

A high-angle, top-down photograph of four young women lying on a bed. They are all smiling and looking towards the center. One woman is holding a bowl of snacks. The bed has white pillows and a colorful floral patterned pillow. The overall atmosphere is warm and friendly.

Creating Better Days

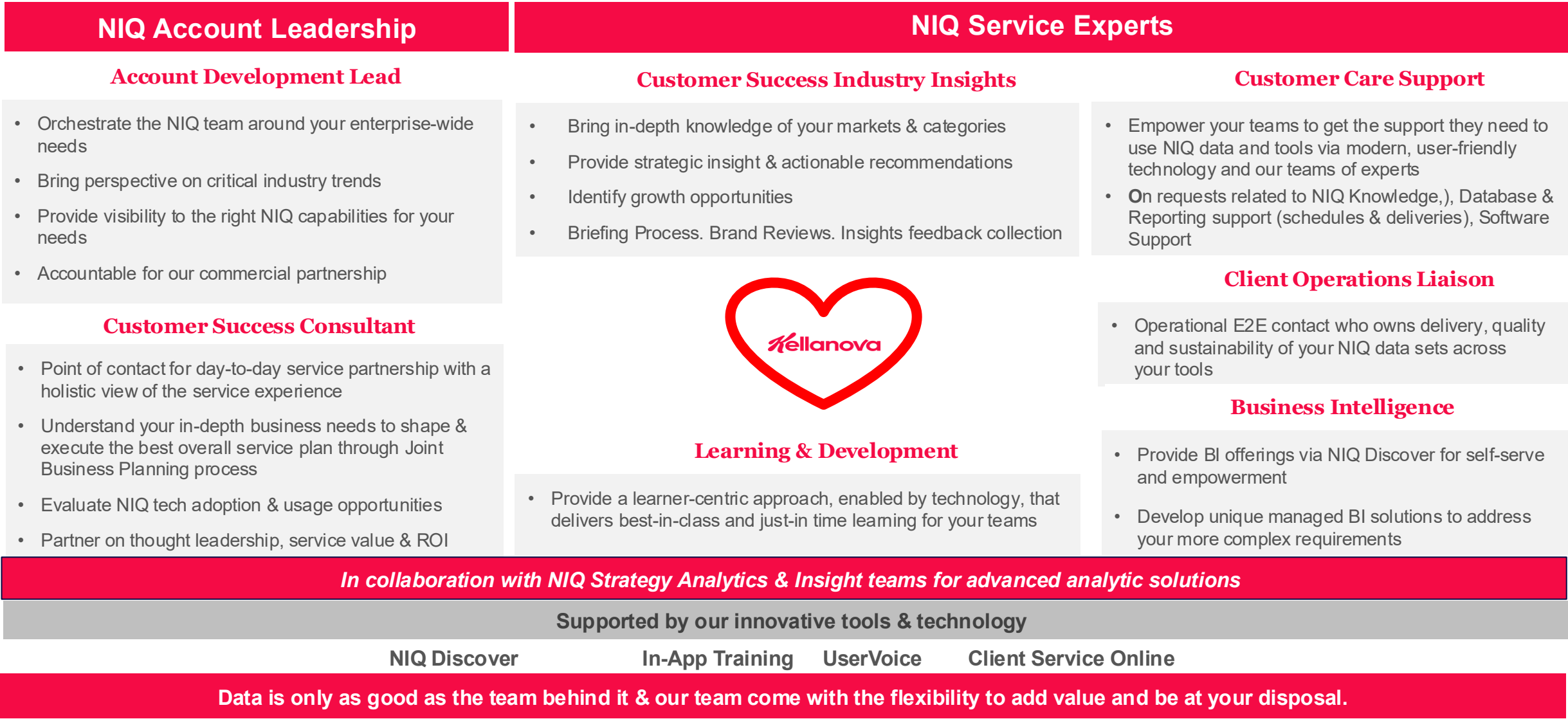
Kellanova

Prepared by **NIQ**

**NIQ Local MD letters & teams:
Introducing UK, FR, IT, ES, DE, NL, GR**

The local NIQ teams will be an extension of your teams - the responsibilities of both local and central team roles are detailed below

NIQ





NIQ UK Commitment to Kellanova



Dear Kellanova UK Team,

I wanted to personally reach out to you, thanking you for including NIQ UK in your RFP process, giving us the opportunity to share with you NIQ's comprehensive market leading strategy.

