

Dear GIMA Member,

4th February 2009

RE: Business Weather Intelligence.

Following the presentation at our January business meeting last week a number of you have already expressed your keenness to take up the offer from Planalytics to help you in your business forecasting.

Planalytics would like to take this opportunity to present this limited offer to all GIMA Members for February 2009. (Please see attachment) Working with companies such as Homebase, Scotts, Debenhams etc. Planalytics have a wealth of experience in weather driven demand.

In the current difficult trading times any extra margin points are vital to a business's performance and cash flow is a key area of focus. With pressures on cash flow increasing and businesses looking for new ways of cutting costs, this is the perfect time to gain an additional insight and make better use of your cash.

Cash flow can be helped in numerous ways.

- If you know the shape of the season you can target the right stock levels and product mix.
- Which product areas need to be brought in and which can be phased back.
- Will the spring season stock start selling in three weeks or six - even delaying stock by as little as three weeks helps cash flow.
- Can we trim a couple of weeks off the stock holding cover or will it damage sales.
- With consumers increasingly buying for "now", the weather plays a more important role in dictating what the consumer actually needs now.
- How will Easter trade – is it going to be warm and sunny as 2007 or cold and wintry as 2008?
- Easter is a key period in the retail calendar and making the right decisions now will help you help your customers and have a positive impact on cash flow.
- Do we really need to fly product in or do the conditions allow it to be shipped and not lose sales.

Planalytics can provide the answer to the key question of what the weather will do, both over the next few months and for the rest of the year, allowing you to make the most of your cash and therefore more profit.

Planalytics' risk management and planning services help companies proactively address the impact that weather will have on business performance. Planalytics' patented technologies and consulting services start with historical analytics to help companies understand and quantify the financial impact of weather on their business. A combination of statistical and predictive analytics is then applied to forecast weather-driven changes in supply, demand and prices for products and services.

The GIMA Weather Intelligence Group can be up and running in just a few days with 20 GIMA Members on board, so this is a good time to make a difference to your business. To find out more read the attached leaflet. To register your interest please email your contact details to info@gima.org.uk
We look forward to hearing from you and to having this group running.

Yours sincerely



Neil Gow
GIMA Director.



Managing the Weather's Impact for Product Demand & Stocks

Weather is the most volatile of all external factors affecting business performance and Planalytics helps companies like yours manage this risk with proprietary modeling technologies and market-specific expertise that quantify its financial and volumetric impacts. For over a decade, Planalytics has helped businesses "action the weather" with products and services ranging from weekly customized reports to solutions and tools for any size business.

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With years of comprehensive analyses and real world experience, Planalytics is uniquely positioned when it comes to understanding weather's impact on planning, buying cycles, distribution, promotions and prices. Planalytics determines how weather has and will affect your customers' buying behavior, identifying conditions that trigger supply and demand changes, shift market sentiments or alter what products and services become focal points — when, where and for how long.

Planalytics is pleased to speak at GIMA's 2009 business meeting. You can learn how companies including Scotts, Blacks Outdoor, MTD, Homebase, Lands End, BASF, Toro, Debenhams and John Deere (U.S.) use Planalytics to improve performance. It isn't about making more decisions — it is about making more informed decisions.

For more information, please visit: www.planalytics.com

OUTSOURCE YOUR BUSINESS WEATHER INTELLIGENCE SERVICES

A special offer for smaller GIMA members includes:

- 11 Month Outlook
- Product Insights & Web Access
- Business Meteorologist Support
- Season Briefing Service

(the cost of this service is £1,500 per year)

For larger GIMA members, this offer includes:

- A FREE analysis of a key product category and a 5% discount



Offer expires:
28 February 2009