

linked

*15.05.2019, Kippenheim, Linked*



*SBU Brands - Linked & Janoschka Global Footprint*

*Our Need:*

# GLOBAL ALIGNMENT

**With a strong global team which aligns our Linked hubs WORLDWIDE in:**

- Communication
- Artwork/Repro
- E-Commerce
- Color Management
- Image Retouching
- Design



*Linked & Janoschka will create...*

# ONE GLOBAL EXPERTS TEAM

**Vision: No matter what we do in future, we do it consistent,  
WORLDWIDE**

- One Standard set of tools, WORLDWIDE
- One Standard Process, WORLDWIDE
- One Standard Communication Tool, WORLDWIDE
- One Standard Client Service approach, WORLDWIDE
  
- **We develop, train and implement global standards**
- **We certify and audit to ensure compliance with our agreements**



# ROADMAP FOR ALIGNMENT



**Phase 1:**  
Establish

**Phase 2:**  
Elaborate

**Phase 3:**  
Roll-out

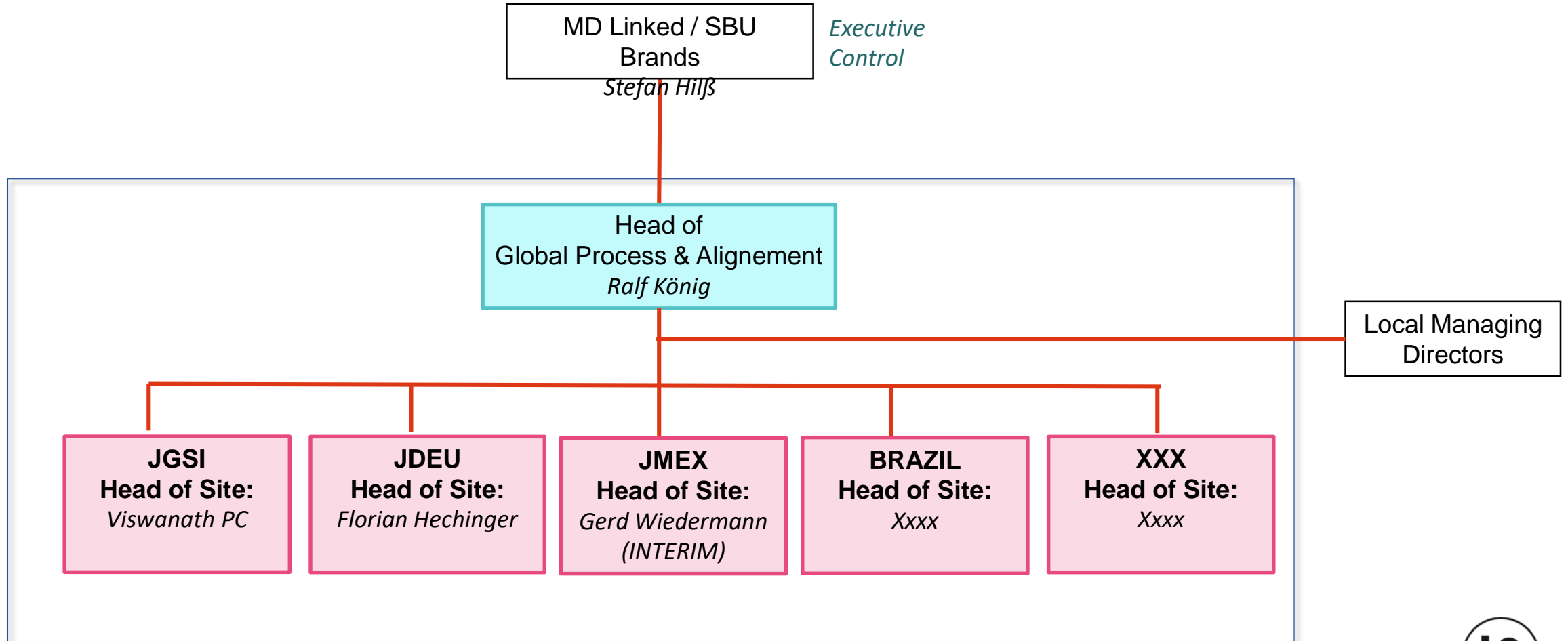
**Phase 4:**  
Integrate

- Defining **Head of Site**
- Analyzing pain points
- Setting up Workgroups
- Defining local Experts
- Elaboration between sites
- Setting up global standards
- Sharing SOPs
- local implementation and training
- Certification
- evaluation
- updating/adjusting
- Rework