Here at NIQ we have the broadest and deepest coverage of the market available in the UK, along with our Discover Insight platform, we will uncover exciting and never before seen insights, deliver new capabilities to Kellanova, all designed to accelerate your businesses, exceed your ambitious growth targets, and give you competitive advantage.

We are already working in all of your categories and have the knowledge and capabilities to really add value to your Business. We know innovation is important to you, CHEEZ-IT being a great example, already worth £11.3m in just 8 months since launch, it is supporting category growth and delivering differentiation to the consumer. With our unique granularity of data, we can help you uncover the next trend that will inform your future innovation plans, and then support you with the required testing, launch action plans that will ensure sustainable, long-term success.

I understand and appreciate the change this will bring to your business. I want to reassure you that we have done this many times before. We have in-depth knowledge, skills, and robust processes in place to ensure we provide you a seamless, smooth, and reliable transition, which we will not only deliver on time, but ensure a future proof and enhanced service which will bring great benefits over the coming years. Added to this, if you agree to join NIQ UK, I will give my personal reassurance that we will deliver to our commitments and personally oversee not just the transition but our promise to support growth in your business to deliver value to Kellanova, earning your trust and respect every day.

Our strategy is working, we have been very successful in motivating more manufacturers, many in the impulse sector, to join NIQ UK than ever before, resulting in NIQ UK growing market share, in a very competitive marketplace.

Alongside the significant investments we are making in our services, we hope that during the RFP process you can feel our enthusiasm and commitment to our future partnership.

On behalf of the entire NielsenIQ team, I am excited about putting forward the best of NielsenIQ to Kellanova.

Kind regards

Rachel White MD UK & Ireland

Kellanova

UK Team Structure – Kellanova will be one of the UK’s top priorities and therefore we will assign our most experienced team to manage, deliver and add value to your business

Account Development  Sara Timms Account Development Lead Sara has over 15 Years of FMCG and Account management experience. Working across both local and global clients at NIQ. Sara has the necessary in-depth experience to build trust, be reliable, following through on promises, and consistently championing partnerships, Sara will ensure you are always well-informed, solution oriented and will develop strong engagement across the breadth of Kellanova	Customer Success  Veena Venkatesan Consultant Veena has nearly 20 years of Insight and Analytical experience across FMCG. Veena’s wide and varied experience will help add value by identifying the ‘so what’ and put forward business critical solutions and recommendations to help Kellanova deliver your growth objectives.	 Jen Purchase Insight Manager Jen has over 6 years of FMCG experience with delivering insights and analysis part of her daily remit. Jen is also an active member of NIQ’s Thought Leadership team, helping to deliver NIQ’s latest SOTN and insight across numerous categories, trends and markets.	Client Operations  David Weekes Operations Liaison David has 12- years experience in Operations with NIQ. He has a strong background with Product Coding, Client servicing with our largest clients. David would personally oversee the transition to NIQ to ensure Kellanova is set up for success from day one and embed the new way of working
Business Intelligence  Robin King Report Liaison Robin has over 12 years of experience with a multi-functional background in NIQ. This experience allows Robin to bring best in class reporting to the forefront of client’s businesses.	Learning & Development  Phil Taylor Senior Manager Client Learning Phil has 20 years of NIQ Training experience. As a trainer Phil has supported clients in their understanding of tools and help them achieve efficiencies in their day-to-day activities.	Support CSO Access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  Tom Patton Business Partner SA&I Tom has over 10 years of NIQ Advanced Solutions experience. His multi-country experiences has him well versed in addressing business questions that require a more detailed lense to help inform future business objectives

Data is only as good as the team behind it & our team come with the flexibility to be on site & adding value.

Specific Team Members shown above are for example purposes.

Role descriptions can be found on the first slide.

