

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
-



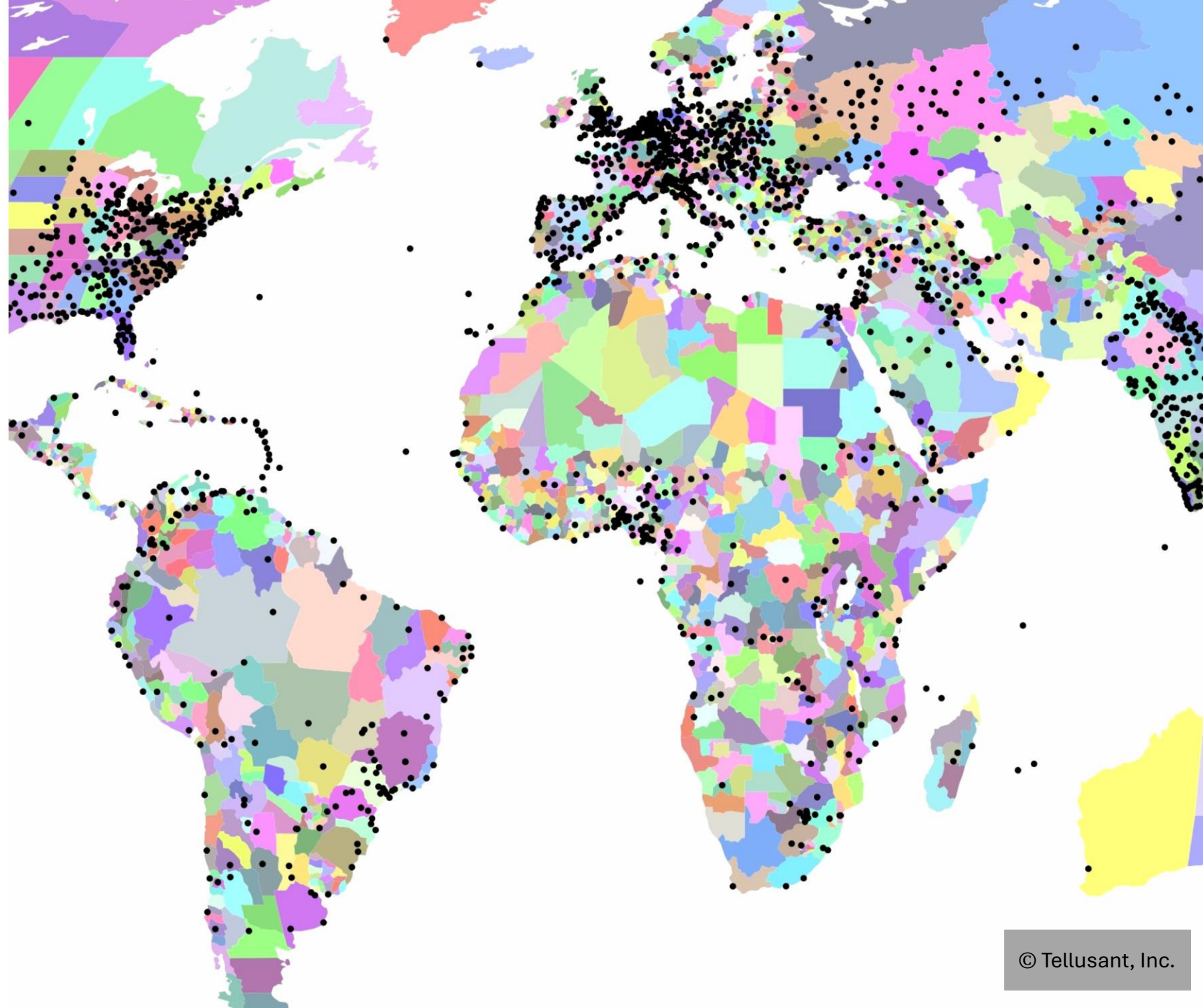


PoluSim use-case examples:

- 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:

