

ADVANTAGE SMOLLAN ANNOUNCE NEW PARTNERSHIP WITH SELPLUS/SELDATA GROUP

February 2016

Advantage Smollan, the joint holding company between Advantage Solutions (Advantage) and Smollan Group (Smollan), announced the acquisition of a majority stake in the SelPlus/Seldata Group, a specialist in sales team management solutions, processes, and technologies in Portugal.

Advantage Smollan provides sales, marketing, and technology solutions for consumer goods manufacturers and retailers across Europe, and through the partnership with SelPlus/Seldata will be able to deliver unified solutions for clients in Portugal. SelPlus/Seldata will continue to operate under the name Selplus/Seldata.

Newly appointed COO of Advantage Smollan, Laurence Clube, commented, "We believe this partnership will enhance the Advantage Smollan proposition and service levels to our clients and customers. Being part of Advantage Smollan's pan-European business gives SelPlus/Seldata the opportunity to leverage best practices across the region and the potential to attract new customers in Portugal through Advantage and Smollan's relationships."

"To build Advantage Smollan's footprint across Europe, we are targeting companies who are number one in their markets and share our entrepreneurial culture and passion for adding value," said Tanya Domier, CEO of Advantage and board member of Advantage Smollan. "We have clearly found that in Portugal with SelPlus, as evidenced by the leading B2B, B2C and in-store sales solutions they offer clients across many sectors, their proprietary sales force management software, and their impressive history of growth."

SelPlus/Seldata, with 250 members of staff – was founded in 2002 and holds a client portfolio including many of the largest companies operating in Portugal, whether of national or international origin. That portfolio includes Bel, Danone, EDP, LG, L'Oréal, Milupa, Unilever Jerónimo Martins, and Sociedade Central de Cervejas, among others.

"We are very proud of our partners," highlighted Ana Paula Reis and Manuel Falcão, group co-founders and directors. "The acquisition of a majority stake by Advantage Smollan – a benchmark company in terms of its competencies, innovations and affiliation with a global partnership – serves to demonstrate how Portuguese companies may also play a relevant role and bring value to the growth of major international players."

The clients and employees of SelPlus and Seldata represent the major beneficiaries of this partnership with its mutual growth and development opportunities to be announced in due course.

About Advantage Smollan

Founded in 2015, Advantage Smollan is a jointly-owned holding company of Advantage Solutions (Advantage) and Smollan Group that provides unified sales, marketing, and technology solutions for consumer goods manufacturers and retailers across Europe. Advantage Smollan offers the industry's best capabilities and technology along with the local knowledge to address the unique dynamics of individual markets. The company combines Advantage's and Smollan's best practices and resources with the extensive experience and market leadership of each portfolio company – all aligned in service excellence, thought leadership, and entrepreneurial spirit to deliver better results for clients and customers. For more information, visit www.advantagesmollan.com.

About Advantage Solutions

Founded in 1987, Advantage Solutions (Advantage) is a premier sales and marketing solutions company committed to building brand value for our clients and customers. Advantage's customized sales and marketing solutions include headquarter sales, retail merchandising, and marketing services such as shopper, experiential, digital/social, and multicultural marketing, for the grocery, drugstore, club, convenience, natural/specialty, consumer electronics, home center, and foodservice industries. Headquartered in Irvine, Calif., Advantage has more than 45,000 associates and offices throughout the United States and Canada. For additional information, visit www.advantagesolutions.net.

About Smollan Group

Smollan was founded in 1931 as a Regional South African based sales agency. Today, Smollan is an international retail solutions company that delivers growth for retailers and brand owners across five continents through leading solutions in field sales and retail execution, activation, information and technology. With extensive industry experience, an exceptional human platform of over 60,000 employees and sophisticated systems, Smollan has provided consistent service excellence to retailers and manufacturers for three generations. We see ourselves as the pivot point where the retailer, brand owner and shopper intercept. For additional information, visit www.smollan.com.

About SelPlus/Seldata Group

SelPlus

Founded in 2002, SelPlus has over a decade of experience in creating, installing and managing business operations. Headquartered in Taguspark, Oeiras, SelPlus operates throughout Portugal, working for a wide range of clients in the areas of fast moving consumer goods (FMCG), pharmaceutical, cosmetic, energy, communications and technology. Positioning its activity in a key area of its client's businesses and sales, SelPlus focuses on boosting its results, maximizing the market visibility of its products and services. For additional information, visit www.selplus.com.

Seldata

Seldata, a spin-off from SelPlus, was launched in 2012, as an opportunity to explore the possibilities offered by technology and processes at the service of businesses and, in particular, of the sales teams. After years of developing solutions to optimize sales processes for SelPlus, Seldata invested in offering these solutions to the market with an innovative proposal: **bird - brain innovation reliability driven** – a solution that combines knowledge, service and technology to improve the productivity and performance of companies. For additional information, visit www.seldata.com.