

# weathertrends360

better business in any weather®

## PROACTIVE YEAR-AHEAD BUSINESS WEATHER ANALYTICS



AGRICULTURE



WALL STREET



GOVERNMENT  
& SMB



SUPPLY



RETAIL

## Clients

Over a hundred Fortune 1000 clients in retail, seasonal merchandise, financial services, Agriculture and thousands of SMB and farmers in 191 countries. 94% client retention!

## Weather Forecasts

Year-ahead weekly forecasts for temperatures, growing degree days, cooling/heating degree days, rainfall and snowfall for 32 million locations worldwide, every 1 mile on Earth.

## Sales Forecasts

Our predictive sales analytics tool can correlate your seasonal category sales to past weather, by store or any custom planning geography and then project those sales by week out a year, everywhere on Earth. We call it the POWER OF 1° DEGREE™.

## 75%–94% Accuracy

A 16 year track record of success with year-ahead forecasts (statistical/24 climate cycle technology) that are audited to be more accurate than most other 2 week short range forecasts. And they're more accurate than NOAA's month-ahead forecast 84% of the time despite being a year-ahead vs their month-ahead. Clients have achieved ROIs from \$10 million to \$1 Billion by being PROACTIVE not REACTIVE.

## 17 Business Technology Awards



We've been using weather trends year-ahead forecasts for over a decade and what I find most valuable is their exceptional year-ahead accuracy and forecasts that don't change once they issue them. Every season we find simple strategies with huge financial gains like in the Winter of 2011/2012 when WTI called a hot snowless Winter with a prediction that Home Depot's stock would go up 30%, Macy's down 30% and that's exactly what happened. We've had billion dollar ROIs.

Matt Boss, Managing Director JP Morgan

As former Vice President of Marketing at Kohl's department stores, we hired Weather Trends to help us make billion dollar marketing decisions because much of our sales success is driven by the impact of weather. Having the advertising, marketing and right product mix in sync with the weather helped us get the right message in front of customers and stock the right merchandise in stores. We had \$100+ Million ROIs over the years with simple decisions based on the year-ahead outlook.

Fritz Frazier, VP Kohl's

Feed the Hungry was able to send over 50 truckloads/containers of water, food, cleaning supplies and generators to Texas, Florida, Louisiana, Puerto Rico, St. Croix and the Dominican based on your long range hurricane forecasts! Thank you for helping us get there quickly (1 day) and be the first trucks on the scene with Hurricane Harvey! The pastor in Houston told me it was a miracle that our trucks even made it to Texas!

Susan Walterhouse, Feed the Hungry

# 360

## How it Works

We can analyze and correlate your seasonal category POS (point-of-sale) data to weather by store going back many years to predict your sales by week, by store, by any planning geography a YEAR-AHEAD, everywhere in the world.

