

weathertrends360

better business in any weather®

Retail



Supply



Commodities/Agriculture



Financial Services

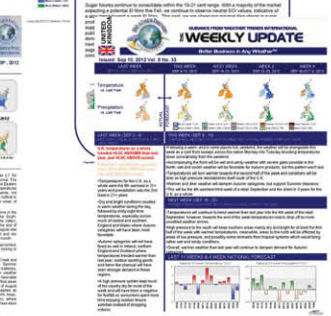
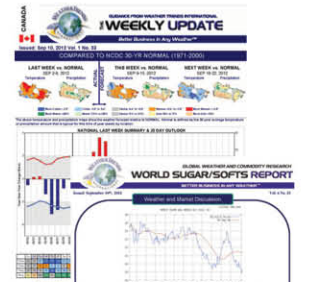
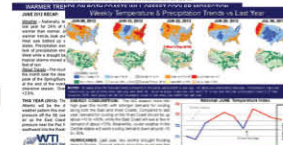


The Global Leader in Short and Long-Range
Business Weather Forecasts and Predictive Sales Analytics

1, 3, 6, 11-Month Forecasts

VIEW FORECASTS FOR THE NEXT YEAR ANYWHERE IN THE WORLD

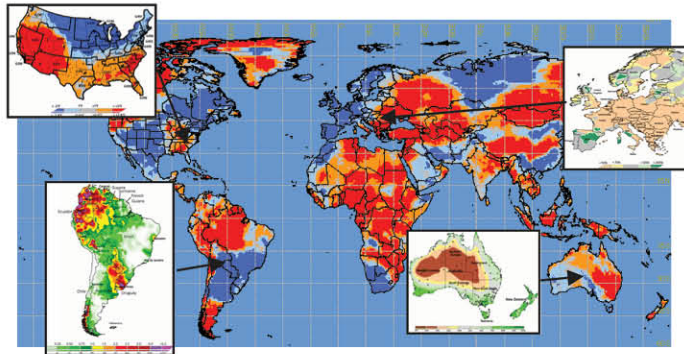
Weather Trends International is the global leader in long-range business weather guidance & predictive sales analytics for retailers, seasonal category suppliers, financial services, commodities and now small business and agriculture with a proven and audited 12-year track record. Weather forecasts (temperatures & precipitation) by day, week, month, season and year ahead are available for 6.4 million locations covering the entire globe. **weathertrends360.com** is a paid business-to-business portal to help you dramatically reduce the inherent risk weather brings your business EVERYDAY! Visualization, analytics and alerting tools are easy to use in weathertrends360 and exportable into your existing planning, forecasting and replenishment systems.



On-Demand Mapping

HISTORICAL AND FUTURE ON DEMAND MAPPING WITH CUSTOM OVERLAYS

- 23+ Years of Historical Mapping
- Short & Long-Range Maps out up to 1 Year Across 18 Global Regions Showing:
 - Temps, Rainfall, Snowfall, UV and Sun Hours, Humidity, Winds
- Your Custom Retail/Store and Demographic Overlays



Custom Alerts

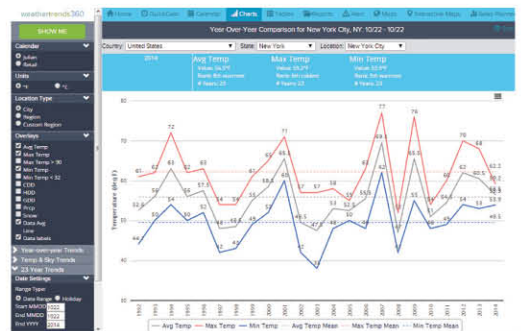
AUTOMATED EXTREME WEATHER EVENT ALERTS

- Breaking Weather Alerts within weathertrends360.com
- Identify Weather Events that Impact Retail Sales, Energy, etc.
- Includes Maps and Written Discussion
- Quickly Identify Impacted Geographies down to Store Level
- Issued as Conditions Warrant and with Specific Triggers
- Snow Forecast Maps Available for US during Winter Season
- Store Level Storm Reports

24-Year Trends

COMPARE THE FORECAST TO HISTORICAL VOLATILITY OF WEATHER FOR ANY TIME PERIOD OR HOLIDAY FOR ANY GEOGRAPHY

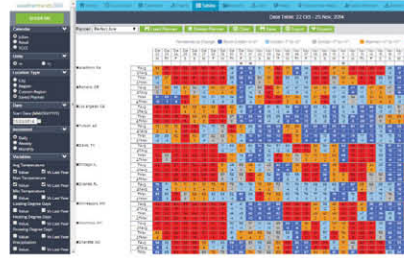
- Shows Forecasts and Historical Weather Perspectives back to 1992
- Pick any Timeframe or Holiday, 1-Day, 1-Week, 3-Month, Season, etc.
- Shows how the Selection Compares Historically
 - As Temperature (i.e. Coldest in 9 years)
 - As Precipitation (i.e. Driest in 12 Years)
- Choose Holidays, Date Ranges, Weekends, etc.
- Output Shows Max/Min/Avg. Temperatures and Rainfall



