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Brødr. Jørgensen Group
Established 1913

REFERENCE LETTER

Established in 1913, the Brodr. Jorgensen company is celebrating its first century of foundation. For 100 years - three generations of family members developed the company from a carpentry and musical instrumental shop to a successful international holding with its headquarters in Copenhagen and subsidiaries in Poland and Latvia. Nowadays, the Brodr. Jorgensen group focuses on the distribution of high-quality consumer goods - mostly detergents, cosmetics, perfumes and body-care products, including brands such as: GOSH, LUMENE, MONTAGNE JEUNESSE and even its own brand: ACE of FACE. Implementing a strategy of strong and recognizable brands, Brodr Jorgensen contributes to the development of the cosmetics market in Poland and Latvia, and has become one of the leading suppliers of cosmetics of external brands. We have a full range of products in all categories that meet the expectations of even the most demanding consumers.

Putting into life our aspirations of dynamic and continuous development, we are still investing in tools and procedures which will help us to achieve a competitive advantage in the market. We are aware that a solid IT solution is the main aspect of this strategy. That is why we decided to change our old ERP software to a new one which will be able to cope with the ever-changing demands which result from our dynamic business model. After a detailed study of all ERP solutions available on the market – we decided to implement what we believe to be the most innovative ERP platform – Comarch ERP ALTUM. Why we decided on Comarch ERP ALTUM?

Comarch ERP ALTUM, because of its flexibility and innovative technology, provides us with the tools we need to manage all our business processes. It is particularly important because of our diffused organization structure. This new system not only allows us to comprehensively handle the entire sales and logistics process, from a request for a quote to the order and later on to sale and purchase invoices – but it does so in a way which is as quick and effective as possible. The innovative connection of Business Intelligence-analyses allows us to constantly optimize the key parameters of our business, for instance: stock levels, while taking into consideration historical sales levels, as well as forecasts including seasonal parameters and product features.



2007-08-09-10-11-12



2010 roku za lata 2007-2009



2008-2009-2010



2008-09-10-11-12

Thanks to a highly professional and creative implementation carried out by ADVANTEC (an expert Comarch integrator from Poland) we were able to fully customize our new system to our specific expectations. For example, the system is able to fully automatically take over the handling of various types of documents placed in cloud storage from many sources like banking and e-commerce solutions etc.– and import them directly to the appropriate areas of System. All such functionalities save our time and significantly reduce our costs.

We definitely recommend Comarch ERP ALTUM as a highly efficient and flexible solution for an international company and ADVANTEC as a reliable partner for its implementation and everyday support.

We declare our consent and agreement for the publication of part or all of the above document in the press or in online media.

Peter Møller Hansen

Project manager Altum, CFO

A handwritten signature in black ink, appearing to read 'P. Møller Hansen', written over a horizontal line.