

SA2 Worldsinc Fact Sheet

Track Record of Success

- > *SA2 Worldsinc is the world's leading commercial provider of global data synchronization and master data services*
- > *More than 50 of the world's leading retailers synchronize supplier data through our data pool*
- > *Over 2,600 suppliers worldwide publish item data through SA2 Worldsinc for accuracy and consistency*

Corporate & European Headquarters

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North America & Asia Headquarters

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About SA2 Worldsinc

SA2 Worldsinc represents the global data synchronization interests of more than 50 of the world's leading retailers to ensure their systems operate with accurate, up-to-date item information from suppliers. A joint venture between Agentrics and SINFOS, SA2 Worldsinc helps more than 2,600 suppliers align and synchronize master data (such as product, case and pallet information) with retailers through its data pool and the Global Data Synchronization Network (GDSN) as defined by GS1.

Scope, Global Standards

With operations in 15 countries and extensive multi-language capabilities, SA2 Worldsinc has the largest global footprint to help suppliers and retailers virtually everywhere integrate smoothly and efficiently. The joint venture, headquartered in Cologne, Germany, offers the only data pool operational on three continents: Europe, North America and Asia. SA2 Worldsinc services help trading partners operate more efficiently through global and industry standards-based trading practices.

Aligning Retailers & Suppliers

SA2 Worldsinc drives higher levels of adoption across the global retail industry by providing suppliers with an easier, more affordable way to synchronize data with retailers. An array of services supports any size company, virtually anywhere, including small suppliers who require a basic program and precisely the right level of support services. SA2 Worldsinc makes data sync a practical reality for every company and will help deliver a quick and high return on their investment.

The company aligns supplier master data with retailer- and country-specific requirements that include and exceed GDSN standards. We also will continue to lead retailer and supplier interests in the definition of global industry standard item attributes and system protocols across various retail sectors, from food products to entertainment and consumer electronics.

Enabling Innovation, Precision

With SA2 Worldsinc as a partner in data synchronization, our customers' businesses are better able to meet data quality and retail alignment goals and ensure consistency across a retailer network and points of distribution. The performance of a company's supply chain feeds on consistently innovating business processes, so it is critical to partner with a provider that has the experience and global reach to address specific master data needs.

Executive Management Team

Managing Directors:

- **Ulf Adebahr**, PIRONET NDH Member of the Executive Board
- **Nihat Arkan**, Agentrics Senior Vice President, Commercial Management
- **Jörg Pretzel**, GS1 Germany Chief Executive Officer

Sales and Service Contacts

- North America & Asia Regional Director: **Gina Baker**
- U.K. & Western Europe Regional Director: **Lorraine Knight**
- Nordics & Central Eastern Europe Regional Director: **Rolf Stark**
- Germany & Austria Regional Director: **Burkhard Lorry**

For More Information

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