NIQ UK expertise

4.4/5



Our Post Presentation satisfaction score,
based on **165** surveys in 2024

Category experts chose NIQ UK because of market coverage data quality & expertise:



Benefits for **Kellanova** UK:

- ▶ Industry leading knowledge and experience of Impulse categories, working with clients who represent 80.4% of the category turnover*
- ▶ Use the same language as retailers during customer business planning sessions and negotiations
- ▶ Granularity of data ensures actionable insight into new products and trends in the market that will inform your future business growth plans

*NIQ Internal Research Scantrack- Branded Manufacturers with Turnover of >£20m exl Private Label



NIQ France Commitment to Kellanova



Dear Kellanova France Team,

We are very excited to take part in this RFP; we have made continuous investments these last years and we are convinced that our solutions and expertise would bring many benefits to Kellanova :

- You will benefit from the broadest market coverage in France (from discounters, convenience to HMSM and ecommerce), with a unique 360 view of online and offline sales in a single database (powered by our FoxIntelligence entity). This will especially enable you to assess sales development on fast-moving segments by ecommerce merchant types (like the Protein Cereal Bars for instance)
- Your teams will quickly gain meaningful insights from our powerful and flexible platform and save time by creating automated analyses and presentations
- You will be able to optimize your Kellanova promotional investments by running deep promotional analyses on all channels (HMSM and also eCom, convenience and discounters (new in 2025)), directly from the databases, through unrivalled promo accuracy and granularity provided by our A3distrib entity (promo sales reported on the exact leaflet dates, detail of types of mechanism, types of leaflet, themes of leaflet, location of displays in stores, depth of discount, net vs gross indicators)
- Your teams will be able to make decisions based on “always-on” modeled data, quickly identifying the key drivers impacting your performances; these modeled analyses will be available for your 3 categories, on all products and channels of your databases, and refreshed monthly on the same platform. You will for instance be able to quantify the impact of your own price changes on your sales.
- Finally, our teams will closely partner with your teams, providing day-to-day support, expertise and added value, through operational recommendations, but also Thought Leadership on topics related to your business issues, such as functional nutrition or breakfast time. Most of the snacking manufacturers rely today on our services, which provide our teams with valuable expertise on your categories.

I understand and appreciate the change this will bring to your business if you decide to join NielsenIQ and I personally want to reassure you that we have done many transitions; we have a dedicated team with in-depth skills and robust processes to ensure we provide you with a seamless and secured transition for an enhanced service to Kellanova teams.

During this RFP, I am convinced that you will feel our enthusiasm, our energy and our commitment to our future partnership.

Kind regards,
Xavier Ségalié
MD France

Kellanova

France Team Structure for Kellanova – a committed team of experienced specialists



Account Development  Céline Dupuis Account Development Lead Céline is an FMCG expert with 22+ years of experience in retailers and manufacturers organization incl. 2 years as a store department manager with Auchan and 9 years with Intersnack as a trade analyst and a category manager. She's been with NIQ for 12 years in various roles such as a Customer Success director and has been now in a Business Partner role for 3 years	Customer Success  Jules Pavia Consultant Jules has 10-year experience with NIQ providing insights and recommendations to his clients. He is managing insights associates for 5 years now. Jules is also an active team member of our Thought Leadership team and leads our program of client satisfaction	 Cyrielle Bienvenu Insight Cyrielle has 4-year experience in FMCG and joined us 2.5 years ago. Francois has 3-year experience in FMCG, 1-year+ as an insight associate	Client Operations  Nathalie Truc Operations Liaison Nathalie has 11-year experience in Operations with NIQ. She has a strong background with Product Coding and Client Servicing on databases with demanding clients on food industry. She is Project Manager for client transition for the last 2 years and has successfully supported 7 projects.
Business Intelligence  Sandrine Cros Manager Sandrine has a 12-year experience with a multi-functional background in NIQ that enables her to analyse and meet your reporting needs	Learning & Development  Carole Bonneric Knowledge development consultant Carole has a 10-year experience with NIQ. As a trainer, she helped many clients to understand how to leverage their data and build efficient reports and automated presentations	Support CSO Access through Discover Day to day general support on requests related to NIQ knowledge, reporting, data access etc.	Strategic Analytics & Insights  Gaël Omnes Business Partner SA&I Gaël has over 20-year experience with NIQ, well-versed in addressing business questions in a pragmatic way, strong ad hoc studies acumen