Orgchart 1

# GLOBAL WORKGROUP



# Orgchart 2

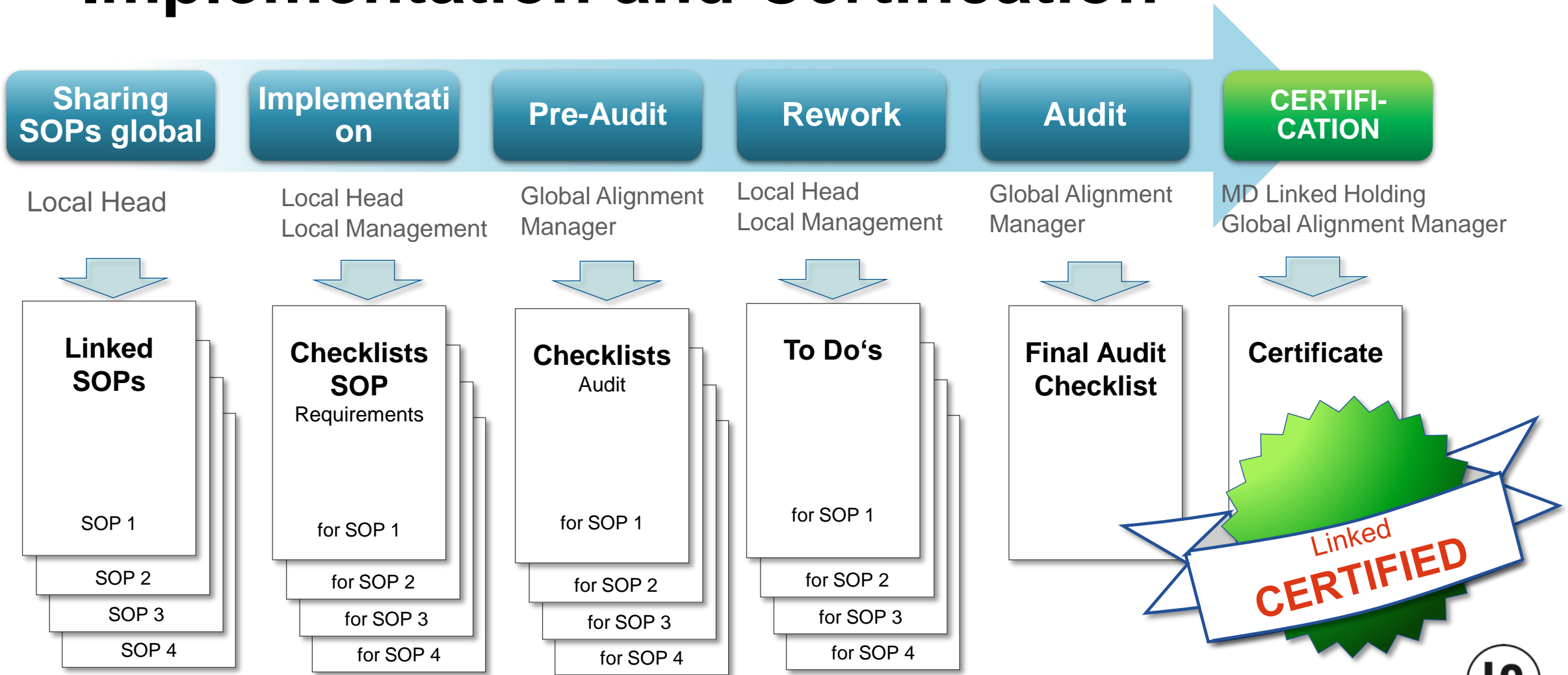


★ = Work Stream Lead



Roll-out

# Implementation and Certification





## Integration

# Linked global alignment integration

Phase	PMA Location	Janoschka corporate form (Shares)	Brand Business (main clients)	other Business
<b>1</b> Global Clients	Linked2Brands Germany	Subsidiary 100%	Unilever, Ferrero, Lidl, Müller, Lorenz, Kaufland, Bahlsen, Campina, Nestlé...	Pre-Pres, Decor, Tobacco, Converters, Cylinders
	JIHD / JGSI (India)	Subsidiary / JV 100% / 75%	HUL & UL VN + Offshore UL & Ferrero	Pre-Press
	JMEX (Mexico)	Subsidiary 100%	Unilever	Pre-Pres, Cylinders
	Linked2Brands Brazil	Subsidiary 100%	Unilever	Pre-Pres, Decor, Tobacco, Converters, Cylinders, Flexo
	JPAV (Russia)	Subsidiary 100%	Mars RU, Ferrero	Pre-Pres, Cylinders
<b>2</b> workload balancing	JGFR (France)	Subsidiary 100%	regional Brands	Pre-Press,
	JBCN (Spain)	Subsidiary 100%	regional Brands	Flexo plates
<b>3</b> TBA	APEV (Vietnam)	Joint Venture app. 51%	KC	Pre-Press, Cylinder, bases
	JBOS (Argentina)	Joint Venture 50%	regional Brands	Flexo plates, Cylinder, Pre-Pres,
	PPM (Germany)	Joint Venture 25%	regional Brands	Artwork, Pre-Press, Mock-ups,
	PPCH (Switzerland)	Joint Venture 22%	regional Brands	Artwork, Photography,





**Questions**

**?**

# linked

...our answer to the two questions raised

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*Key Question 1:*

# What should Linked be doing better than our competition?

Linked will be adaptive, globally consistent and interlinked to be more customer focused than our competitors.



*Key Question 2:*

## **What should make Linked so special for the customers?**

Linked will differentiate through being the authentic and reliable partner for the local, regional and global clients by adapting to their culture, fulfilling their requirements and meet their expectations.





**Thanks**