

Introduction to **PoluSim**—Predict the World and Simulate Outcomes



PoluSim is Tellusant's new cloud-based app that predicts category, price segment, and / or brand demand throughout the world with adjustable demand drivers to create scenarios.

The app works at the country, city, and subdivision levels and predicts 10 years out.



How will consumer demand grow over the next 3, 5,

or 10 years? **PoluSim** answers this.

PoluSim allows companies to:

- Predict demand all over the world in a harmonized and consistent manner
 - Run simulations based on changes in macroeconomic conditions, prices, marketing spend, and distribution coverage
 - Feed quickly into strategic plans so that effort is spent on implications rather than building and error-checking models
-



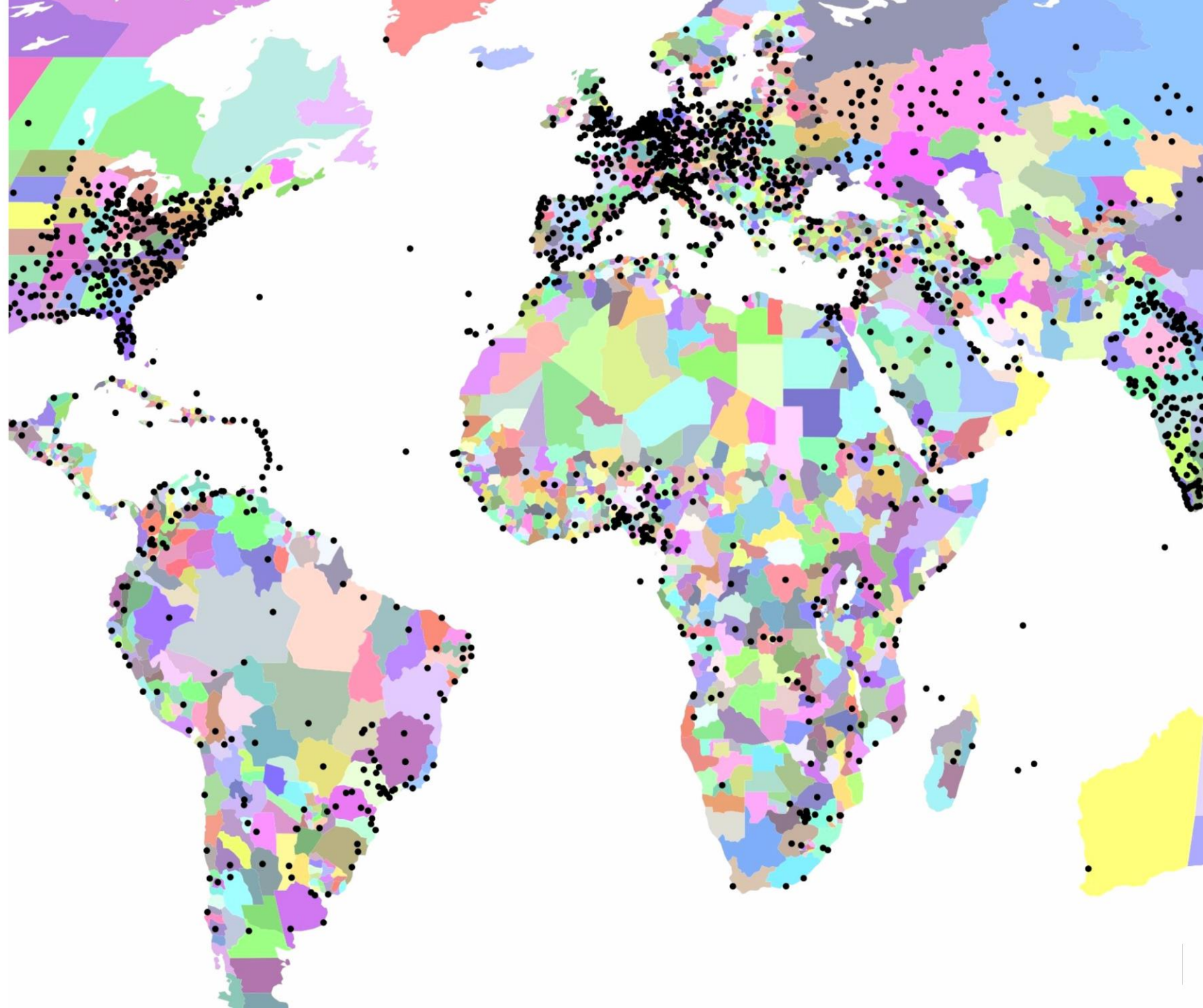


PoluSim use-case examples:

- Is the price ladder optimal for the next 5 years? *By how much should we re-jig it?*
 - Will demand exceed supply capacity? *Will we have a supply squeeze?*
 - Middle class consumers are growing faster in SE Asia, but the current base is larger in Latin America. *What does this mean for our resource allocation?*
-

PoluSim integrates seamlessly with **TelluBase**, our contextual data repository. This gives global coverage 10 years into the future at a granular level:

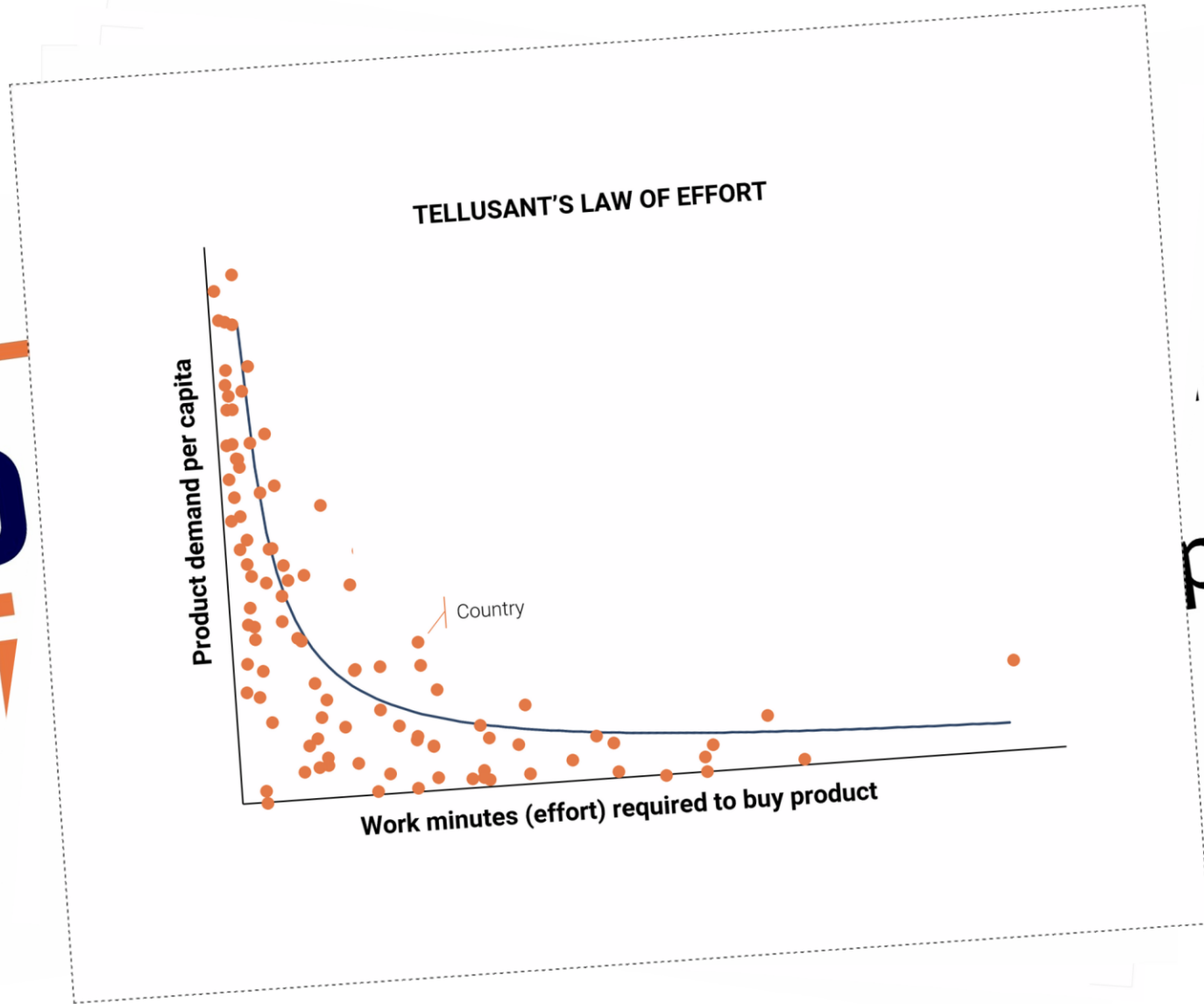
- 218 countries
 - 2,600 cities with more than 300,000 people (US and EU >100,000)
 - 2,500 primary subdivisions (states, provinces, prefectures, etc.) and 25,000 secondary subdivisions (districts, municipalities, counties, etc.)
-