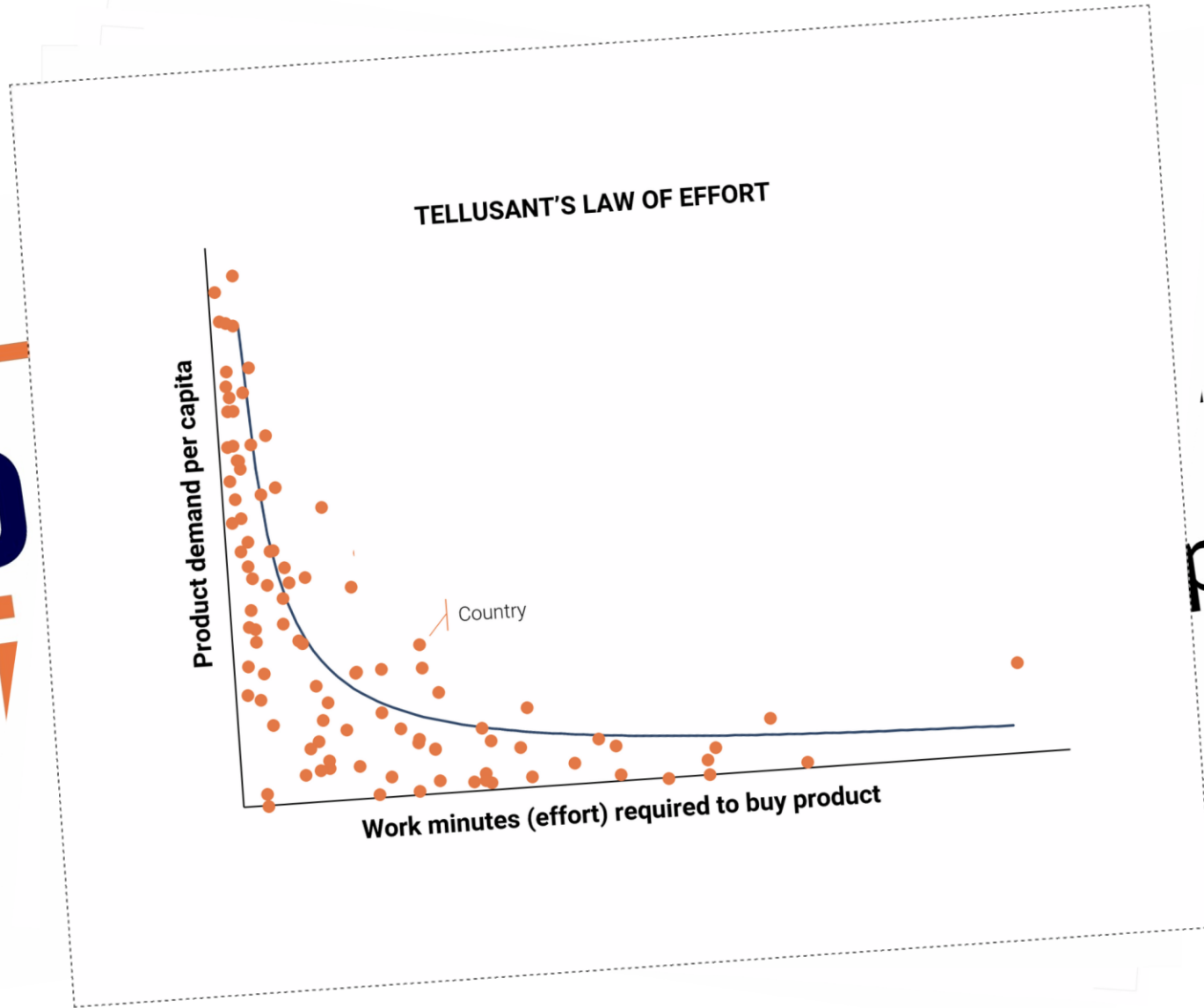
- 218 countries
 - 2,600 cities with more than 300,000 people (US and EU >100,000)
 - 2,500 primary subdivisions (states, provinces, prefectures, etc.) and 25,000 secondary subdivisions (districts, municipalities, counties, etc.)
-





