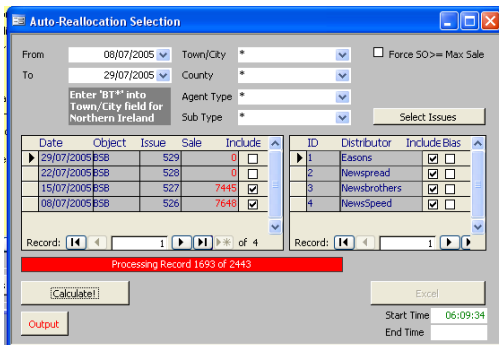




Joshua MultiPoint product information sheet, January 2010.

## Multipoint – Earn more from your distribution!

- ✚ Fully integrated distribution solution. Low TCO.
- ✚ Supports multiple editions & multiple distributors.
- ✚ Highly robust and fast database engine suitable for on-line integration.
- ✚ Automatically calculates optimum distribution based on past sales & availability.
- ✚ Record marketing & merchandising events to compare changes in circulation over same period.
- ✚ Analyse marketing effect by region and/or outlet type.
- ✚ Integrated CRM (Customer Relationship Management) tools.
- ✚ Integrates with on-line systems supporting bi-directional data transfer (Web, email, XML).
- ✚ Parameter driven system means high flexibility.



T	U	V	W	X	Y	
Av Sale	Av Sale	Av Suppl	Efficiency	DistSO	NewSO	
3	2	6	33.33			5
0	5	10	50			10
3	4	12	33.33			10
1	7	12	58.33			12
5	5	5	100			8
6	6	6	100			9
5	5	5	100			8
8	9	10	90			13
1	1	10	10			8
1	6	10	60			10
5505	8056	19122	40.76135	0		18279

Where IT's at . . .

Contact us at [joshua@multiads.com](mailto:joshua@multiads.com) or check <http://www.multiads.com> for information and updates.