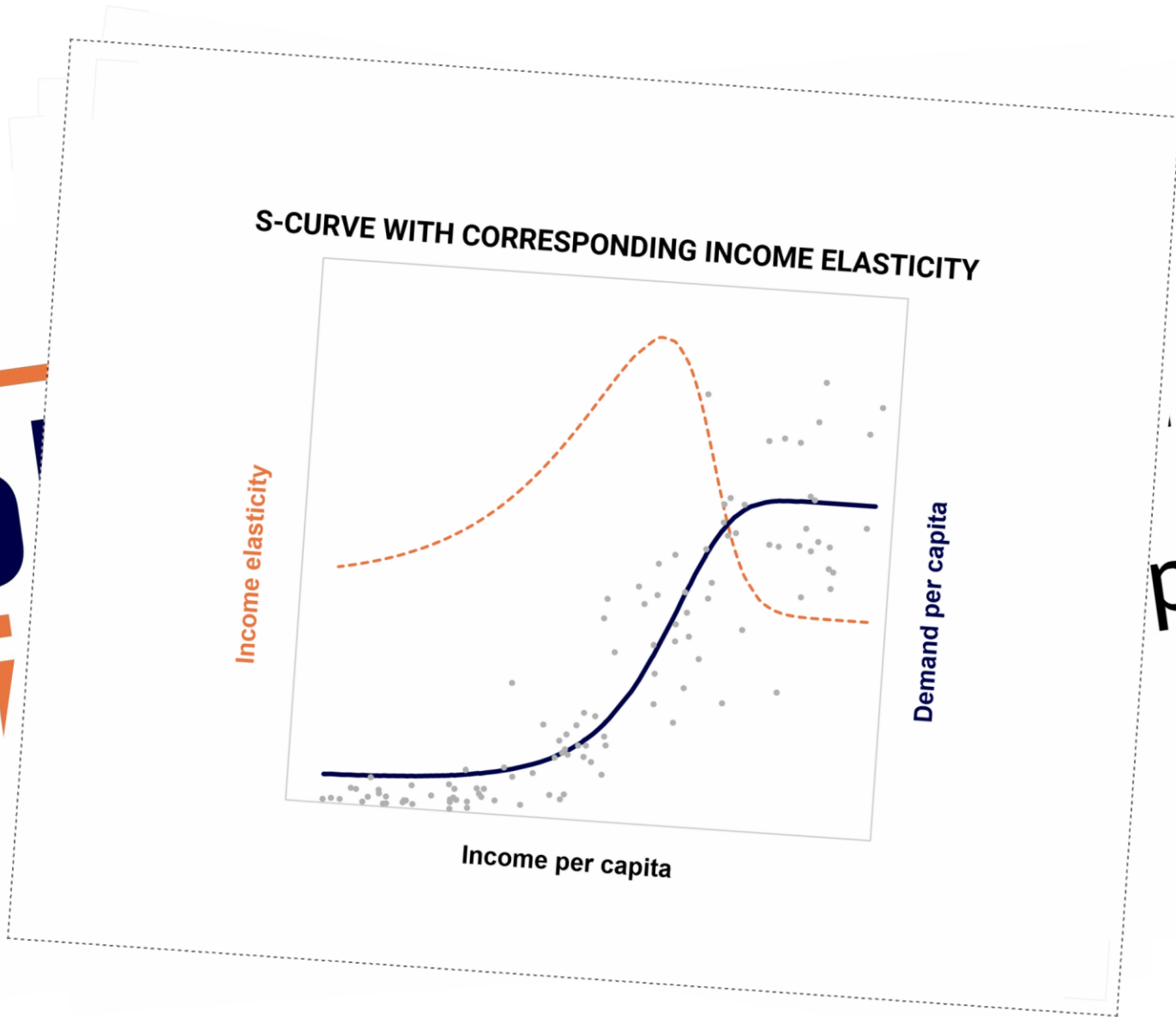


PoluSim is built on several
micro-economic concepts

Posi



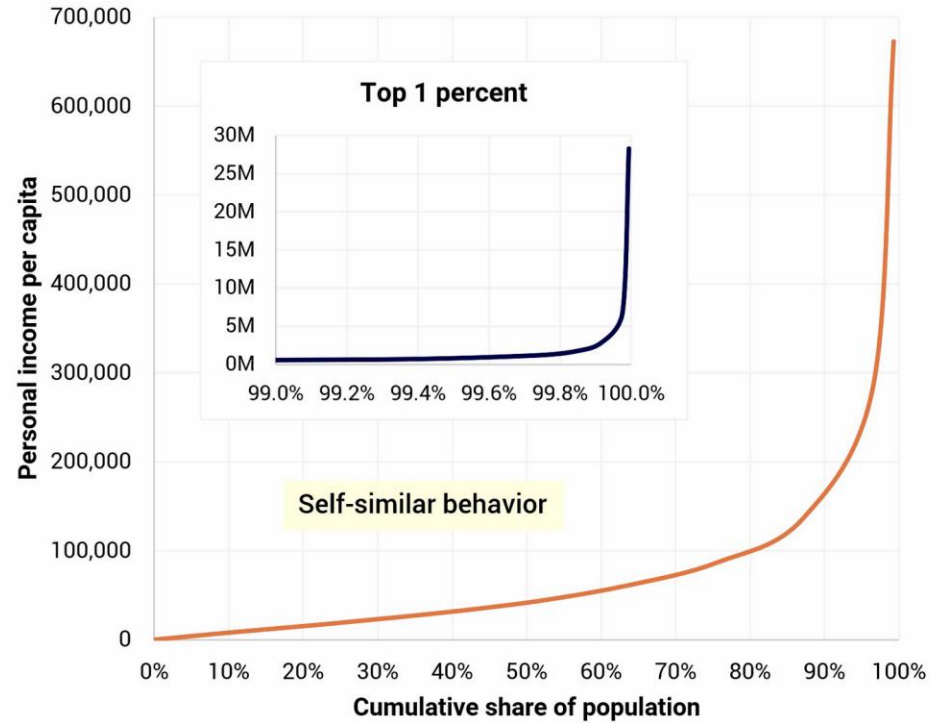
Several
concepts
examples



everal
cepts
ples

Posi

EXAMPLE: U.S. INCOME DISTRIBUTION
Bottom 99 percent



Several
concepts
examples

See 10 screenshots from **PoluSim**

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Home

Welcome, Tellusant



View key macroeconomics indicators including population, economic outlook, and more.

Strategic Forecast

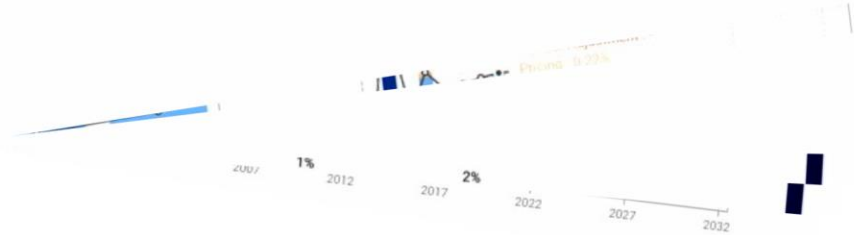
- 1 Category Outlook
- 2 Cross-Category Comp
- 3 Sub-Category Detail
- 4 Map

See how strategic forecast will evolve into the future.