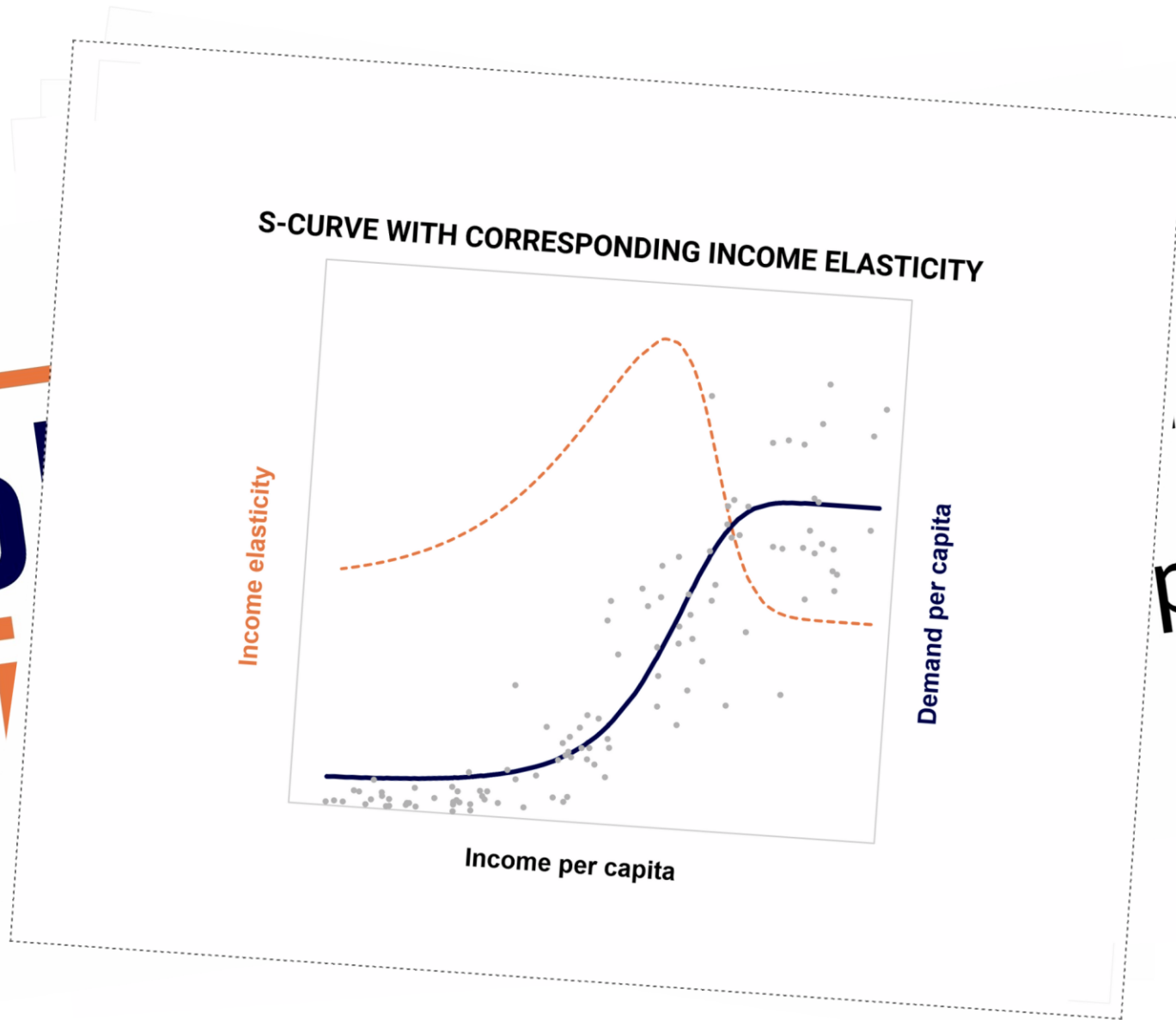
PoluSim is built on several
micro-economic concepts

