aggregations for dissemination. May not include weekly data.
 3. **Major Grocery Retailers:** Yes, may not include weekly data.
 4. **Media / Public:** No, however limited excerpts can be provided subject to the approval of Nielsen which will not be unreasonably withheld.

ii. Homescan Workshops

Nielsen are happy to support with the re-launch of Homescan within MLA and have included two (2) on-site 'Introduction to Homescan' workshops / presentations at no charge to support this. These can be scheduled at a mutually agreed time to be delivered within the first 6 months of the contract by a member of the Nielsen training team or your account manager.

- d. Travel. Client is responsible for all travel and related expenses incurred by Nielsen in connection with the Services provided under this LSA with the exception of any travel or related expenses concerning travel to and from MLA offices based in North Sydney.
- e. Software Support and Maintenance Services. Nielsen shall provide Client with access to a toll free telephone and email helpdesk line for ongoing software support between 9:00 am and 5:00 pm Eastern Australian time, Monday to Friday on 1800 674 587 or CSOnlineAU@nielsen.com.
- f. MLA sharing of their own analysis. The use of MLA generated reports based on Nielsen Information for discussions and workshops with stakeholders is permitted subject to the prior approval of Nielsen. For approval, we ask for MLA to confirm number and nature of attendees along with provide a copy of the presentation deck. Approval would not be unreasonably withheld and a response will be provided within 2 business days. If Nielsen cannot provide a final determination to the Client within 2 business days of the request, Nielsen will provide a timeline indicating when the response will be provided.

3. Service Specific Provisions.

- a. Charges include one resegmentation within existing characteristics for each database per Contract Year. Charges will apply for additional resegmentations or the inclusion of additional characteristics. Following any resegmentation, Nielsen shall advise Client if any of the agreed changes will impact delivery schedules or previously agreed service levels, and new delivery schedules and service levels shall be established.



- b. Nielsen shall provide Client with access to Nielsen Answers to allow Client access to server-based reports, delivery schedules, presentation archive and other materials, provided Client continues to license other Nielsen products and services. In the event Client no longer licenses Nielsen products and services, the Nielsen Answers service will be terminated.
- c. Terms and Conditions Applicable to Nielsen Answers. Also refer to click-through agreement.
 - i. Upon registration, which requires each Nielsen Answers registered user to accept standard terms and conditions of access which may be updated from time to time by Nielsen, each Nielsen Answers registered user receives a unique username and password for use by a single designated user to access the Services. Nielsen Answers usernames and passwords are the property of Nielsen and Nielsen may alter or replace the usernames and passwords at any time.
 - ii. Client is required to: (i) instruct users to keep user names and passwords confidential; (ii) notify Nielsen immediately when an Nielsen Answers registered user leaves the company; and (iii) notify Nielsen of any known unauthorized use of the Service so that Nielsen may take steps to protect the confidentiality of the Information on Client's Nielsen Answers web site(s).
 - iii. Client may provide certain information about its employees when these employees sign up for Nielsen Answers including ~~and~~ first and last names and email addresses. Nielsen does not use or share this information with anyone outside Nielsen unless required to satisfy laws, regulations, or governmental or legal requests for such information or to operate Nielsen Internet Services properly and securely. Nielsen may disclose information regarding the use of the Services or web sites accessible through Nielsen Services on an aggregated or disaggregated basis, but in all cases without the disclosure of the private information of individual users.
 - iv. Nielsen may remove any materials from the Nielsen Answers web site that, in Nielsen's sole discretion, may be illegal, may subject Nielsen or others to liability or which Nielsen suspects contain any real or suspected computer viruses.
 - v. Nielsen is not able to control all factors affecting Internet data transfer. For that reason Internet access to Services is provided on an "as is" and "as available" basis. Nielsen has established commercially reasonable procedures to afford security for the transmission of Materials over the Internet. Nielsen, however, does not warrant that access will be uninterrupted, or error-free or that a downloaded file will be an exact digital duplicate of the same file residing on an Nielsen Answers web server or that Information exported or converted from one file format to another after downloading will always preserve correct numeric formatting or rounding; or that security will not be breached and licensed Information obtained or altered by unauthorized persons. Therefore, Nielsen will not be liable for any loss suffered by Client from interruptions, data and formatting distortions, or an unauthorized person having obtained or altered Information absent a showing of gross negligence or willful misconduct on Nielsen's part. Nielsen will notify Client as soon as possible after becoming aware that an unauthorized person has gained access to Information, and will advise Client of actions taken to restore security and verify the accuracy of the Information. Nielsen makes no express warranties and waives all implied warranties including, but not limited to, warranties of title, noninfringement, merchantability, and fitness for a particular purpose regarding any merchandise, information or service provided through Nielsen.
 - vi. Nielsen reserves the right to revise, amend, or modify policies and practices applicable to Internet services

