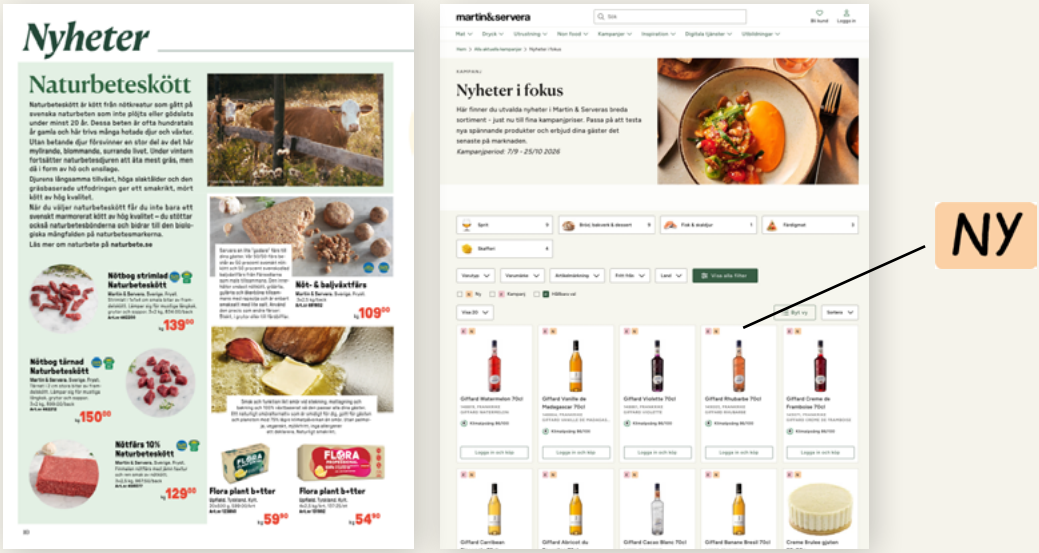


News in focus 2027

Publication Plan

The purpose is to create strong sales opportunities for newly launched products in Martin & Servera's assortment. Activating articles through this initiative is a perfect way for you as a supplier to quickly reach Martin & Servera's customers with new products.

We offer two different launch options for product news: News Exposure and News Program. Each option involves different types of activation and visibility across our various channels.

As a supplier, you can read more about this in the materials available in the Supplier Portal. There you will also find all the necessary information and instructions regarding the news launch set-up.

Issue	Campaign period, week	Due date for product suggestion	Due date for material (product info sheet)
News Exposure			
Launch window no 1	w. 6-10	15/12 -26	15/1
Launch window no 2	w. 13-17	9/2	23/2
Launch window no 3	w. 18-22	11/3	6/4
Launch window no 4	w. 23-27	20/4	12/5
Launch window no 5	w. 38-42	10/8	24/8
News Program			
Launch window no 1	w. 11-17 w. 23-26	15/12 -26 20/4*	20/1 -
Launch window no 2	w. 36-42 w. 47-52	1/6 5/10*	12/8 -
Launch window no 3	w. 45-5 2028 -	7/9 -	28/9 -

*Within the News Program regarding launch window no 1 and no 2, the product news will also be activated in a relaunch campaign. The same article number is added to the specific activity in the campaign tool, with applicable discount.

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