Posi



Several
concepts
examples

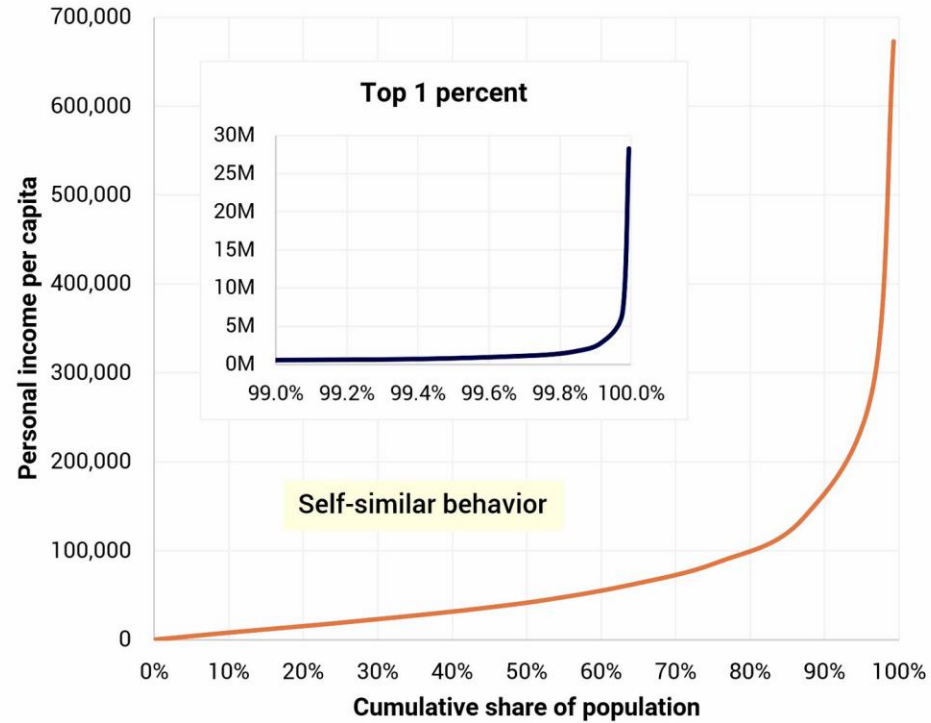
Posi



everal
cepts
ples

Posi

EXAMPLE: U.S. INCOME DISTRIBUTION
Bottom 99 percent



Several
concepts
examples

See 6 screenshots from **PoluSim**



🏠 Home

🔗 Market Context

🗂️ Category

💰 Segments

📄 Scenario manager ^

✎ Add/Edit scenario

🕒 Scenario history

📦 Model Validation

⬆️ Data Manager