4. General Provisions:

- a. The following paragraph supplements the "Limitation of Liability" provision in the Master License Agreement: Nielsen excludes all implied conditions and warranties except any implied condition or warranty the exclusion of which would be void. This clause does not exclude or limit the application of any statutory provision (including a provision of the *Competition and Consumer Act 2010*) where to do so would contravene that statute or cause any part of this clause to be void.



- b. In this Agreement, "Australian Consumer Law" has the meaning given to that term in section 4 of the *Competition and Consumer Act 2010 (Cth)*; "Consumer" has the meaning given to that term in section 3 of the *Australian Consumer Law*; and "PDH Goods or Services" means goods or services of a kind ordinarily acquired for personal, domestic or household use or consumption. Under the *Australian Consumer Law* (and other similar legislation of Australian states and territories), certain statutory guarantees are conferred in relation to the supply of goods or services to a Consumer ("**Consumer Guarantees**"). Where Client as a Consumer acquires goods and services under this agreement from Nielsen as a supplier and:
- (a) the goods or services are PDH Goods or Services, the operation of the Consumer Guarantees cannot be, and are not in this Agreement, excluded, restricted or modified; or
 - (b) the goods or services are not PDH Goods or Services, Nielsen limits its liability for a failure to comply with any Consumer Guarantee (other than: (i) a Consumer Guarantee as to title, encumbrances or undisturbed possession of goods conferred by the *Australian Consumer Law*; or (ii) where to do so would otherwise cause all or part of this clause to be void) to (at Nielsen's option):
 - i. in the case of goods, repairing or replacing the goods or paying the cost of having the goods repaired or replaced; and
 - ii. in the case of services, re-supplying the services or paying the cost of having the services re-supplied,

and Nielsen does not exclude or limit the operation of the Consumer Guarantees under any other provision of this agreement or in any other manner. The parties agree it is fair and reasonable in all the circumstances for Nielsen's liability to be so limited.

- c. If GST is imposed on any supply under this Agreement, the party receiving the supply must pay to the party making the supply the amount of GST imposed at the same time and in addition to the amount specified in the agreement. Nielsen will provide Client with a tax invoice specifying the amount of GST due.
- d. Subcontracting: Nielsen may use subcontractors in connection with this Agreement. Such subcontractors are bound by strict confidentiality obligations and Nielsen remains fully responsible for subcontractors' performance in accordance with this Agreement.

The Nielsen Company (Australia) Pty Ltd

Meat & Livestock Australia Pty Ltd

BY ALFREDO COSTA

BY LISA SHARP

TITLE EXECUTIVE DIRECTOR

TITLE MARKETING AND CHIEF COMMUNICATIONS OFFICER

DATE 03/10/18

DATE 24.9.18



APPENDIX A

SERVICE DESCRIPTIONS

Nielsen Homescan®

Nielsen Homescan is Nielsen's shopper panel incorporating both descriptive and diagnostic data and designed to monitor the purchasing of barcoded products and, in a number of markets, fresh foods to provide insights into shopper behaviour. Homescan panels are demographically representative of the household population. Each household is equipped with a small handheld terminal through which details of all purchasing are entered - product, quantity, price and outlet. This information, along with the date of purchase, is linked with demographic details of the household and the household purchasing history. Data are projected for the population as a whole. The Nielsen Homescan subscription allows clients on-going access to a full set of standard analyses delivered via Nielsen Homescan *i-sights*, and on an ad hoc basis, via presentations or working sessions. The extent of ad hoc deliverables is defined via the use of service days.