Sales & Marketing Planners

COMPARE MULTIPLE LOCATIONS
WORLDWIDE TO DETERMINE THE
MOST FAVORABLE PERIODS FOR
YOUR BUSINESS

- Table, Chart and Exportable Excel Files
- Show Multiple Locations or Geographies
- Time Spans Available:
 - 23+ Years of Historical Data
 - 11-Month Forecast
 - Choose Regular or Retail Week Views
 - View Data by Day, Week, or Month
- Your Customized Geographies Easily Added
- 6.4 Million Locations in all Countries
- Max/Min/Avg. Temperatures vs. Last Year
- Heating/Cooling Degree Days by City in Excel
- Precipitation, Snowfall and Growing Degree Days



Report Archives

WEEKLY AND MONTHLY REPORTS IN ONE LIBRARY

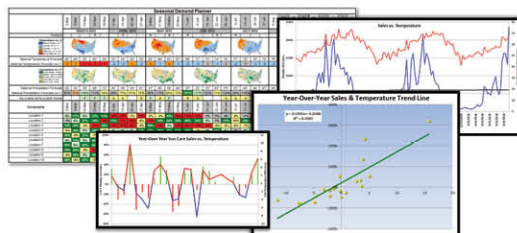
- Historical Reports
- Weekly Updates
 - US, Canada and UK Retail, Brazil
 - World Grains and Sugar
 - US Energy and Dairy
- 11-Month Forecast Reports
- Custom Projects and Analytical Summary Reports (i.e. Hurricane Report, 14 Day Snowfall by Store)

Report Name	Region	Date
U.S. September 2014 Historical Weather Summary	United States	10/08/2014
UK September 2014 Historical Weather Summary	United Kingdom	10/07/2014
Canada September 2014 Historical Weather Summary	Canada	10/07/2014
U.S. August 2014 Historical Weather Summary	United States	09/04/2014
UK August 2014 Historical Weather Summary	United Kingdom	09/03/2014
Canada August 2014 Historical Weather Summary	Canada	09/03/2014
U.S. July 2014 Historical Weather Summary	United States	08/02/2014
UK July 2014 Historical Weather Summary	United Kingdom	08/01/2014
Canada July 2014 Historical Weather Summary	Canada	08/01/2014
U.S. June 2014 Historical Weather Summary	United States	07/01/2014
UK June 2014 Historical Weather Summary	United Kingdom	07/01/2014
Canada June 2014 Historical Weather Summary	Canada	07/01/2014

Predictive Analytics & Sales Forecasting

BUSINESS WEATHER ANALYTICS & SALES DEMAND TRENDS

WTI's analytical tools help you better understand how the weather influenced your sales and what to expect store-by-store or DC-by-DC in the year ahead. Data feeds your planning systems and advertising/marketing plans to achieve millions in ROI. This premium service quantifies the influence of weather on a sku, category or any other business metric but then applies that model to predict future trends by any geography weeks,



TESTIMONIALS

"We didn't panic in the Fall as we knew the weather would turn much colder so we canceled a markdown, reduced others and that went right to the bottom line!" This decision was made with a few minute phone call with retail weather expert Bill Kirk. Wes McDonald, Chief Financial Officer



"Weather Trends had forecast one of the best May's ever and particularly Memorial Day and our suncare sales soared as forecast to the highest levels ever. They said it was the warmest/driest in 14 years and our sales certainly followed the weather trends. At Wal-Mart's request, we were able to show them when and where demand would be exceptional based on Weather Trend's favorable forecast across Wal-Mart's 500 suncare trait stores. It allowed us to really demonstrate thought leadership on the category."

Wal-Mart Team, Johnson & Johnson Suncare



"We bought all of the home center's uncommitted air circulation orders from the manufacturers and had a great year. Our sell through was 98% compared to 85% last year based solely on a huge decision we made using your year-ahead summer forecast." A \$130,000,000 win in one category. -Gordon Erickson, Senior Vice President Merchandising-Hard Lines, Walmart

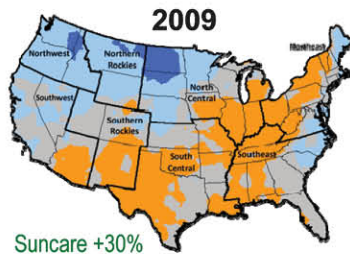


"My Board of Directors now believe that weather impacts our business and that you can forecast it a year in advance. We increased production in May based on the forecast and that was a very big win minimizing our losses that year." Mark Harris, Director Distribution Systems & Services, Anheuser-Busch

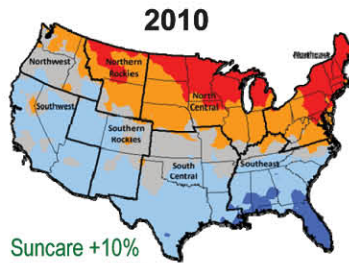


Why use Weather Trends International?

