

We Launch & Grow Food & Beverage Brands Globally

Overview



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Case Study, "Why AMI?" & AMI Team



Background



Started in 2004
Undergoing rapid growth, well-capitalized

12 years expatriate management for Nestle in 4 countries

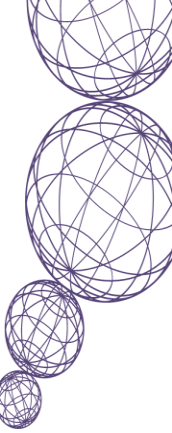
Manage large food, beverage, nutrition & personal care businesses in multiple countries & sales channels

Negotiate sales agreements with international retailers, chain accounts, importers, and distributors globally

Develop new products & foreign language packaging for our customers

Provide extensive retail, foodservice & industrial sales and marketing marketing experience in multiple CPG categories

Values



PURPOSE

Expand export sales growth and achieve **exceptional ROI** for our customers.



VISION

We build brands worldwide.

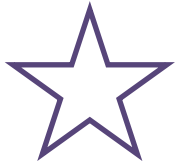
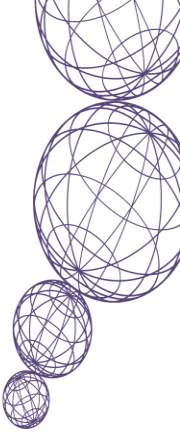


PROCESS

We leverage our relationships with over 20,000 global buyers, develop customized strategic brand plans, and drive **export sales growth** for our customers.

www.athenaintl.com

Values



OUR GUARANTEE

We guarantee that we will increase your brand exposure and develop export sales leads by reaching up to 18,000 buyers in 130+ countries.

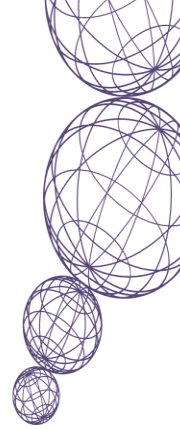


OUR PROMISE

1. Increase customer brand exposure worldwide
2. Unparalleled customer relationships cultivated for nearly 20 years.
3. Large database of food, beverage, and nutrition importers / distributors / retailers worldwide with the capability to close buyers and sell our customer's products.



Execution



We do this through:

- Substance Over Splash: Add Real **Value**
- **Accountability**: Do What We Say We Will
- **Celebrate** team successes and achievements
- Confront all situations with optimism, joy, **positivity** and alignment with our Core Values
- Speak **truthfully**, listen intently, commit to candor and strive to reveal, not conceal





Services

We **increase profits** and **expand sales and distribution** for food, beverage, nutrition and personal care brands by offering the following services:



International Market Entry



Export Sales Management



International Strategic Planning / Budgeting



Global Market Research & Consumer Trends



International Partner Identification, Recruitment,
& Assessment



In-country Marketing & Promoting



Trade Show Management



Foreign Language Packaging



Ingredients Review & Compliance



Export Sales Training

Wide Sales Channel Experience

RETAIL CONSUMER PACKAGED GOODS



E-Commerce	Club	Pharmacy/Medical
Traditional Grocery	Specialty	Mass
Drug	Discount Retailers	

FOODSERVICE PRODUCTS



Commercial End-Users

| National Chain Accounts | QSR |
| Coffee Shops | Health Care | Education |
| Business & Industry |

INDUSTRIAL & BULK INGREDIENTS

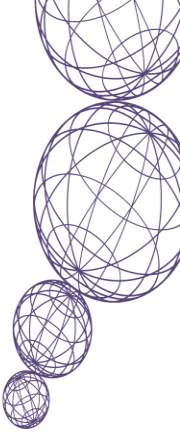


Manufacturers

Co-Packers | Private Label



AMI Sells to Leading International Retailers



Carrefour



DELHAIZE



Ahold
Delhaize





Categories We Serve



Pet food



Chocolate & Confectionery



Snack Foods



Frozen Foods



Fruits & Vegetables
(dried, frozen, powder, pastes, & extracts)



Beverages (ready-to-drink, & powder)



Nutrition (health & energy products)



Dietary Supplements
(vitamins & nutraceuticals)



Baked Goods



Ingredients



Health & Beauty Products



Personal Care



Specialty (gift & novelty)

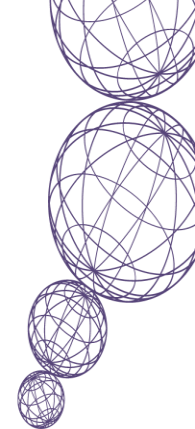


Medical (non-drug)





Brands Represented by AMI





Benefits of AMI



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HIRING INTERNAL EMPLOYEES

\$ +  = **ami**



OUTSOURCING INTERNATIONAL SALES

High fixed salaries	Low fees & sales incentives
Fixed costs (health insurance, 401K)	No fixed costs (health insurance, 401K)
Recruiting time & expenses	No recruiting time & expenses
Limited global network	Strong established worldwide network of leading buyers
Limited international knowledge	Diverse international expertise and foreign language ability
Deep category knowledge in the U.S.	Deep category knowledge in global export markets

Benefits of AMI



18,000 customer contacts in
130+ countries & growing

Experienced staff -
foreign language speakers

Higher Sales & Profits

Serving North American brands
since 2004

Knowledge sharing, **minimize risk** & potential mistakes

Shorter Sales Cycles

HOW WE HELP OUR CUSTOMERS

Testimonials



"I would highly recommend Athena Marketing International for any company who would like to expand their international presence."



-Robyn Hawkins, CEO
Big Train Inc.



"They provided valuable regulatory insight to speed us to market internationally and educated me and other key staff on sound approaches to **building a profitable and sustainable international business.**"

-Christian Johnson, Vice President
GU Energy



"The campaign you ran was very successful. We received many good leads... Thank you for helping us build our international business."

-Robb Dorf, Founder and President
PureFit Premium Protein Bars



"Under the diligence and guidance of AMI, our core business (Sweetened Dried Cranberries) has **increased +1,319%, +58% and +74%** respectively over three years."

-Jeffrey L. Carlson, President & CEO
Decas Cranberry Sales, Inc.



Case Study: How a Super-Premium Snack Brand Grew Their International Sales Forecast 1400%



CHALLENGE

This Vegan, plant-based snack brand had no awareness outside the U.S. and was facing pricing difficulties in foreign markets. The brand was poised to be a market leader if they could achieve their goal of garnering distribution and sales growth abroad.

STRATEGY

AMI sought to build brand awareness and sales in markets with well-established vegan snack markets that could afford the super-premium price positioning.

RESULTS

Through extensive lead generation, marketing and investment in two international trade shows in their first year, **AMI successfully on-boarded seven new international distributors and established the brand on an e-commerce platform in Year 1.** With three more international trade shows planned for Year 2, this customer has an anticipated sales growth from Y1 to Y2 of 1,400%.



Why Choose AMI?



Connect

Connect to a large network of leading international distributors, importers, and retailers which are eager to market U.S. products



Manage

International partner management, Purchase Orders, packaging, shipping & logistics



Significantly lower costs than building your own international sales team

Reduce Cost



Rapid Growth

Enjoy rapid growth while minimizing risks, liabilities, and costly mistakes



Let AMI manage
& grow your
international
sales & profits!