APPENDIX B

DETAILED CHARGES

Billing Schedule

	Volume Per Annum	Total Fee Year 1	Total Fee Year 2	Total Fee Year 3
Homescan Database (Internal use only) Total Meats (Fresh & Smallgoods), delivered 4 weekly		\$85,000	\$85,000	\$85,000
Reporting Options				
4 weekly category report (\$6,000 set up, \$4000 delivery per report). Report set up and delivery initial report MLA to run future reports Not for dissemination	1	\$10,000		
Quarterly report (\$6,500 each) Includes setup, commentary & presentation	3	\$19,500	\$19,500	\$19,500
Annual report (\$7,000 each) Includes setup, commentary and specific content Inclusive of a fee of \$1,500 to present per your request	1	\$7,000	\$7,000	\$7,000
Weekly sales excel report (\$300 each) 6 to be delivered per year, timing of deliveries to be agreed.	6	\$1,800	\$1,800	\$1,800
Open Access Fee For dissemination as detailed in the reporting section		\$45,000	\$45,000	\$45,000
Servicing Package				
30 days (\$1,000 per day)		\$30,000	\$30,000	\$30,000
Homescan 5 year Database (Nielsen access via CASE only) Total Meats (Fresh & Smallgoods), delivered 4 weekly <i>(Maintained while possible)</i>		no charge	no charge	no charge
Database Resegmentation A comprehensive review of the existing database physical characteristic segmentation.		no charge	no charge	no charge
Homescan Workshops Two on-site 'Introduction to Homescan' workshops / presentations.		no charge	no charge	no charge
TOTAL INVESTMENT		\$198,300	\$188,300	\$188,300

- All charges detailed in this Appendix exclude GST and any inflation-based adjustments.
- Invoices will be issued quarterly, with the first invoice issued July 2018.
- Inflation-based adjustments will be made annually with the first adjustment applied at the start of each Contract Year beginning with the second Contract Year.



APPENDIX C

STANDARD HOMESCAN DATABASE PARAMETERS

Homescan Standard analyses (included in a basic subscription)

The Homescan[®] subscription allows clients on-going access to a full set of standard analysis delivered via Homescan[®] *i-sights*. The on-going deliverable for a subscribing client is Homescan[®] *i-sights*. **Homescan i-sights is an interactive database** which includes specific category information on key purchasing behaviour, demographics, repertoire, retailer dynamics and bigger picture insights

Standard Database inclusions:

- **Markets**
 - Aus: National Australia + National Retailers
- ***Buyer Groups**
 - Retailer, Demographic and a limited selection of *Product Groups
- **Products**
 - Category, Segment, Manufacturer, Brand, Item and custom client segmentation
- **Periods**
 - 2 x MAT, 3 x ½ Yearly, 9 x Qtly, 26 x 4 Wkly periods
- **Facts**
 - HH Penetration, AWOP (Vol/Val/Units), Frequency of Purchase, Vol/Val/Units per Occasion, Loyalty %, Category AWOP, One-time and 2+ time Buyers, Inter-purchase Interval, Share of Trade, Share of Repertoire, Buyer Duplication, Market Share Index, Buyer Share Index, Distribution of Buyers, Distribution of Vol/Val/Units, Propensity and Average Grocery Basket Size

*Number of Product Buyer Groups: Each database has a size limitation of 38m data points which is a combination of Market*Buyer Groups*Products*Periods*Facts. It is this max size that determines the number of product buyer groups allowed in each database.

Demographic Groups

Income, Household Size, Shopper Age, Behaviour Stage

Individual Analyses – Definition & Scope

Key Purchasing Measures

Objective: To understand the key shopper drivers behind sales

Facts: HH Penetration, AWOP (\$, Vol or Units), Frequency of Purchase, Amount per Occasion (\$, Vol or Units), Category AWOP (\$, Vol or Units), Loyalty %, One-Time Buyers, 2+ Buyers and Inter-purchase Interval (days)

Shopper Demographics

Objective: To understand who is buying and who to target to drive growth

Facts: Demographic Penetration, AWOP (\$, Vol or Units), Distribution of Buyers and Distribution of \$, Vol or Units

Shopper Repertoire & Duplication

Objective: To understand what else are shoppers buying, identify your competitive set

Facts: Share of Repertoire (\$, Vol or Units) and % of Buyer Group Purchasing.