### The Power of 1° Degree™ on Sales (1°F warmer +3% Apparel, 10°F warmer +30% Apparel)



## Actionable Reports

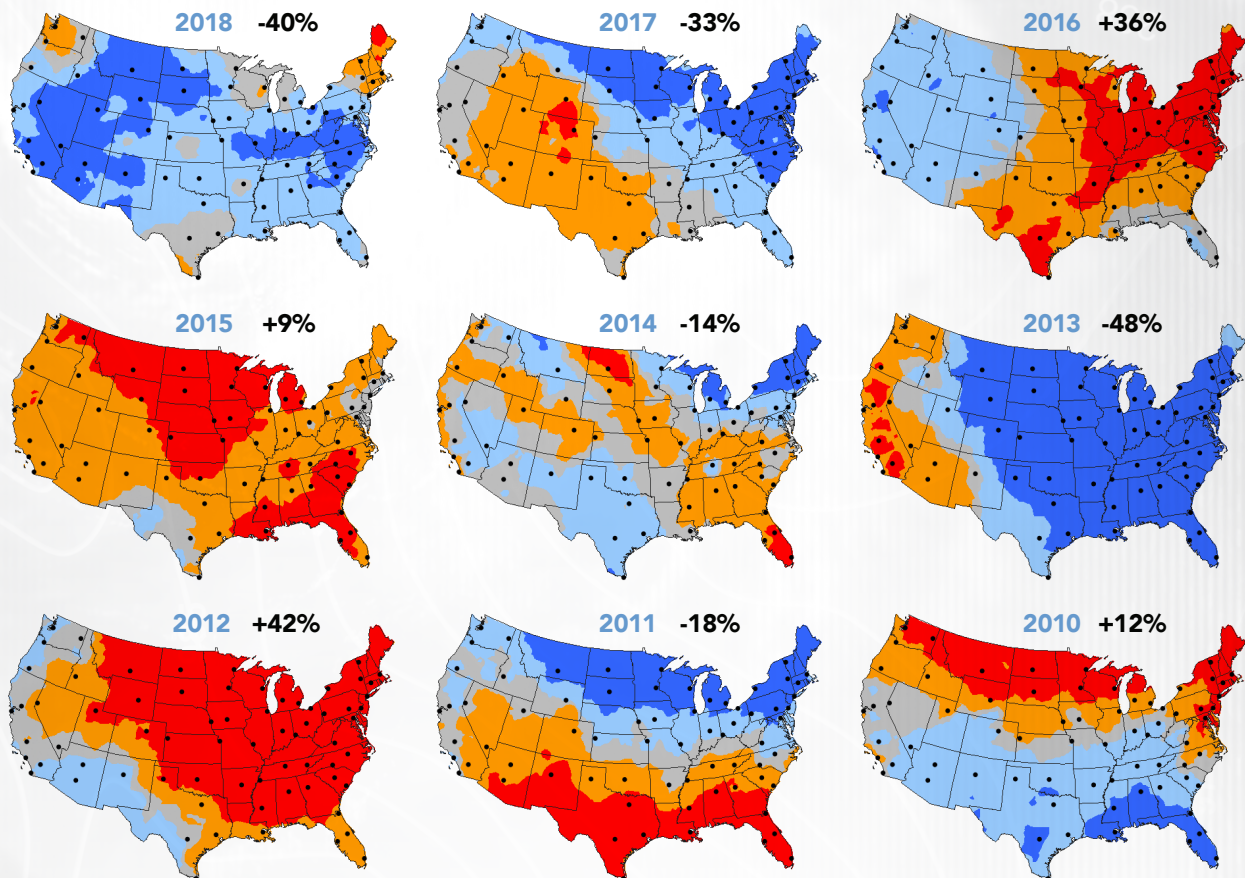
The outputs of the 100% automated technology are SIMPLE and ACTIONABLE reports that assist with traditional business planning applications on:

- How much product to buy or make
- Where to allocate more or less
- When to promote or advertise
- When to stock for next season
- Stock price expectations
- Crop/Ag planning FarmCast®
- Facility energy budgeting
- 70 Equity Tracking Report

And you'll know a lot more about why and how much your customers buy in different weather conditions. PROACTIVE vs REACTIVE planning made easy with huge ROIs.

# WEATHER VOLATILITY = BUSINESS VOLATILITY

Weather repeats year-over-year less than 15% of the time and last year's weather is baked into your sales. If you're ignoring the weather's influence on your business, the REACTION and SURPRISES will happen every year. We can help eliminate the surprises with SIMPLE and PROACTIVE solutions that yield exceptionally high ROIs.



## March Year-Over-Year Temperature & Apparel Sales Trends in the Northeast

No matter how you like to visualize the forecasts, we have a tool for that with charting, tables, maps, calendars, reports and exportable data formats. We have weather history back 100 years, hourly and daily forecasts and year ahead for your one-stop for everything business weather.



### Weather Trends International

1495 Valley Center Parkway, Suite 300  
Bethlehem, PA 18017  
610-807-0118  
sales@weathertrends360.com  
[weathertrends360.com](http://weathertrends360.com)