Welcome, scanback@tellusar

Explore Market Context

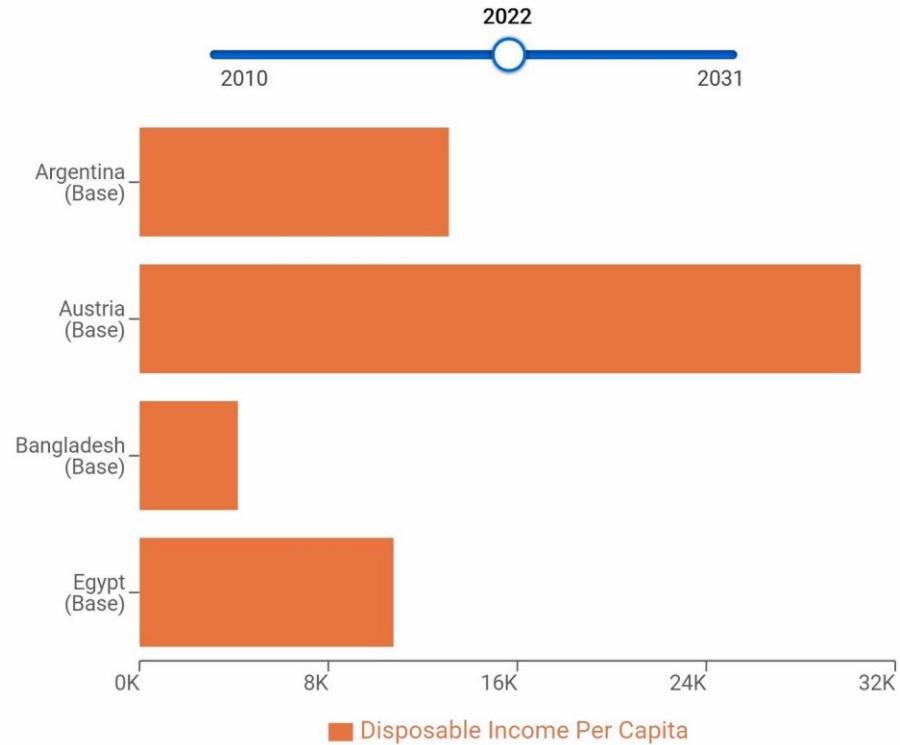
- 1 Global View
- 2 Population
- 3 Disposable Income
- 4 Economic Growth Comparison
- 5 Income Level Standards
- 6 Age Fractiles
- 7 Age Income Breakdown
- 8 Exchange Rates



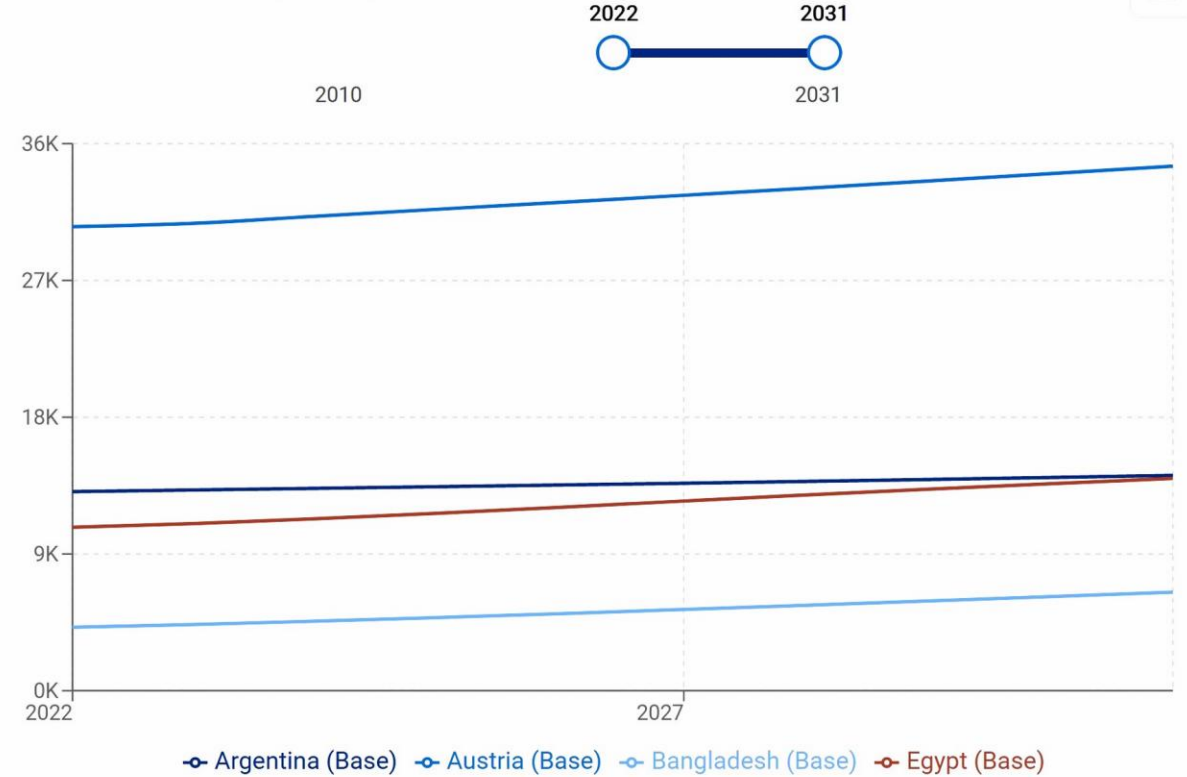
View key macroeconomics indicators including population, economic outlook, and more.