Trial & Repeat Key Measures

Objective: To measure how many households have first purchased your new product and what % of those buyers are repurchasing

Facts: % Pop Trialling, % Triallists Repeating, & Depth of Repeat (1st, 2nd, 3rd etc)

Trial & Repeat Demographics

Objective: To understand who are the households first purchasing and who are the buyers coming back to repurchase

Facts: Distribution of Buyers (Triallists & Repeaters) and Distribution of \$, Vol, Units (Triallists & Repeaters)



Trial & Repeat Migration

Objective: To understand how shoppers first enter and journey through a product portfolio. In other words, what are their subsequent re-purchases?

Facts: % Pop Trialling, % Trialists Repeating, & Depth of Repeat (1st, 2nd, 3rd etc)

Source of Volume

Objective: To understand where a product's sales have come from or where have they moved to. Sales can come from New Buyers, Existing Buyers or Product Switching

Facts: % Change in \$, Vol or Units, Net Switching % and Interaction Index

Switching Intensity

Objective: To understand the level (intensity) of product switching within a category. What shoppers bought before and after buying your product? Useful to gauge consumer loyalty, which product characteristic impacts switching the most (pack size, flavour, brand etc), promotional source of volume

Facts: % of Occasions, % of Occasions after/before purchase, Intensity Index

Shopper Optimiser

Objective: To understand what product assortment reaches the greatest number of buying households and extent of buyer incrementality by each item

Facts: Cumulative Penetration, % of exclusive buyers

2-3-4 Way Buyer Duplication (Venn)

Objective: To understand what % of buyers purchase across 2, 3 or 4 products, and which products compete the most with one another

Facts: % of Buyer Group Purchasing

Heavy, Medium & Light Distribution

Objective: To understand the buyer make up of a product – i.e what % of sales come from Heavy, Medium and Light Buyers (Can use 33/33/33 buyer split or 50/25/25 \$, Vol or Units rule)

Facts: Distribution of Buyers HML and Distribution of Sales (\$, Vol, Units)

(For full analysis on HML, refer to section on Analyses Modules)

Heavy, Medium & Light Key Measures *(Across All Shoppers + HML Groups)*

Objective: To understand the purchasing behaviour of HML buyer groups.

Facts: HH Penetration, AWOP (\$, Vol or Units), Frequency of Purchase, Amount per Occasion (\$, Vol or Units), Category AWOP (\$, Vol or Units), Loyalty %, One-Time Buyers, 2+ Buyers and Inter-purchase Interval (days).

Heavy, Medium & Light Demographics *(Across All Shoppers + HML Groups)*

Objective: To understand who the HML buyers are and who you need to target to trade shoppers up

Facts: Demographic Penetration, AWOP (\$, Vol or Units), Distribution of Buyers and Distribution of \$, Vol or Units

Heavy, Medium & Light Repertoire *(Across All Shoppers + HML Groups)*

Objective: To understand what else are HML buyers purchasing and identify which products you need to target to trade shoppers up

Facts: Share of Repertoire (\$, Vol or Units) and % of Buyer Group Purchasing...

New, Lost & Retained Key Measures *(Across All Shoppers + NLR Groups)*

Objective: To understand how your products buyer base has changed over-time. i.e What % are new, lost and retained?

Facts: HH Penetration, AWOP (\$, Vol or Units), Frequency of Purchase, Amount per Occasion (\$, Vol or Units), Category AWOP (\$, Vol or Units), Loyalty %, One-Time Buyers, 2+ Buyers and Inter-purchase Interval (days).

New, Lost & Retained Demographics *(Across All Shoppers + NLR Groups)*

Objective: To understand who are the NLR buyers.