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NIQ France expertise

4.5/5



Our Post Presentation satisfaction score,
based on **1300** surveys in 2024

Our clients on snacking locally in France:



% category value done by manufacturers partnering with NIQ (excl. Kellanova)



94%



72%



86%



NIQ Italy Commitment to Kellanova



Dear Kellanova Italy Team,

On behalf of the whole NIQ team, I want to thank you for having us as part of your RFP process. Our continuous investments put NIQ in the best position to be the perfect partner for Kellanova in Italy.

Team: a talented group of people, with high seniority and knowledge, will partner with Kellanova team both during transition and the day-to-day activities.

Coverage: we offer the highest market coverage for Hypermarkets, Supermarkets, Superettes and Discounters, empowered by the exclusive collaboration that we have with Eurospin.

Tool: NIQ Discover is our advanced data visualization platform that enables users to quickly gain meaningful insights, using on-demand data and artificial intelligence to enhance strategic decisions.

Data Sharing with Esselunga and Vegé: Access store data directly in Discover to improve collaboration with retail partners and optimize in-store execution.

We are eager to showcase our capabilities and increasingly partner to Kellanova in the coming months.

Kind regards,

Enzo Frasio
Managing Director Italy

Our Italy team has been structured selecting the most experienced and talented people within the organization



Account Development  Matteo Zanibon Account Development Lead Matteo is an FMCG expert with 20 years. He has covered various roles in the GfK organization such as Research Manager and Sales Lead. He can offer the broadest perspective around the NIQ&GfK solutions portfolio.	Customer Success  Francesca Bastanzetti Senior Consultant Francesca joined NIQ 25 years ago. During all her journey in the company she worked mostly working with clients in Food Industry. She had an International experience for more than a decade. Starting from 2024, she has been one of the Senior Consultants in Italy for Bakery, Pasta and Breakfast-related categories.	 Alessandro Salerni Senior Insight Analyst Alessandro joined NIQ 5 years ago. He has profound knowledge of bakery/snacking/breakfast-related categories, developed working with our biggest clients in the Food industry.	Client Operations  Elena Passoni Operations Liaison Elena has more than 20 years of experience in NIQ and due to different experiences in both AD/CS and Operations, she has a valuable knowledge of client needs, solutions and E2E process. She is responsible for FMCG clients in Client Ops and already has different transition experiences on large clients
Business Intelligence  Ricardo Correia BI Leader Ricardo, has been with NIQ for 14 years, has spent the last two years leading the Business Intelligence (BI) South Region (incl. Portugal, Spain and Italy).	Learning & Development  Luigi Anghinoni Senior Manager Learning Luigi has over 20 years of experience, covering various role in the organization with special focus on client trainings	Support CSO Access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  Stefano Trifone Business Partner SA&I Point of contact for advanced analytic solutions 5+ years experience in Advanced Analytics and Innovation

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NIQ Italy expertise

Our clients on snacking and breakfast products (non exhaustive)



- ▶ NIQ Italy team has been recently reorganized at all levels and divided in **three FMCG industries**: Food, Beverage and Home&Beauty. On top of that, within each industry, people are responsible for specific product categories, with the aim of protecting and developing the best market knowledge to support our clients at best.
- ▶ **NIQ Linkontro** is the event of the FMCG community that meets every year for a professional update and to map the way forward. A four day event in Sardinia, hosting around 600 managers representing over 200 companies

NIQ Spain Commitment to Kellanova



Dear Kellanova Spain team,

We have been working together for the last few years with your Snacks category, supporting your development in both Modern Trade and AFH, thanks to the broadest and deepest coverage of the market. But I would like to reinforce that if Kellanova joins NielsenIQ in 2025 with all your categories, I am committed to ensuring a smooth and robust transition. It is not only my intention that we deliver our commitments in a timely manner, but to assure you that we guarantee you access to a team that is truly passionate about helping its clients grow in the industry, supporting them with the most complete vision of the market and consumers.

