

Prof. ■
Consulting Group

**Your partners
in growth.** ■

— Our Vision

“Through a deeper understanding of today’s **consumer preferences**, we exist to help brands & private label achieve industry-leading **growth** via ESG & supply chain **excellence.**”

— Foreword



Mark, CEO & Founder
of Prof. Consulting Group

“Many businesses claim to be customer-focused, but in today’s vibrant marketplace, true **customer obsession** is the key to delivering **success and growth**. It starts with a cultural journey and a mindset transition, the output being customer-oriented **product solutions**.”

Foreword

“Globally, the food and grocery sector is evolving at a rapid pace. Understanding these mega-trends, local market demands, and new market access opportunities across retail, B2B or D2C are what set us apart.”

Prof. Consulting Group was founded in 2019 with a clear vision to help businesses excel in an ever-evolving modern marketplace. Our team of industry experts are able to help businesses navigate this fast-changing landscape through our deep understanding of consumer needs and behaviours, paired with extensive experience in FMCG production, manufacturing, supply and sourcing through decades of experience.

We have since seen incredible growth, welcoming a roster of new clients and new team members on board. Each of our carefully selected Prof. associates have had significant international careers across FMCG, QSR, Food Service, or CPG manufacturing and retailing, bringing invaluable global experience to every one of our client’s businesses. Proven in achieving industry-leading growth and transformational supply chain innovation, we bring a record of proven success and combined experience to support your team and accelerate your business growth.

After working with leading retailers and global QSRs in international food manufacturing based in the UK, my own career brought me to Australia where I led the single largest retail brand in the Australian market (Coles Private Label). Almost a decade later, I launched Prof. Consulting Group with the objective of bringing together like-minded FMCG and ESG specialists with the purpose of helping businesses achieve their growth goals, faster.

Globally, the food and grocery sector is evolving at a rapid pace. Understanding these mega-trends, local market

demands, and new market access opportunities across retail, B2B or D2C are what set us apart. Continuing to strive for excellence in order to achieve success for our clients is an ethos that is embedded within our DNA – it’s what we do. Prof. Consulting Group combines the agility, energy and drive of a start-up, with the experience of seasoned professionals to help you define and achieve success.

The strength of our networks and strategic partnerships provides our clients with unrivalled access to new markets, solutions and services. This year we announced a number of new partnerships that increase our capabilities in supplier management (critical to private label and international brand growth via transparency), as well as carbon food labelling to strengthen our ESG positioning. As our reach continues to expand globally, we have built a dedicated ESG team with the specialist skills to help businesses reflect the growing role of ESG across their brands, operations and sourcing strategies. Our extensive global network and strategic partnerships have been nurtured and strengthened to add value for our clients – think of Prof. Consulting Group as an extension of your core strategic team.

— Services

Brand strategy, product innovation, benchmarking and regulatory support.



Product Innovation

Effective innovation stems from a combination of insights: consumer trends, competitive landscapes, category and retailer strategies, and product benchmarking. These insights also reflect the changing regulatory framework – both domestically and internationally. From developing a full brief for private label through to light touch advisory support and mentoring – our executive chefs and food technologists are here for you.



Growth Strategies

In highly competitive markets, true business growth is dependent on innovation: access to cutting-edge technologies, applying new ingredients, enhanced functionality or health outcomes, entering adjacent categories or acquiring new businesses. Developing a data-driven strategy to inspire and align a team is essential to realise the true growth potential and support capital investment.

With an impressive track record across the industry, Prof. Consulting Group is equipped to provide support across the food and grocery supply chain, and leverage our consumer insights and sector experience to deliver high growth outcomes.

Whether it's working with academics to bring you cutting-edge research, collaborating with partners on raw material sourcing and processing, co-manufacturing processing, facilitating market access, providing strategic guidance to secure private equity investments or developing Go-To-Market strategies – we are here to help.

We are adaptive in our approach and can tailor our services to work with your immediate needs and budget, be it regular business support on a retained basis, or with an individual project scope.

Services



Advisory Support

Access to experienced business leaders and mentors on a short-term or project basis can plug your teams into a level of strategic thinking that improves performance, increases capability and accelerates outcomes.



Public Speaking

Sharing expertise is more than thought leadership – it's an opportunity to pass on what we have learned over our decades of experience to strengthen and empower our community of businesses. Raising the level of knowledge helps to build great teams, and drives innovation and business growth.