Explore all details of the scenario planner.

Click on images to flip through screenshots



Strategic Forecast - Category Outlook

Category Outlook

Cross-Category Comp

Sub-Category Detail

Map



Filters

Apply

Forecast:

Default

Geographies:

Search...

Selected Geographies:

Canada

Categories:

Bottled Water

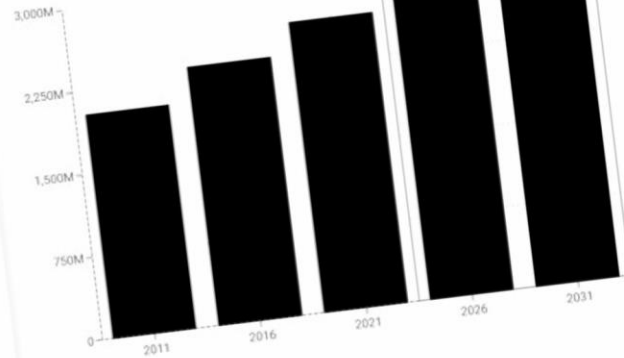
Metric:

Total

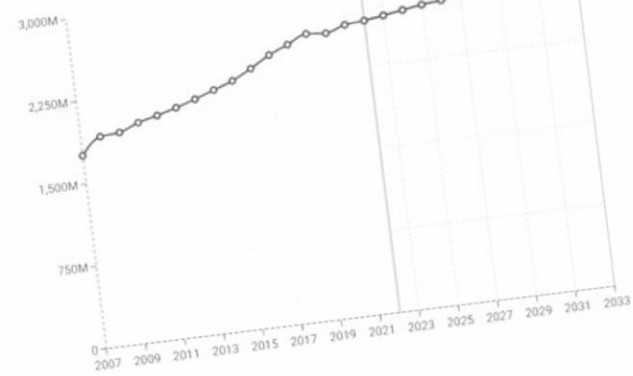
Unit:

Volume (Liters)

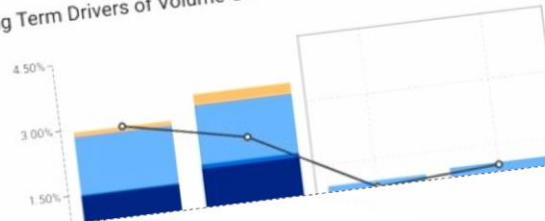
Volume Evolution Snapshot in Liters



Volume Evolution in Liters



Long Term Drivers of Volume Growth in CAGR



Annual Drivers of Volume Growth



2014
Final Growth Rate: 2.86%
Consumer Preferences: 1.32%
Income: 0.00%
Population: 1.31%
Covid: -
Manual Adjustment: -

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Strategic Forecast - Cross-Category Comp