Over the past few years, we have listened to your goals, challenges and opportunities, and are aware of the highly complex environment in which the industry operates, and I believe this has allowed us to tailor our services and solutions specifically to your needs, both current and future. Thanks to our recent investments, and the knowledge of the NIQ team, I am convinced that we can offer you unrivalled access to capabilities and insights that will drive your growth.

I understand and appreciate the change this decision would bring to Kellanova, a change that can be seen as a challenge, and I also hope that this is an exciting step forward. I want to assure you that we have made these types of transitions on many occasions, sometimes in extremely short time frames. We are ready and raring to go. We have chosen a team with a lot of experience, some of whom you already know. This team includes Ricardo Alcón, Vitor Amaral and Carmen García Campayo, leading the areas of Client Development, Service and Operations. All of them have led large accounts and complex transition processes, so you will be in very good hands.

By being clear and transparent, Kellanova will be one of our top global priorities with considerable support not only locally in my team, but from our global leadership team, including our CEO.

I would like to convey to you that I am personally committed to bringing value to Kellanova and earning your trust and respect. In addition to the significant investments we have made in our services, we hope you can feel the excitement and commitment of the entire team to work together.

On behalf of the entire NielsenIQ team, I am delighted to introduce you to the best of NielsenIQ.

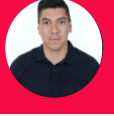
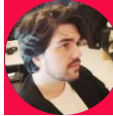
Kind regards,

Patricia Daimiel

Managing Director Iberia

Our team will be focused on strategic thinking & actionable insight that delivers agile decision making to Kellanova



Account Development  RICARDO ALCON Account Development Lead Ricardo is a NIQ expert with 26 years of experience with retailers and manufacturers management. He has been with NIQ in various roles such as a Business Development Manager, Client Team Manager and working with Kellanova since 2021.	Customer Success  JAVIER DEL OLMO Customer Success Analyst With 14 years experience in Customer success, across all types of large Food & Beverage manufacturers Javier is ideally suited to build on his current role with Kellanova, having joined the account in 2024	Elsa Dencas  Elsa Dencas Consultant Elsa will bring her 18 years of NIQ experience, partnering with our major manufacturing clients to ensure we are delivering high quality insights and analysis to support your business questions	Client Operations  Juan Cazón Operations Liaison Juan currently works on the Kellanova account, ensuring accuracy on the Chips & Snacks data. Handling the various requests that come into the team via the CSO portal. 2 years experience with NIQ since moving to EU from Argentina
Business Intelligence  Felix Gil BI Team Manager With 26 years of NIQ experience, Félix is in charge of the reporting team in Spain (setup, delivery and maintenance) and will bring considerable experience to ensure we meet your expectations and needs from a BI / reporting perspective	Learning & Development  Miguel Colodro Client Learning Manager Miguel is an expert in NIQ software and data with experience in Customer Success and Modelling analysis. 12 years of NIQ experience, with a key role educating clients on our software and systems	Support CSO Access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  DAVID LÓPEZ Business Partner SA&I David is an NIQ expert with 19 years' experience in retail and manufacturer management. Expert in shopper, consumer and brand research. And your point of contact for advanced analytic solutions.

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NIQ Spain expertise

Our clients on snacking and breakfast products (non exhaustive)



PEPSICO



MARS

Mondelēz
International



FERRERO



Maximum Market Coverage:

- Horeca, Traditional stores, Petrol Stations, Kiosks: C&S
- Traditional Stores and Petrol Stations for Cereals and Bars

% category value done by manufacturers partnering with NIQ



80%



68% (excluding Kellanova)

NIQ Germany Commitment to Kellanova



Dear Kellanova Team,

I want to personally thank you for including NielsenIQ in your RFP process. We appreciate the opportunity to present our capabilities and comprehensive strategy to you.

