SIEMENS

UGS PLM Software

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ADDRESSING *THE* CPG PROBLEM: TOP-LINE GROWTH

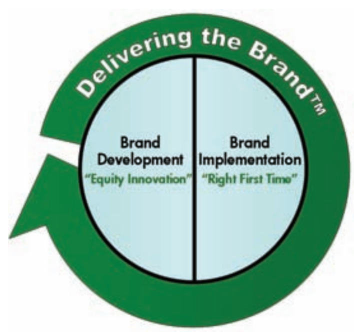
Per the GMA/FPA 2006/2007 *Insights into the Food, Beverage, and Consumer Products Industry* study, total shareholder return (TSR) has become a problem for large CPG firms. The report states, "**one-year, three-year, and five-year shareholder returns are actually lowest for the largest companies."**

Top-line growth is the strongest lever any company has on TSR — and "brands" are the de facto platforms for top-line growth in the industry. So naturally we expect to see our largest companies scrambling to improve their ability to deliver brand growth.

At Siemens / UGS PLM Software, we strive to help CPG companies do just that.

DELIVERING THE BRAND ™

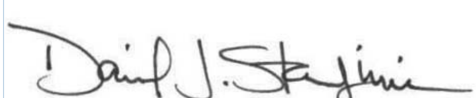
We view brand delivery as the integration of two core capabilities *(see diagram below):* ***Brand Development*** (which focuses on *"Equity Innovation"*) and ***Brand Implementation*** (which seeks to deliver *"Right First Time"* execution).



But the connection between *Equity Innovation* and *Right the First Time* execution is usually more of a fracture zone than a collaborative interface. And we calculate that **this gap equates to more than $1billion in lost economic value for the average CPG company** (contact us for details of this calculation).

Siemens' experience with leading CPG companies around the world gives it an edge in recognizing the signs of a struggling brand delivery process and in providing the platform required for improvement.

We will be pleased to demonstrate how your organization can **gain a durable competitive capability** by adopting a PLM platform approach to ***Delivering the Brand™.***



For further information, please feel free to contact me directly, or visit our website at ***www.ugs.com/brand***

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