FOR IMMEDIATE RELEASE

Nestlé USA and Enterra Solutions
Sign Multi-Year Cognitive Computing Agreement

Enterra Enterprise Cognitive System provides
Advanced Analytics and Autonomous Sales and Marketing Insights to Nestlé USA

NEWTOWN, PA AND ARLINGTON, VA July 16, 2019 - Nestlé USA has signed a multi-year solution-as-a-service contract with Enterra Solutions, a leading provider of cognitive computing solutions, for a next generation analytics and insights platform and business applications.

Together, the companies have developed and will deploy an industry-leading advanced analytics and insights capability, initially focused on the implementation of an Autonomous Demand Insights module within the Enterra Category Management Intelligent System™ (ECMIS) as well as the application of the Enterra Enterprise Cognitive System™ across the Nestlé USA retail partner network.

This business solution leverages autonomous decision-making and end-to-end optimization (Demand + Supply Insights) capabilities in order to drive growth, increase efficiency, and support Nestlé USA's efforts to build the foundation for the *Nestlé USA Intelligent Enterprise* - one that fully leverages data, expert knowledge and advanced technologies to generate insights that automate and optimize business processes and decision-making. This shall be achieved through the utilization of Enterra's cognitive computing platform, intelligent business applications and advanced analytics services integrated as one solution.

As part of the engagement, Enterra will harmonize siloed areas of the business, including category management and supply chain logistics into one company wide system. Additionally, Enterra will establish a Center for Advanced Analytics at Nestlé USA's headquarters in Arlington, VA, including an Advanced Analytics team of mathematicians, data scientists, consumer packaged goods experts and data management specialists.

Nestlé USA *Chief Analytics Officer, Shan Collins*, stated, *"We look forward to leveraging Enterra's cutting-edge cognitive computing technologies and their scientific methods to generate industry-leading advanced analytics and insights that will drive differentiation, accelerate growth and increase profitability across Nestlé USA. Our initial focus will be on creating value and competitive advantage in demand insights through autonomously generated, optimized marketing campaigns. This is the first step in transforming Nestlé USA into an Intelligent Enterprise."*

Stephen DeAngelis, President and CEO of Enterra Solutions, remarked, *"We are excited to partner with Nestlé USA on the development and deployment of an industry-leading advanced analytics and insights solution. Our objective is to deploy and operate an end-to-end cognitive computing platform that will position Nestlé USA as the most advanced and innovative consumer packaged goods company in the industry. The use of real-time data and autonomous decision-making will give Nestlé USA a unique advantage in a highly competitive marketplace."*

Most of the data analytics and modeling will be performed at Nestlé USA in Northern Virginia and Enterra's offices in Pennsylvania. Enterra's partner Massive Dynamics, a leading mathematics and analytics company in Princeton, NJ, will provide advanced mathematics capabilities to support this initiative.

About Nestlé USA
Named among "The World's Most Admired Food Companies" in *Fortune* magazine for twenty-two consecutive years, Nestlé USA brands are in nearly every home in the country. With some of the most recognizable food and beverage brands, including *Coffee mate, DiGiorno and Nestlé Toll House*, the largest coffee portfolio in the U.S. with *Nescafé, Nestlé Starbucks Coffee* and *Chameleon Cold Brew,* and category disrupters like *Sweet Earth,* Nestlé USA makes delicious, convenient products people love. With 2018 sales of $9.7 billion, Nestlé USA is part of Nestlé S.A. in Vevey, Switzerland — the world's largest food and beverage company. For product news and information, visit Nestleusa.com or Facebook.com/NestleUSA.

About Enterra Solutions
Enterra Solutions is the leading cognitive computing company providing data-enabled prescriptive analytics and insights for companies across a broad range of industries. The Enterra Enterprise Cognitive System™ enables organizations to capture, curate and analyze vast amounts of complex and disparate data. This powerful capability allows clients to uncover and understand inter-relationships that lead to innovative new product development and innovation, heightened consumer understanding, enhanced supply-chain execution, and more efficient and targeted consumer marketing. Enterra's analytics and insights help the world's leading brands and organizations operate smarter by finding higher meaning in their data.

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