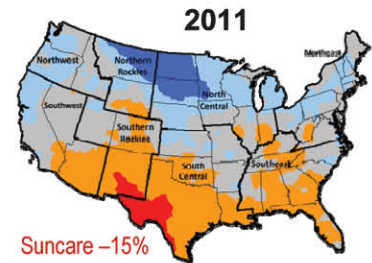
WEATHER ONLY REPEATS 20% OF THE TIME. MARCH EXAMPLE:



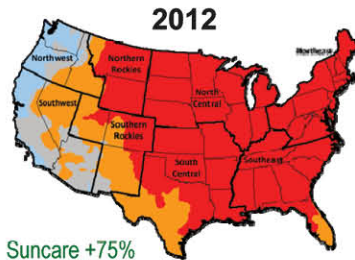
Suncare +30%
Beverages +9%
Softlines +3%



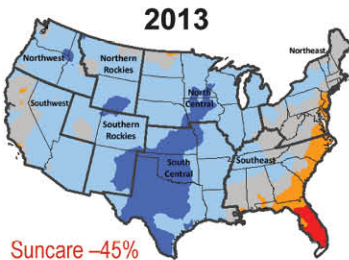
Suncare +10%
Beverages +3%
Softlines +1%



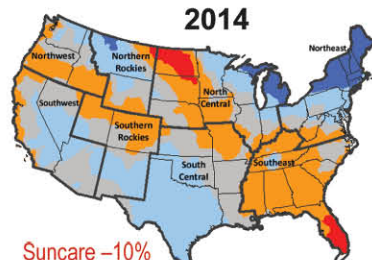
Suncare -15%
Beverages -4%
Softlines -2%



Suncare +75%
Beverages +20%
Softlines +10%



Suncare -45%
Beverages -9%
Softlines -10%



Suncare -10%
Beverages -3%
Softlines -5%

WEATHER AFFECTS SALES:

- 1° HOTTER = +1.3% INCREASE IN BEER OR SOFT DRINKS SALES
- 1° COLDER = +9% INCREASE IN GIRLS OUTERWEAR SALES
- 1° HOTTER = +10% INCREASE IN SUN CARE PRODUCTS SALES
- 1° COLDER = +24% INCREASE IN ELECTRIC BLANKET SALES
- 1° HOTTER = +24% INCREASE IN AIR CONDITIONER SALES
- 1° COLDER = +1.4% INCREASE IN COFFEE CONSUMPTION EACH WEEK
- 1° HOTTER = +13% INCREASE IN HEDGE TRIMMER PRODUCT SALES

WEATHER TRENDS INTERNATIONAL

- THE ONLY SUPPLIER OF 1-14 DAY, 3, 6, 9 AND 11-MONTH GLOBAL WEATHER FORECASTS BY GEO-MARKET OR ZIP CODE WITH 84% ACCURACY.
- SERVING MORE THAN 100 FORTUNE 1000 COMPANIES IN 155 COUNTRIES WITH DOCUMENTED INDIVIDUAL CLIENT ROI'S OF \$10-\$130 MILLION. \$1 BILLION IN ROI SINCE INCEPTION.
- INDEPENDENTLY AUDITED FOR ACCURACY AS THE BEST IN THE INDUSTRY, INCLUDING OUTPERFORMING NOAA, AND UTILIZING PROPRIETARY ALGORITHMS AND MILLIONS OF LINES OF CODE TO GENERATE FORECASTS.
- MORE THAN 90% CLIENT RETENTION OVER THE LAST 12 YEARS.
- THE ONLY WEATHER COMPANY TO WIN 12 BUSINESS TECHNOLOGY AWARDS INCLUDING RANKING 5TH ON FORBES MOST PROMISING COMPANIES LIST OUT OF MORE THAN 13,000.



2009 RED HERRING
North America
Winner



2010 RED HERRING
Global Winner



2009 STEVIE AWARD WINNER
Most Innovative Company of the Year



2009 TIE 50
Finalist



2011 STEVIE AWARD
Finalist



2011 STEVIE AWARD WINNER
AMERICAN BUSINESS AWARDS™
2011 Consumer Website of the Year
wt360.com



AMERICAN BUSINESS AWARDS™
New Product of the Year
Business Innovation of the Year
IT Executive of the Year
IT Team of the Year



FORBES 2009
Top 5 Promising Companies

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