Investment Advisory Services

Providing objective analysis of acquisition targets, focusing on in-depth processing capabilities, category and innovation outlook and procurement strategies, we are able to enhance return on investment and support private equity or venture capital investment. As your business grows, you can also access our established networks within the investment community.



Regulatory/Labelling

Complex regulatory networks can slow or inhibit access to new markets. Through long established partnerships, we can help you navigate legislation and provide you with industry-leading guidance in the majority of established markets globally.

Services



Private Label

Development of a bespoke private label brand is a key strategic tool across most major retailers, with rapid high growth potential. We have extensive expertise in this space and can support you from interpreting and delivering a brief, through to advising how to engage with a retailer.



Account Management

As your business grows, managing the supply chain and retailer interaction can become more challenging and time consuming. We can support you by offering our National account management service, freeing up your team to focus on innovation and growth.



Environmental, Social, and Governance (ESG)

Our dedicated team operates across ESG strategies and can help you regardless of what point you are at on the journey: from starting to develop your ESG goals and commitments through to shareholder reporting, our expertise includes social impact, Sedex, animal welfare, sustainable packaging, environmental performance and carbon emissions.



Strategic Sourcing and Co-manufacturing

Whether it's helping you to identify cost reductions through strategic sourcing, or access new processing capabilities through a co-manufacturing strategy across our networks, we will help you accelerate growth.

— Our Team

Global Reach, Local Knowledge

Prof. Consulting Group has grown rapidly to meet the changing demands across our expanding client base. Building a dynamic team with global reach gives us the ability to offer a unique range of skill-sets and capabilities – it's what has allowed us to differentiate ourselves from the competition, and we're proud of what we've built. We believe our track record (both as individuals and a team) is best-in-class, and we want to share that expertise and winning capability with you.

Our team is located across a number of key strategic locations, creating an international network of local experts, all with their finger on the pulse of their regional consumer and market trends. As we continue to invest in new capability we have teams in Australia, supported by satellite sites in the UK, Germany, UAE and USA. These local partnerships around the globe are what make us who we are, and if there is anything you need support with outside of our direct networks, you can be rest assured that there's a trusted and tested partner that we can call on.



A person wearing a white lab coat, a hairnet, and glasses is looking down at a tablet computer. The background is blurred, suggesting a laboratory or clinical setting.

Whilst there are few certainties in life, track record and past successes are a strong indicator of **ability** and **passion**. We've been lucky enough to receive many personal **career achievements** and **awards**, and having brought those experiences to the Prof. Consulting Group team, here are a few of the results we are **proud to share**.

— Key Figures

Your results tell our story. ■

20+

A team of over 20 industry leading experts.

\$450m

New market access generating over \$450m.

Global Reach

Based in **Melbourne** and supported internationally via satellite sites in the **UK, Germany, USA and UAE.**

\$150m

Supply chain value analysis, identifying over **\$150m** in cost savings.

\$120m

Delivered strategic sourcing strategies to achieve **\$120m** in savings.

In most Australian kitchens

Proudly in almost every **Australian kitchen** after partnering with multiple leading brands.

\$500m

Product innovation pipeline built on market insights to reach over **\$500m.**

200 businesses

Developed Go-to-Market strategies for over **200 food and beverage businesses**, working closely with 7 trade commissions.

Case Studies

Australian Meat Processing

Growth Strategy

A major Australian meat processing group had an ambitious five-year growth target and enlisted our team's help in developing a strategic plan to get there. After a deep dive into the business, we were able to set a customer-focused roadmap for their five-year plan. With Prof. Consulting Group's expertise across red meat processing and retailing we produced a strategy to reach the growth target. This included access into adjacent categories and capability requirements to support the business plan, which was then reinforced through three-year category plans. We were able to define the role of branded vs 'own brand' opportunities,

and develop an innovation pipeline based on global insights which reflected the growing importance of ESG to win in today's market. Our executive chefs delivered product benchmarking to deliver great-tasting products, with ingredients that allowed them to be competitively priced.