At NielsenIQ, we are guided by our value of client centricity. For Kellanova, this means we will work towards delivering actionable insights and solutions in accordance with your needs. Our teams are experienced in serving leading industry players in snacking and cereals. They will engage on your specific objectives without losing sight of relevant food trends. Our consultant teams have years of experience building up profound knowledge but also connecting dots across industries and countries to ensure a seamless flow of information locally as well as centrally. Our confident and well-connected teams will support you on your data needs, help you evolve in your performance and surpass your growth ambitions.

On the notion of data and performance, when partnering with NielsenIQ, three highlight areas where you will see a significant benefit are:

- **Reliable Hard Discount Data:** Since January 2025, we are the first provider supplying 100% scanning data of Aldi Nord, Aldi Süd and Lidl to our clients, empowering them to make better decisions based on the most accurate data foundation available. With NielsenIQ as partner, Kellanova will also be able to reap those benefits, especially in a highly impulse-driven market such as snacking.
- **Better Promotional Insights:** We offer detailed promotion KPIs no one else can, allowing you to fine-tune your activation strategies and maximize the effectiveness. Again, this shall prove useful in promotion-heavy industries such as snacking.
- **Better Sales Controlling:** Understanding regional variations is crucial to be at the pulse of your local sales organisation. Our granular market breakdowns provide the basis for more accurate and actionable insights at a regional level, helping you tailor your sales activities to meet local demands.

With a track record of many new clients who joined NielsenIQ, our teams will not only guide you through a smooth transition process to start our collaboration but continue to deliver value and reliable service to you day to day going forward. If you decide to partner with NielsenIQ, I reassure you of our trustworthiness and commitment to this partnership.

I trust that NielsenIQ is the right partner to Kellanova and I am sure you will feel our enthusiasm and dedication throughout the RFP process and am excited about the opportunity to showcase our offer to you.

Kind regards,

Michael Müller,
Managing Director Germany

We will provide a skillful, professional team for Kellanova in Germany



Account Development  Ulrike Faber Account Development Lead Ulrike has nearly 18 years of combined NIQ / GfK experience both in consultant and commercial roles. Her experience with a leading snacking manufacturer as former Head of Trade Marketing & Sales Services makes Ulrike a perfect fit to ensure Kellanova's collaboration with NIQ unfolds its full potential.	Customer Success  David Georgi Customer Success Team Lead David has 15 years of NIQ experience both in consultant and commercial roles, driving NIQ's Thought Leadership along leading a team of specialized confectionery consultants that support NIQ clients such as Mondelez, and Intersnack win in the marketplace.	Client Operations  Konstantin Lehr Senior Consultant Konstantin joined NIQ 7 years ago after having graduated with a Master's degree in Business Studies. He is an integral part of the confectionery consultant team with a profound knowledge of snacking and confectionery client business issues.	Client Operations  Adrian Lecaille Operations Liaison Adrian has 20 years of experience at NIQ, with a deep expertise in item characterization, including leading the Data Referencing team for several years. Adrian has successfully managed dozens of transitions of major clients that changed their data subscription to NIQ.
Business Intelligence  Nina Schäfer Report Liaison Leader Nina boasts 24 years of NIQ solution know how under her belt in national and international roles, currently leading the BI Team in D-A-CH.	Learning & Development  Veronika Keck Snr Client Training Consultant Veronika has 3.5 years of experience as NIQ solution trainer. Prior, she had held a similar trainer role with GESIS.	Support CSO Access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  Elena Schmidt Business Partner SA&I With over a decade of consulting experience, Elena helps clients leverage data-driven strategies in Innovation, Consumer Behavior, Brand & Media, and Activation.

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NIQ Germany expertise

71
NPS*



NPS and client verbatims are testimony of high satisfaction with NIQ.

* NPS result is of an exemplary global clients in snacking & confectionery in Germany

Leaders in Snacking & Cereals trust in NIQ Germany for many years:



MARS

Mondelēz
International



PEPSICO



% coverage of Kellanova categories



96%



98%

“Thank you for the session and the presentation! [...] we had the field force with us the first time and content came across very clearly. I thought your interaction in the session was particularly great 😊

We need a sparring partner at eye level for our challenges and here we have a good, reliable partner



NIQ Netherlands Commitment to Kellanova



Dear Kellanova NL team,

I'd like to share a personal note as we appreciate you included NL in the RFP and we are very committed to work with you in the Netherlands.

