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THE ADVANTAGE REPORT™ REVOLUTIONIZES BUSINESS-TO-BUSINESS ENGAGEMENT WITH AN INNOVATIVE UPDATE

The Advantage Report strengthens alignment in supplier-retailer relationships, makes feedback easier to interpret and introduces more relevant measures.

TORONTO, May 11, 2022 - Advantage Group International, the leading advisor in business-to-business engagement, announces the release of a strengthened engagement program, [Advantage Report™](#), following a two-year pilot program in Canada and New Zealand. The report is designed to help people and organizations work better together through feedback, insight, and action. Updates include a new research methodology, refined engagement framework and an enhanced online reporting experience.

This year's Advantage Report is built on the new Advantage Engagement Framework. Four engagement drivers underpin this framework, giving clients a benchmarked view of performance as rated by their business partners. The performance is reflected in critical competencies that mirror the business environment, providing clients with valuable data regarding their business relationships' strengths, weaknesses and opportunities.

"Our clients have come to rely on us to deliver insights that allow them to act quickly and effectively to improve their business partnerships. Our newly refined framework ensures we'll remain impactful in an increasingly complex retail ecosystem," states John McLoughlin, Chief Executive Officer, Advantage Group International.

Advantage Group innovated to accommodate the increasingly evolving Fast-Moving Consumer Goods (FMCG) landscape. A major part of the organization's innovation included refining and updating Advantage Report's critical competency set to help their clients more strategically navigate their relationships. These changes were made based on data collected from Advantage Group's 30 years of measuring and analyzing feedback from businesses in the FMCG landscape. Through this experience, the organization gained valuable insight into what drives strong business relationships and mutually beneficial outcomes.

This year's digitization of Advantage Report (a first for retail clients) is more user-friendly, efficient, and customizable. The introduction of new, dynamic capabilities and improved usability help illuminate the path of insight and action. The new Advantage Report stays true to its promise to strengthen engagement through data, insights and action planning while adapting to



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maintain relevancy amidst the evolving interactions that make up the supplier and retailer relationship.

Watch Advantage Group International's CEO John McLoughlin discuss the company's innovation in 2022: <https://youtu.be/sh4nfx9Mr0Q>

About Advantage Group International

Advantage Group is the leading advisor for CPG and Grocery business-to-business engagement solutions globally. Trusted by many of the world's leading brands, the annual Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 40 countries. Established in 1988 and headquartered in Canada, Advantage Group acts as an integral link between supplier and retail partners, using data analytics and strategy consulting to explore opportunities for mutual growth and strengthen relationships, helping people and organizations be better together.

For more information, visit <https://www.advantagegroup.com/> or [contact your local Advantage Advisor](#).