THE MARKETING AND PROCUREMENT RELATIONSHIP HAS IMPROVED FROM ONE YEAR AGO.

RELATIONSHIP COMPARED TO ONE YEAR AGO

<table>
<thead>
<tr>
<th>IMPROVED</th>
<th>THE SAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% MARKETING</td>
<td>62% MARKETING</td>
</tr>
<tr>
<td>62% MARKETING PROCUREMENT</td>
<td>36% MARKETING PROCUREMENT</td>
</tr>
</tbody>
</table>

2014 ANA Procurement/Marketing Relationship Survey
SENIOR MANAGEMENT SUPPORT IS VERY IMPORTANT IN FOSTERING A STRONG MARKETING/PROCUREMENT RELATIONSHIP

<table>
<thead>
<tr>
<th></th>
<th>MARKETING</th>
<th>PROCUREMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Management Support within the <strong>Marketing</strong> Organization is Very Important</td>
<td>90%</td>
<td>97%</td>
</tr>
<tr>
<td>Senior Management Support within the <strong>Procurement</strong> Organization is Very Important</td>
<td>88%</td>
<td>93%</td>
</tr>
</tbody>
</table>

2014 ANA Procurement/Marketing Relationship Survey
MARKETING AND PROCUREMENT FIND DIFFERENT METRICS IMPORTANT.

METRICS IMPORTANT TO MARKETING:
- Sales/Market Share Increases
- Improve Marketing ROI
- Improve Brand Health Metrics

METRICS IMPORTANT TO PROCUREMENT:
- Cost Reduction
- Risk Mitigation
- Cost Avoidance
- Process Improvements

METRICS BOTH MARKETING AND PROCUREMENT FEEL ARE IMPORTANT.

2014 ANA Procurement/Marketing Relationship Survey
MARKETING PROCUREMENT
STRENGTHS

Marketer’s View

RFI/RFP FACILITATION
67% MARKETING
33% PROCUREMENT

Shared

COST SAVINGS
65% MARKETING
56% PROCUREMENT

RISK MITIGATION
47% MARKETING
37% PROCUREMENT

Procurement’s View

COLLABORATION ACROSS BUSINESSES
16% MARKETING
39% PROCUREMENT

2014 ANA Procurement/Marketing Relationship Survey