Category Outlook **Cross-Category Comp** Sub-Category Detail Map



Filters

Apply

Forecast:
 Default

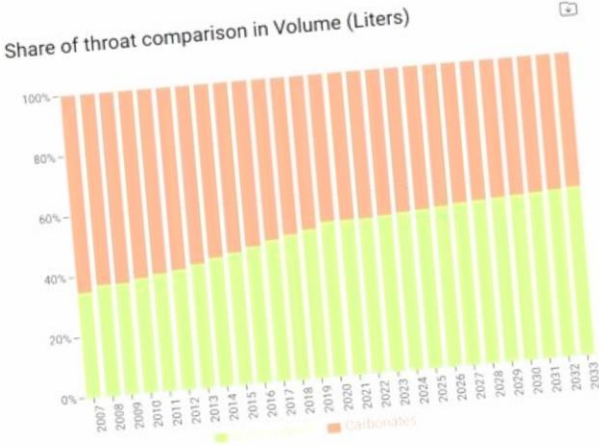
Geographies:
 Canada

Selected Geographies:
 Canada

Categories:
 Multiple categories

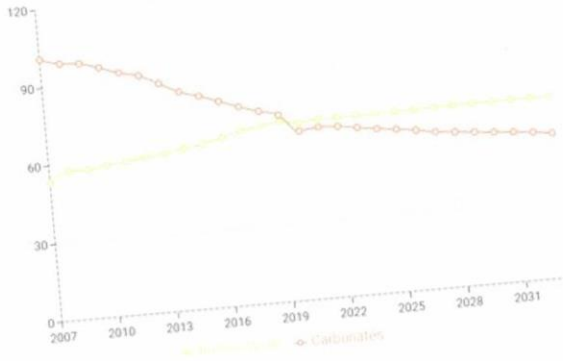
Metric:
 Per Capita

Unit:
 Volume (Liters)



Why is this important to me?

Consumption comparison in Volume (Liters)



Strategic Forecast - Sub-Category Detail

Category Outlook Cross-Category Comp **Sub-Category Detail** Map

Filters

Apply

Forecast:

Default

Geographies:

Canada

Selected Geographies:

Canada

Categories:

Multiple categories

Metric:

Per Capita

Unit:

Volume (Liters)

Quick CAGRs

2027 - 2033

Super Premium

-0.90%

Value

-2.00%

Premium

-0.84%

Core

-1.12%

Core Plus

-0.85%

Why is this important to me?

2016



Price Segments

Multiple Segments

Price Segment Volume (Liters) Share Evolution



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Category Outlook Cross-Category Comp **Sub-Category Detail** Map

Filters

Apply

Forecast:

Default

Geographies:

Canada

Selected Geographies:

Canada

Categories:

Multiple categories

Metric:

Per Capita

Unit:

Volume (Liters)

Quick CAGRs

2027 - 2033

| | |
|-----------------------|--------|
| Others | -1.11% |
| Nestle | -1.73% |
| The Coca-Cola Company | -0.92% |
| PepsiCo | -0.90% |

Why is this important to me?



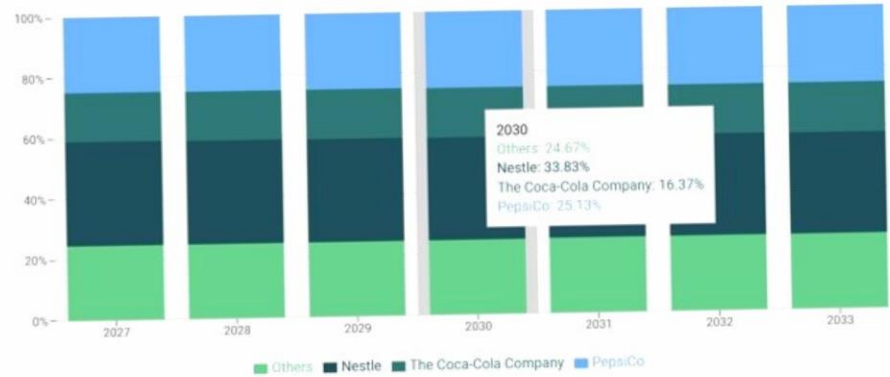
Player Multiple Segments

Search...