The outcome

- Already seeing success with new market access and major retail engagement
- Capital investment is underway in new processing capability
- The business has launched a 'Value-Added' business unit

Case Studies

Global Snack Food Group

Growth Strategy & Product Development

A large-scale international snack food group engaged the Prof. Consulting Group to develop and lead short and long term strategic growth plans. We saw an opportunity for the business to become more agile and disruptive, using the latest in technology, ingredients and customer insights to drive innovation which would take their iconic products into the growing “Free From” dietary specialist category. Using our in-depth understanding of the “Free From” production capabilities we quickly developed a brief, facilitated sample sourcing through our partner network, and screened potential suppliers. Within the business, we were also able to

manage key stakeholder engagement enabling a fast-tracked process to reach product sign-off by our client and brief a successful handover to their R&D team for market launch.

The outcome

- Retail sales have exceeded expectations by over 300%
- The new brand is already established as a market leader
- The project has been used internally as a case study to show the business during its transformation, highlighting the benefits of agile innovation, coupled with strategic co-manufacturing as a high growth facilitator
- Flow on effect to retailers that stock the brand providing ability to build a new “Free From” category which has resulted in incremental sales

Case Studies

Animal Nutrition ■

Strategic Growth, New Market Access & Health Ingredients

A well-known international animal nutrition manufacturer engaged Prof. Consulting Group to develop a Go-to-Market strategy and customer engagement program for their “Backed by Science” nutrition program. The program was launched to deliver affordable Omega-enriched poultry and eggs for health-focused consumers. We conducted the market assessment of current offerings, underpinned by the growth in healthier food choices, which enabled our team to map the supplier landscape. Through our partner network, we facilitated introductions with target retailers and manufacturers

which we knew would maximise the success of these new products in the market. Whilst still in the GTM stage, the scope has been expanded to utilise our expertise in Europe at the same time.

The outcome

- A clear strategic plan to approach the market, underpinned with localised consumer insights
- Engagement is underway alongside preparation to support trials
- With eggs and poultry positioned as commodity products, there is a significant opportunity to create value and contribute to the improved health of Australians and now European consumers

Case Studies

Domestic Retail & Export

Growth Strategy

The client, a category leader in their product area, engaged Prof. Consulting Group to lead the reset of their retail relationship strategy which was impacting their success with product innovation domestically and internationally. Our team assessed the markets, the current engagement approach, capabilities, alignment to retailer strategies and provided a roadmap for growth within both markets. To support the export strategy, we delivered a further in-market review, assessing the competitive landscape. We were then able to prepare an informed export strategy with a list of recommended target retailers, product mix, and operating model options for additional profitable growth.

The outcome

- Retail business has been retained successfully, both domestically and internationally
- The business has resumed growth domestically, with a healthy product innovation pipeline to create value
- As well as retaining current business internationally, a listing was successfully achieved with a new major retailer

— Case Studies

Wine Production & Export

Growth Strategy

The client, a category leader in their product area, engaged Prof. Consulting Group to lead the transition of their current factory accreditation to FSSC 22000 in order to facilitate access to new European business. We conducted a gap analysis of their current standards against the new requirements of a more demanding scheme. We were also able to support the implementation of new policies and procedures, enhanced site capabilities, and ultimately increased food safety standards and risk management.

The outcome

- Prof. Consulting Group was able to expedite the process, helping the client achieve results in a condensed project pipeline spanning just two months
- The client successfully won new multi million pound or euro business in Europe, supported by their commitment to a more stringent audit standard, speed of response and is well-positioned for the imminent audit

— Case Studies

PE Due Diligence

Supply chain optimisation

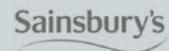
The client engaged Prof. Consulting Group to deliver within a challenging time frame: a supply chain optimisation strategy, visiting complex manufacturing sites locally and interstate ahead of an investment deadline for a leading meal delivery business. Using our expertise across convenience foods, market insights, food safety standards, competitive landscape, marketing and procurement capabilities, we delivered a roadmap of process optimisations and a procurement strategy to accelerate the ROI and predicted multimillion dollar savings.

The outcome

- Prof. Consulting Group provided a concise PE report highlighting the risk, reward and ESG considerations, driven by industry expertise working alongside some of the major consultancy groups as a key part of the DD process

— Previous Clients

In Good Company.



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— Disclaimer Information

Please note: This information provided by us is done so in good faith based on reasonable research, referencing and industry experience. All financial conversions have been updated to the best of our ability using the available market information.