We would be thrilled to join forces with you on your quest to future-proof your business model with a foundation of strong, winning brands that make a positive impact to the Dutch Snacking, Cereals and Bars category. It is our commitment to deliver to you the most complete and clear understanding of shopper and consumer buying behaviour and together, as a team, conquer the digital era with best-in-class data to power effective decision making.

We'll be happy to provide you the Full View™, the most accurate data for Hard Discounters, including census scanning data for Aldi and Lidl, and broadest coverage in Ecommerce through our multi-sourced Omnisales and Fox Intelligence platform to ensure Kellanova NL's future outperformance and effective decision making for sales and marketing teams.

Understanding, measuring, and activating on complete data provides an unparalleled opportunity for Kellanova NL to seamlessly move from multi-country to omni-channel in no time. We're confident the thorough investments we've made to create our future forward identity will advantage Kellanova NL in more ways than one. Our newest platform will allow you to efficiently segment the category, locally and globally and democratize the data to all Kellanova's users.

On behalf of the entire NIQ team, I look forward to bringing the world's best consumer intelligence to you.

Ralph de Greef

Managing Director, NielsenIQ Benelux

We're not just a group of experts. We're an extension of your Netherlands team



Account Development  Chris Edwards Account Development Lead Chris brings deep expertise in client management and strategic execution (>5yrs FMCG experience) and will be accountable for the commercial partnership. With experience both at NIQ, retailers and manufacturers in FMCG he will be able to link your need to the right solution and help Kellanova NL to capitalize on the right consumer trends	Customer Success  Jos van Amerom Consultant Jos is a very experienced Analyst for Snacking and adjacent categories (20 yrs+) and will be responsible for driving satisfaction and value creation for your teams. He'll actively engage in Joint Business Planning and share frequently Thought Leadership around Snacking and other adjacent categories	Client Operations  Alessandro Cavagnera Industry Insight Alessandro joined NIQ over 5yrs ago after having graduated with a Master's degree in Marketing Management. He did various Customer Success roles with NIQ bringing Thought Leadership and insights sharing for a.o. Snacking categories. He will review briefings and coordinate with the team.	Client Operations  Petra Visscher Senior Client Solutions Architect With over 25 years of experience at NIQ in various operational roles, Petra brings deep expertise in database management and process optimization. Operational E2E contact who owns delivery, quality and sustainability of your NIQ data sets across your tools
Business Intelligence  Apostolos Nidriotis Report Center Hub Leader Apostolos is a very experienced BI specialist (10yrs+) with a focus on reporting for The Netherlands, Owns Reporting Set-up and maintenance	Learning & Development  Livia Maftai Senior manager Client training Livia is a 10yrs+ Training expert, onboarded many Dutch clients on Discover. Standard and Customized trainings specialist.	Support CSO Customer Support access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  Tessa Buckens Benelux SA&I Leader Tessa is the specialist for any bespoke Strategic Analytics and Innovation work, bringing 20yrs+ FMCG experience for advanced solutions

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NIQ Netherlands expertise

4,3/5



Our Post Presentation satisfaction score,
based on **143** surveys in 2024

Snacking manufacturers chose NIQ because of market coverage data quality & expertise:



Benefits for **Kellanova** NL:

- ▶ Utilize NIQ knowledge and experience of Snacking categories during trade negotiations, category deep dives and forecasts
- ▶ Use the same language as retailers during Customer business planning sessions and negotiations
- ▶ Insights into new products and trends in the market

NIQ Greece Commitment to Kellanova



Dear Kellanova Team,

Thank you for giving NielsenIQ the opportunity to discuss a collaboration with Kellanova in Greece.



Over the last years, NielsenIQ has made - and continues to make - significant improvements on all key elements of its offerings regarding data coverage, technology enablement and client service support. We are excited to be detailing those in our proposal, which encompasses our vision for our partnership, along with a very practical and clear plan on the structure of our overall service offering for Kellanova, providing you the **Full View**, with integrated insights, knowledge and experience.

