



# Total HBC Category Management Solutions through Lil' Drug Store Products

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# MAXIMIZE Sales & Profits with LDSP Category Management

## Health and Beauty Care

- A small, yet complex category with hundreds of SKUs and numerous subcategories
  - Constant changes in product specs, graphics, UPCs, and availability
- Typically, one of many categories assigned to c-store category managers
- A profit generating category known for its **high gross margins!**



Our goal is to provide you with **TURNKEY, UNBIASED, DATA-DRIVEN SOLUTIONS** that **GROW YOUR BUSINESS!**

# MAXIMIZE Retailer Sales & Profits POGS and so much more!

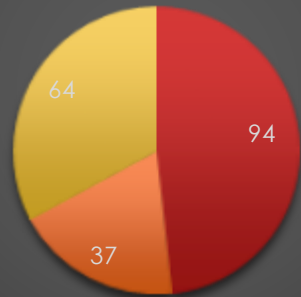


- **Dedicated Category Management Team** with 75 years of c-store experience
- **Customer Specific Category Reviews and Insights**
- **Opportunity Analysis**
- Coordination and development of **best practice POGs**
- **Merchandising Consultation**
- **Ongoing Customer Support**
- **Market and Consumer Insights/Trends Analysis**
- **Proprietary Retail Audit Library** created and updated quarterly identifies trends in innovation, pricing, merchandising, etc.

*"I can always depend on Lil' Drug to supply unbiased, data-driven input, that is best for my guest. Hearing from them and their Category Management team is critical when reviewing my HBC categories."* **Midwest Retailer, January 2024**

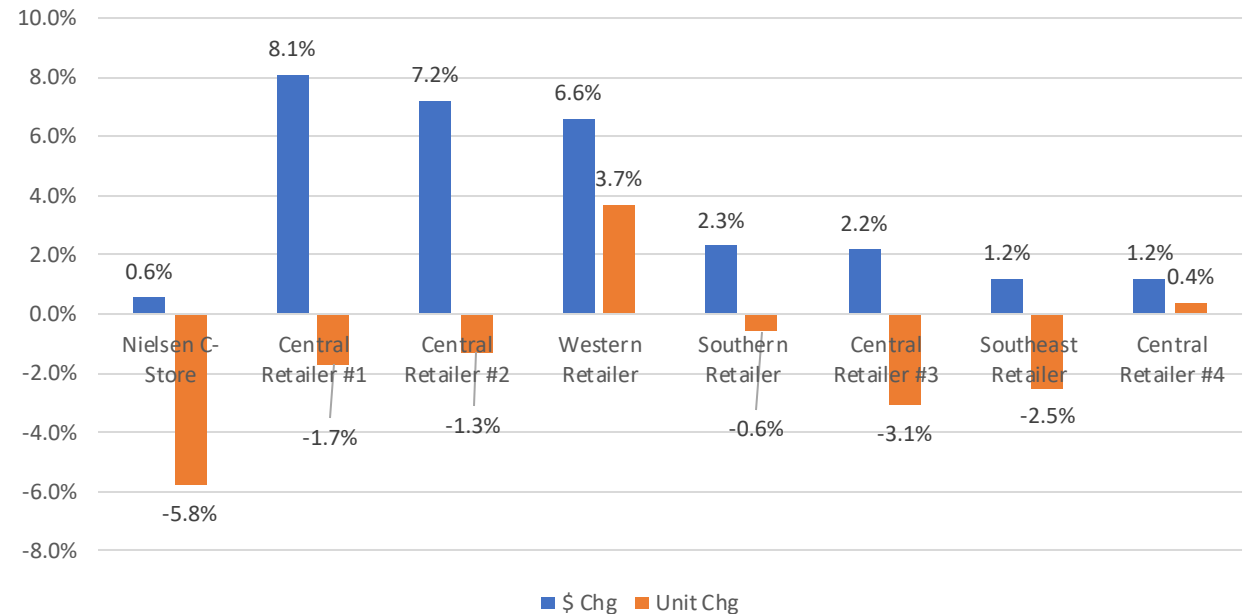
# Retailer Partners Outperform Total Market in \$ and Units!

## Category Management Partners with 60% of C-Store's Top 150 Retailers



■ 2024 Partners 
 ■ 2024 New Business 
 ■ All Others

Nielsen C-Store vs. Cat Man Retailers (2023 vs. 2022)