Find price

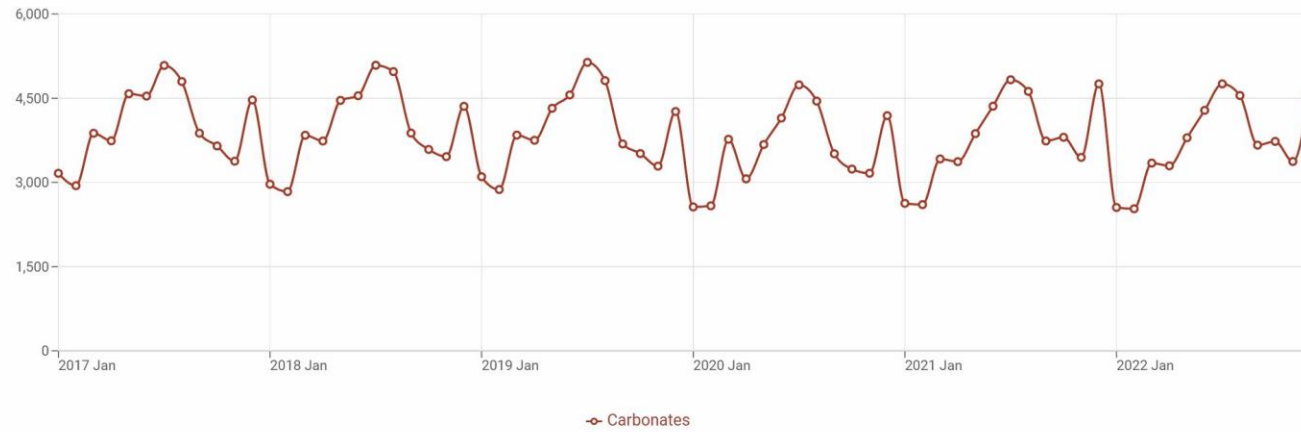
Disposable income per capita (constant PPP\$) in 2022



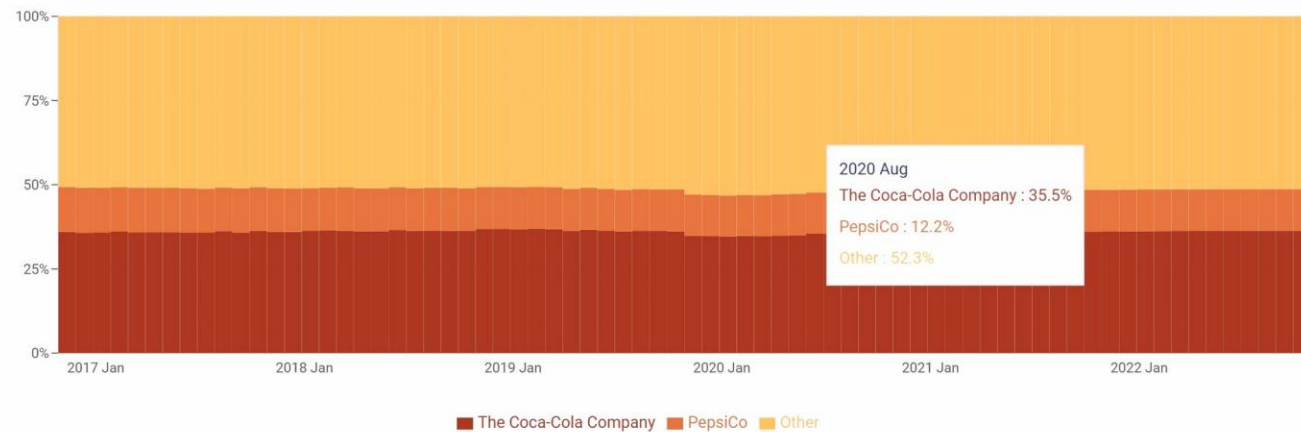
Disposable income per capita between 2022 and 2031 (constant PPP\$)