Price Segments

Player

Price Segment Volume (Liters) Share Evolution



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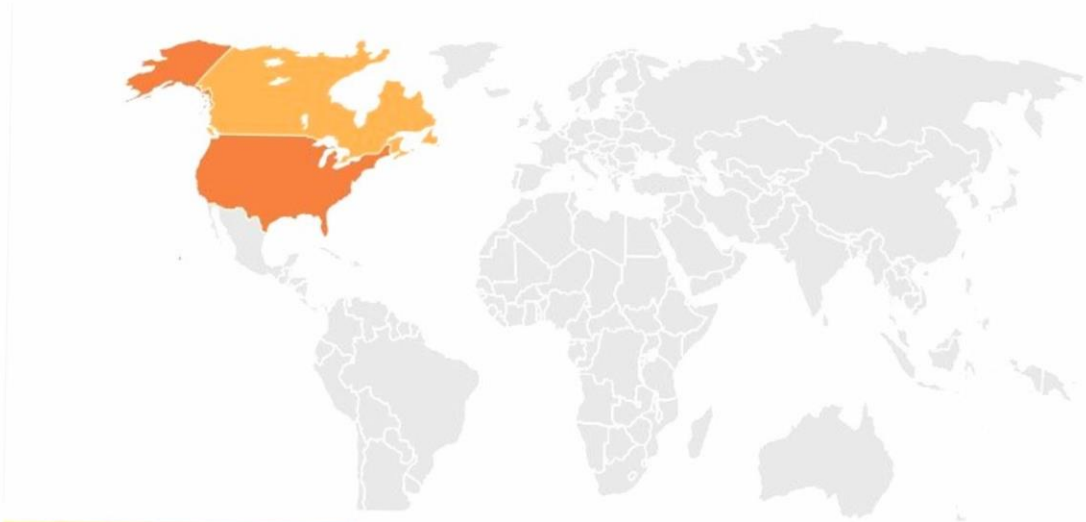
- Category Outlook
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- Sub-Category Detail
- Map**

Filters

Apply

- Forecast:
 - Default
- Geographies:
 - Multiple geographies
 - Selected Geographies:
 - Canada
 - United States
- Categories:
 - Multiple categories
- Metric:
 - Per Capita
- Unit:
 - Volume (Liters)

Volume Consumption per capita in Liters



Why is this important to me?

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Canada - Carbonates

Macroeconomic scenario

Macro-Level Actions

Time-series method

Momentum Model ARIMA Model

Flex drivers

Flex driver

Start year of impact

Select...

Yearly volume impact (%)

Impact duration

Continuous

Edit

Included flex drivers

Flex driver

Yearly volume impact (%)

Impact duration

Delete

Health trend

Innovation 27

2025 10% One-time permanent impact

2029 2% One-time permanent impact

Volume adjustment

Pricing Actions

Adjust price elasticity values



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Momentum Model ARIMA Model

Flex drivers

| Flex driver | Start year of impact | Yearly volume impact (%) | Impact duration | |
|-----------------------|--------------------------|---------------------------|-----------------|-------------|
| Included flex drivers | Select... | | Continuous | Edit |
| Flex driver | | | | |
| Health trend | | | | |
| Innovation 27 | | | | |
| Start year of impact | Yearly volume impact (%) | Impact duration | Delete | |
| 2025 | 10% | One-time permanent impact | | |
| 2029 | 2% | One-time permanent impact | | |

Volume adjustment

Adjust price elasticity values

| Category | Elasticity | Edit |
|----------|------------|-------------|
| Unit | -1.8 | |
| | -0.5 | |

Segment pricing change

| Adjustment | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 |
|------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Core | | | 1% | | | | | | | | | | |
| Core plus | | | 1% | | | | 2% | | | | | | |

Pricing Actions

Edit

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Scenario Result - Category Outlook (i)