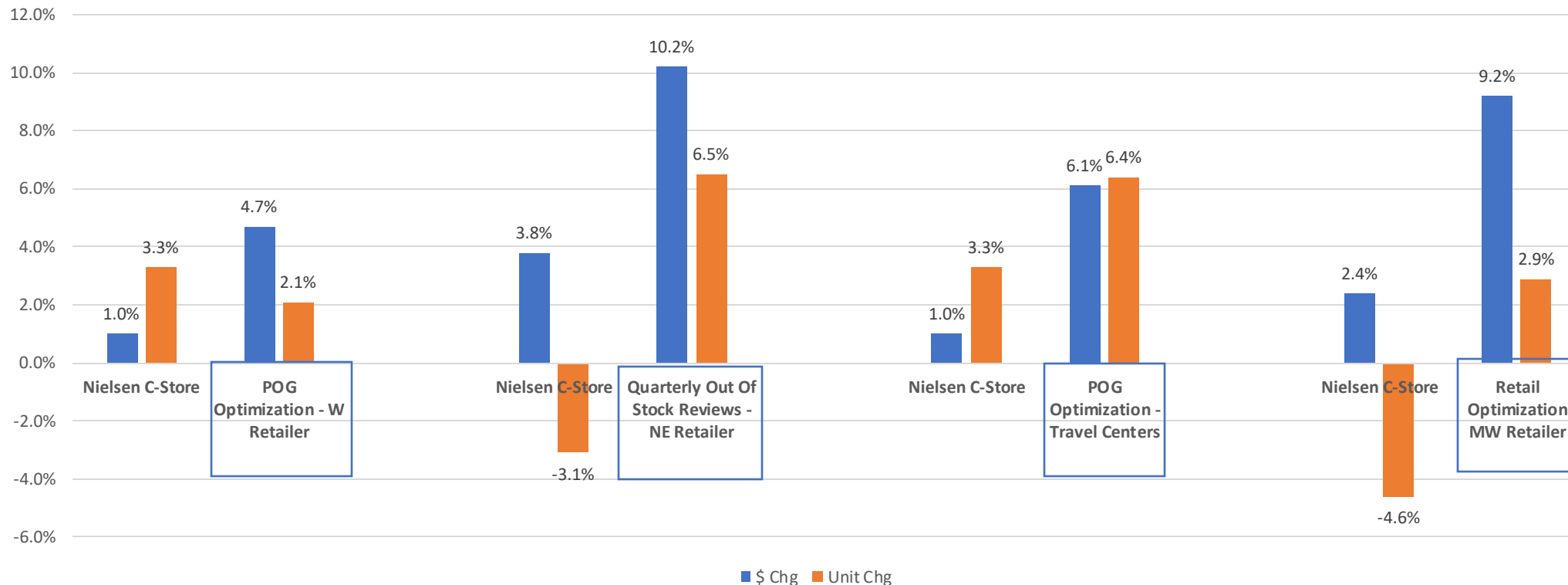
*"I have been working with Lil' Drug for three years. They have been a great asset in building planograms and providing overall category insights. I look forward to working with them more in 2024."* **Southeast HBC Category Manager, January 2024.**

\* 2023 vs. 2022 HBC excluding PPE and Vitamins/Kratom

# Category Management Principals Outpace Market



Category Management Principals Continue to Outpace Market Trends



*"Lil' Drug is more than a vendor that we receive product from, they are a category captain and our go to resource for everything HBC! Lil' Drug is the type of partner you wish you had in every Category, fantastic to work with! Lil' Drugs partnership makes Planograms and product evaluation a breeze, awesome partners".* **Northeast HBC Category Manager, January 2024.**

## Customer Testimonials

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"I have worked with the team at LDSP for three years primarily in the HBC business. During our partnership, they have always been professional and provide valuable information to grow our overall business. They bring fresh new ideas to innovate the category, are a great source of data, and provide resources for developing sound planograms. They provide valuable insights in reviewing customer trends, support the business in achieving goals, and are a true partner for this category."

**Southern HBC Category Manager, January 2024**

"Lil Drug has been an amazing category captain and partner. Their Category Management team is truly top notch and always tries to go above and beyond. From POG creation, to data analysis, to identifying SKU opportunities and new innovation, Lil Drug always knocks it out of the park. Everyone at Lil Drug is professional, personable, and passionate. They value the relationship as much as anything else, and the result is a win/win relationship. You really cannot ask for much more in a partnership." **Northeast HBC Category Manager, January 2024.**

"You're an angel sent from above. YOU EVEN PUT NOTES IN HERE SO I DON'T HAVE TO CHECK POGS! This is so helpful, you don't even know - pack changes have always been a frustrating part of HBC and I always feel like I'm missing something. Thanks a million!" **Southern Wholesaler, Category Manager January 2024.**

"Thank you so much for this work. You are amazing at your job and it shows." **Northeast HBC Category Manager, February 2024.**

"Thank you for all your support and partnership on 2023 Core and HBA+ planograms. We appreciate your team and are looking forward to working with you all in 2024." **Travel Retailer, Category Manger January 2024.**

## Customer Testimonials

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*"Lil' Drug is an amazing team to work with, as they are quick to respond and are always willing to go the extra mile with any project. It is a true partnership".*

**HBC Category Manager Travel Retail, January 2024**

*"The LDSP Category Management Team was instrumental in identifying category and product opportunities in our current HBC set. Working within our space constraints, I feel that our 2024 POG will better meet and exceed the needs of our guests traveling through our airports, as well as maximize revenue and profit for our stores".*

**HBC Category Manager Travel Retail, January 2024.**

*"Working with Lil' Drug is such an amazing experience. They are always willing to help and go the extra mile, even when there is a tight deadline. They are great partners and we will continue to grow our business into 2024".*

**HBC Category Manager Travel Retail, January 2024.**

*"You guys always have so much good information. I want to make sure that you have enough time to present it."* **Southern HBC Category Manager September 2023**

*"Thank you so much for putting this together. The content is terrific for HBC. This presentation has provided more total store and industry insights than I've received so far."* **National Account HBC Category Manager May 2023**