Monthly category evolution for Carbonates in United States



Player share evolution



Context Category Segment

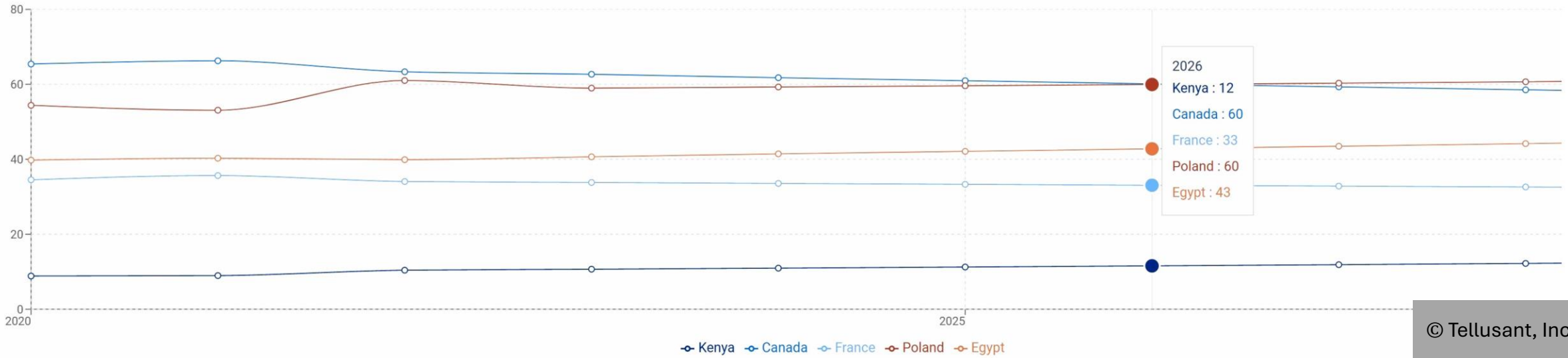
Monthly Evolution Annual Evolution S Curve Country Comparison



PCC

- Canada
- France
- Poland
- Egypt
- Kenya
- Default
- Default
- Default
- Default
- Default

Per capita consumption evolution by country for Carbonates



Segment - Share Of Segments (i)

National Subnational

Context Category **Segment**

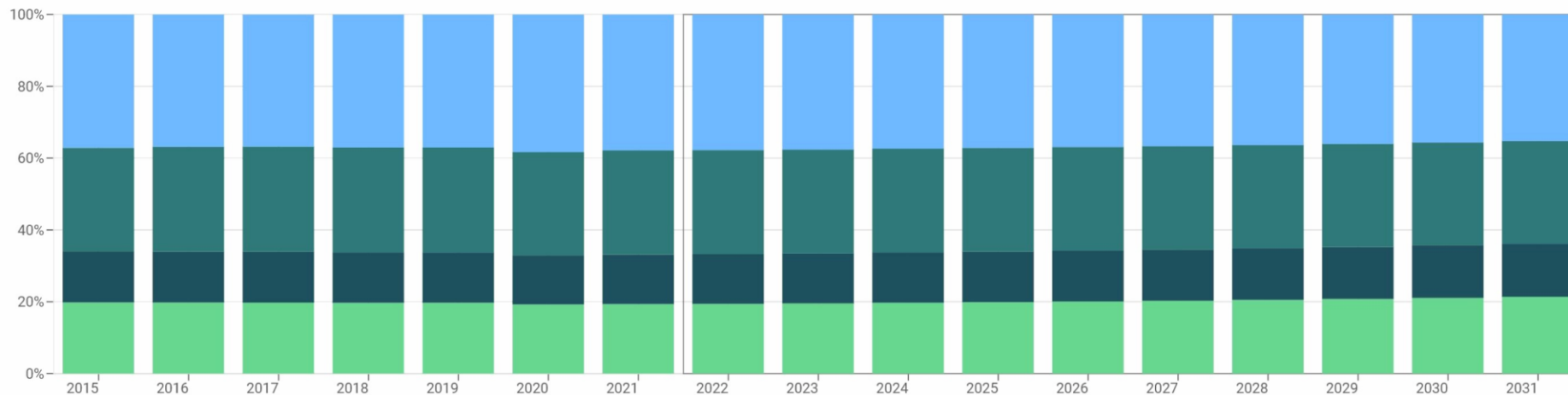
Category: Carbonates | Region: Multiple regions | Affluent: Multiple levels | Geography: Brazil | Economic Outlook: Base | User Scenario: Default