Geographies:
Canada

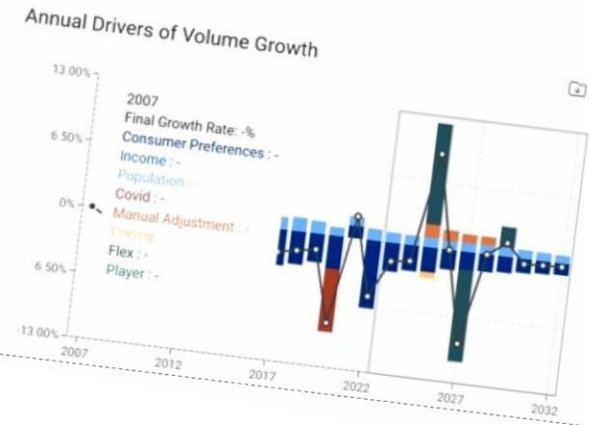
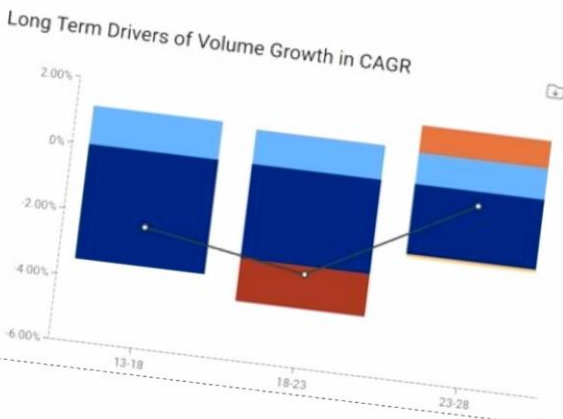
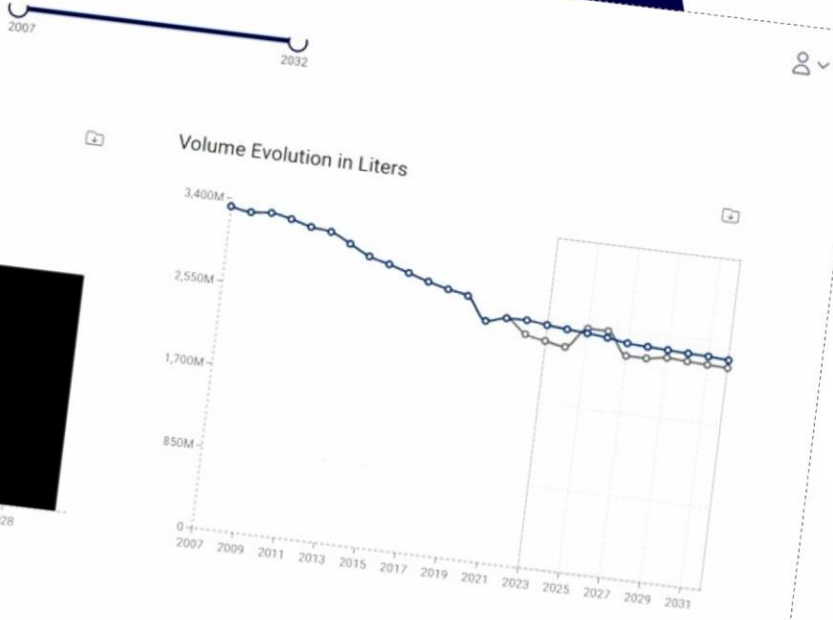
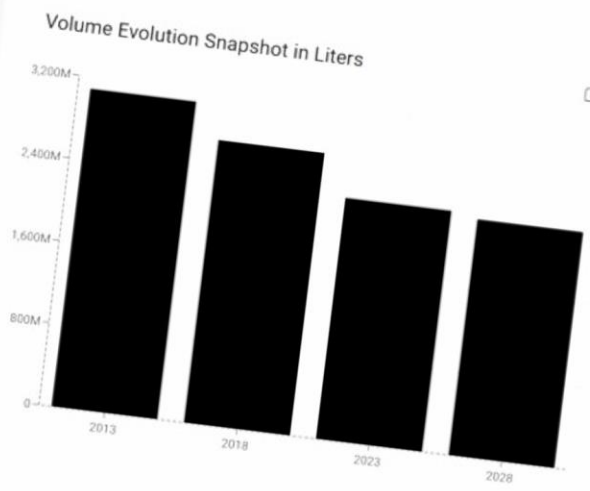
Categories:
Multiple categories

Scenarios:
TestLive

Metric:
Total

Unit:
Volume (Liters)

Selected Scenarios:
 Canada - Carbonates
 TestLive



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Welcome to the Tellusant Help Center

PR

Use the sidebar menu to navigate the help center resources for PoluSim and TelluBase. Here you will find detailed user guides covering topics such as getting started for the first time or conducting specific analyses. You can also find definitions for key terms, information on data sources, release notes and much more.





TELLUSANT

Streamlining Corporate Decision Making