Facts: Demographic Penetration, AWOP (\$, Vol or Units), Distribution of Buyers and Distribution of \$, Vol or Units



New, Lost & Retained Repertoire *(Across All Shoppers + HML Groups)*

Objective: To understand what else are NLR buyers purchasing and identify what other products your Lost buyers have switched to?

Facts: Share of Repertoire (\$, Vol or Units) and % of Buyer Group Purchasing...

Basket Key Measures

Objective: To understand how your shoppers purchase grocery. i.e are they heavy grocery spenders, what day of the week do they shop? etc

Facts: Average Grocery Basket Size \$, % of Sales by Day of Week, # of Units per Occasion

Key Item Ranking

Objective: To identify the most important items for a custom-defined buyer group, based on reach and frequency. Useful for cross-promotional decisions

Facts: HH Penetration, AWOP (\$, Vol or Units), Frequency of Purchase



APPENDIX D

HARDWARE/SOFTWARE GUIDELINES

System Requirements for Answers Desktop 7.6.6

Section I.01 SYSTEM REQUIREMENTS FOR NIELSEN ANSWERS DESKTOP

System Requirements – HARDWARE

COMPONENT	MINIMUM	RECOMMENDED
Processor (CPU)	Pentium® 4 (1.4GHz)	Intel® Core™2 Quad (2.4 GHz)
Memory (RAM)	1GB	2GB
Required Hard Disk Space for Installation	2GB (excluding databases)	2GB (excluding databases)
Video	SVGA 1024 x 768 resolution, 256 colors	SVGA 1024 x 768 resolution 16 million colors
Printer	As supported by Microsoft Windows® operating system	
Pointing Device	Microsoft® mouse or other compatible pointing device	

System Requirements – SOFTWARE

Nielsen Answers desktop 7.6.6 is supported for use with the following Microsoft Windows® operating systems:

- Microsoft Windows® Vista SP2
- Microsoft Windows® 7 (32/64-bit)
- Microsoft Windows® 8 (32/64-bit)
- Microsoft Windows® 8.1 (32/64-bit)
- Microsoft Windows® 10 (32/64-bit)

Nielsen Answers desktop version 7.6.6 is supported for use with the following Microsoft Office® versions and browsers:

- Microsoft Office® 2007 SP2 (32-bit)
- Microsoft Office® 2010 SP1 (32/64-bit)
- Microsoft Office® 2013 (32/64-bit)
- Microsoft Office® 2013 SP1 (32/64-bit)
- Microsoft Office 365 TM ProPlus (Office 2013 32/64 bit)
- Internet Explorer® 8.0
- Internet Explorer® 9.0
- Internet Explorer® 10.0
- Internet Explorer® 11.0
- Microsoft Edge

NB: The Microsoft Office PIA (Primary Interop Assemblies) and .NET Programmability Support components of the Microsoft Office Suite must be installed for the Nielsen Answers desktop "Interface to Office" feature to function correctly.



APPENDIX E NOTICE FOR REPORTS

Disclaimer: Nielsen makes no representation and expressly disclaims all warranties (to the extent permitted by law) as to the accuracy, completeness or currency of the information in this report. Reliance on any information provided by Nielsen is entirely at your own risk.

Use of information in the report: -Users/recipients of the reports are asked to ensure that report data is not presented in a false or misleading manner; that the Nielsen name is not used to imply that Nielsen endorses any claims by the Meat and Livestock Association or the recipient; that Nielsen copyright is noted over Nielsen proprietary information; and that the Reports (or the data contained therein) are not used in a manner which competes with the retail purchase measurement services provided by Nielsen, or in exchange for compensation of any kind. Any reproduction of the report and any part thereof requires prior written permission from Nielsen.

Referencing of Nielsen data: If permission is granted in writing from Nielsen to reproduce any data or information from reports it must be referenced correctly. For example, [MLA]/Third party claim based in part on Nielsen Homescan service for the [] category (client defined) for the [week/month] ending [] for the [] market. Copyright © 20xx The Nielsen Company Australian Pty Ltd. Nielsen will agree on how other data other than Homescan data (custom material/insights in reports) should be referenced