Share of segments | Country comparison Segment



Multiple segments

Segment share evolution for Carbonates



Quick CAGRs

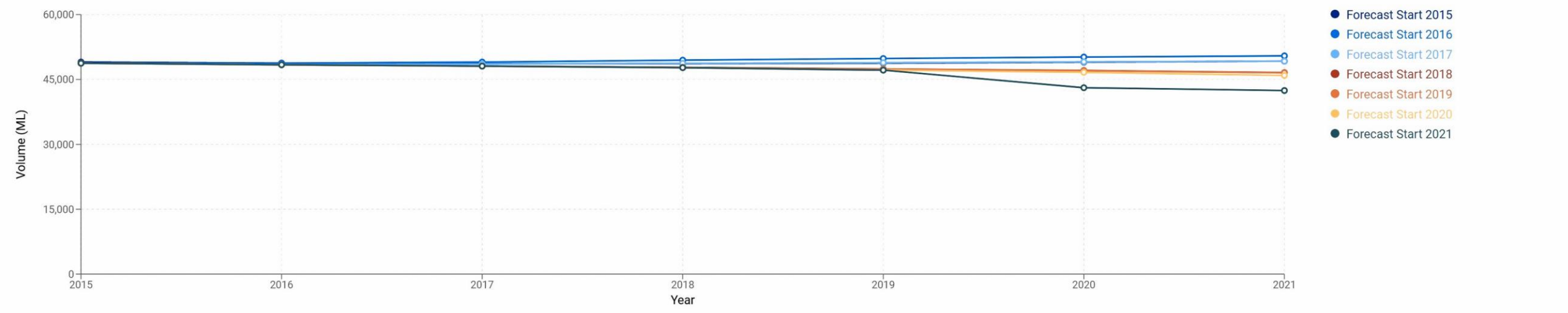
2015-2031

Premium	0.10%
Core plus	-0.14%
Core	-0.42%
Value	-0.70%

Click on an image

■ Premium ■ Core Plus ■ Core ■ Value

Forecast comparison - "Carbonates example for United States"



Yearly accuracy		Forecast beginning 2021	Forecast beginning 2020	Forecast beginning 2019	Forecast beginning 2018	Forecast beginning 2017	Forecast beginning 2016	Forecast beginning 2015
2015								99.5%
2016							99.2%	99.2%
2017						99.0%	98.1%	98.8%
2018					99.8%	97.9%	96.4%	98.0%
2019				99.6%	99.4%	96.3%	94.3%	96.6%
2020			91.8%	90.9%	90.7%	86.1%	83.5%	86.3%
2021		93.4%	98.9%	97.6%	97.5%	91.7%	89.0%	91.0%
Total Accuracy		47.2%	69.5%	78.2%	82.9%	88.6%	91.0%	91.0%



TELLUSANT

Streamlining Corporate Decision Making