We are delighted to detail our tangible product & servicing developments over the past years in our proposal, that translate into strong benefits for Kellanova such as:

- Highest possible **coverage** of the market, including Lidl Census data, as well Islands for the organized trade
- Unique **E-commerce read**, integrated in our Scantrack service
- Our state-of-the-art platform **Discover**, providing a friendly user experience and **fast delivered data** (D+9 working days) that turn to actionable insights
- Full portfolio of **solutions** to support key business issues, including Analytics and Customised Research, along with a truly global **thought leadership** view
- A highly committed **service team**, passionate to support your business growth objectives

We value more than just the tangible benefits of our relationship. We strive to foster a working culture of openness, fairness, and transparency, aiming to be recognized not just as a vendor but as a trusted partner. Our clients' feedback speaks for itself - NIQ Greece has a very strong track record of delighting its customers, proven by their consistently excellent evaluation in our regular Net Promoter Score satisfaction surveys!

We truly think we are the right partner for you, and we would be proud of the opportunity to establish an exciting partnership.

Sincerely,

Vaios Dimoragas
Managing Director Greece & Bulgaria

We are excited to join the rest of the Kellanova High Growth Markets NIQ servicing team



Account Development  Konstantinos Angeloloukas Account Development Lead With 14+ years of experience in FMCG and account management, Konstantinos has worked extensively with both local and global clients at NIQ. Committed to building lasting partnerships, he prioritizes trust, reliability, and delivering impactful solutions. His client-focused approach ensures seamless collaboration, keeping stakeholders informed and engaged. With extensive experience in transition management, Konstantinos is well-equipped to optimize Kellanova's partnership with NIQ and maximize its full potential.	Customer Success  Kyriakos Stamataros Consultant Kyriakos is a highly promising Analyst specializing in Snacking and adjacent categories, dedicated to driving client satisfaction and value creation. With three years of experience at NIQ and a strong background in client servicing, he actively participates in Joint Business Planning and regularly shares Thought Leadership on the Snacking industry, leveraging his engagement with leading companies in the sector.	 Tonia Tsoumali Industry Insights With over two years at NIQ, Tonia plays a key role in the confectionery consulting team, bringing deep expertise in snacking and confectionery industry challenges. She actively reviews client briefings, ensures seamless coordination within the team, and supports strategic decision-making.	Client Operations  Fragi Bliziot Client Operations Manager With over 25 years of experience at NIQ in various operational roles, Fragi brings deep expertise in database management and process optimization. She will personally oversee Kellanova's transition to NIQ, ensuring a seamless setup and successfully embedding the new way of working from day one.
Business Intelligence  Apostolos Nidriotis Report Center Hub Leader Apostolos is a BI specialist with 10+ years of experience in NIQ solutions, specializing in reporting advisory, setup and maintenance for Greece	Learning & Development  Katerina Kopsacheilakou Senior Client Training Consultan Katerina is a 7+ years Training expert, onboarding many International and local clients on Discover. Standard and Customized trainings specialist, assisting clients to leverage their data and build efficient reports and automated presentations	Support CSO Access through Discover Day to day general support on requests related to NIQ Knowledge, reporting, etc.	Strategic Analytics & Insight  Eliza Chatziioannou Senior Consultant SA&I Eliza brings over 14 years of experience at NIQ across various commercial roles, specializing in consulting and guiding clients in developing data-driven strategies.

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NIQ Greece expertise

Our clients on snacking in Greece (non exhaustive)



PEPSICO

Mondelēz
International



MARS



ION
TIA IANTA



57

NIQ Greece NPS

Greece has consistently been among the **top-scoring** countries globally in NPS survey over the past **three years**

32 Global NIQ Score

NIQ Greece QBOs

20 validated QBOs in 2024 have delivered an **average** potential incremental revenue of **€730K** for our local clients

A high-angle photograph of four young women sitting on a light-colored sofa. They are all smiling and looking towards the center. One woman is holding a bowl of tortilla chips. In the bottom right corner, there is a large bowl of popcorn. The background shows a cozy living room setting with pillows and a small table.

Creating Better Days

Kellanova

Prepared by **NIQ**