

The Coral logo features the word "Coral" in a large, white, sans-serif font on a blue background. Below it, the tagline "Tudo de cor para você" is written in a smaller, white, sans-serif font. The background of the logo has a wavy bottom edge.

Coral

Tudo de cor para você

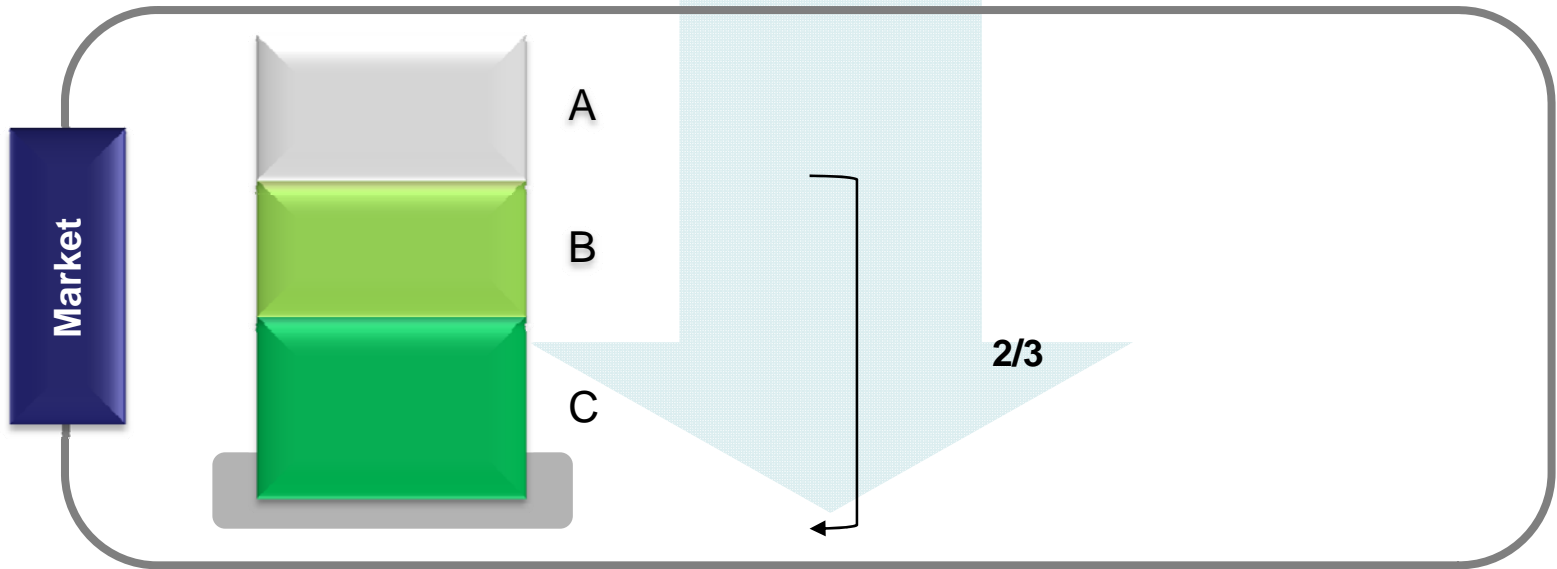
Coral Brand Strategy Presentation

June 2010





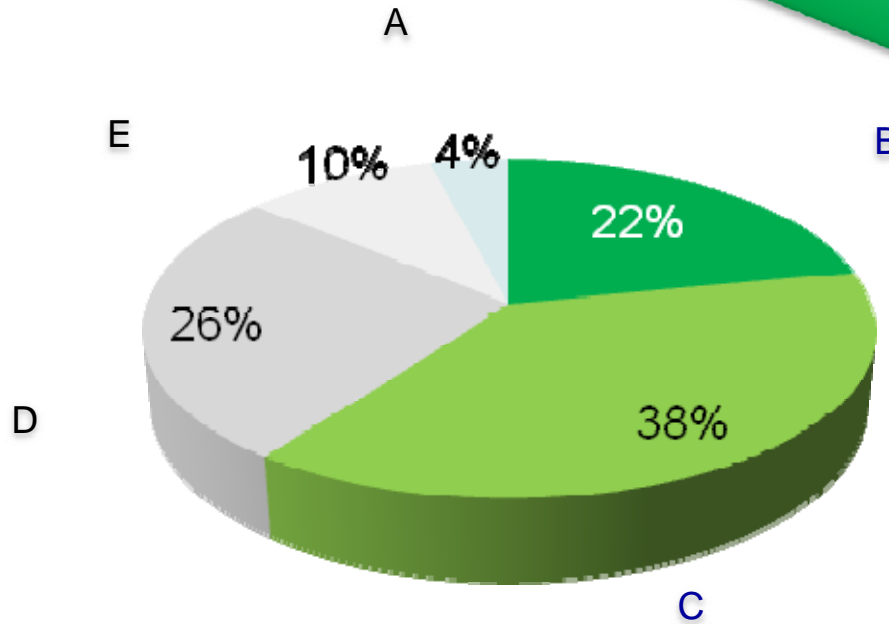
Market Background





Market Background

Consumer Market Segmentation

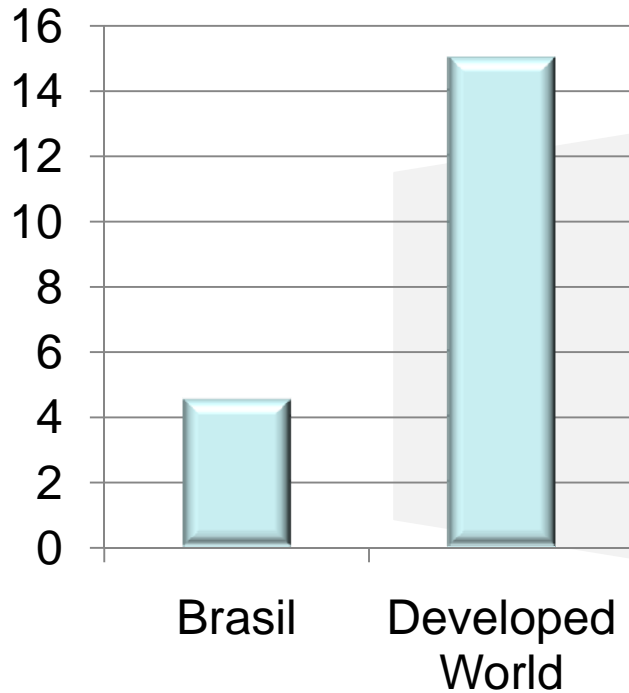


Emotional and Aesthetic

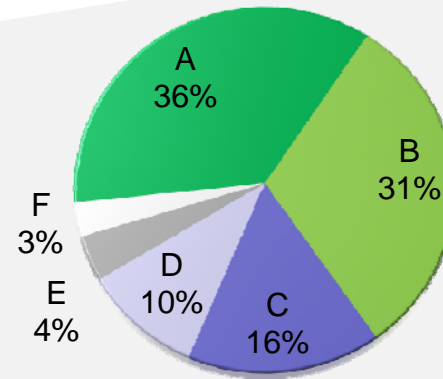


Market Background

Paint Per Cap Consumption



Market Split in Value End User



Background

2008

- Integration Akzo/ICI
- Different cultures
- Management changes

2009

- Market Share Gain (1:1)
- Focus on Point of Sales and Regional approach: PDV e nosso
- Drive POS sale conversion

2010

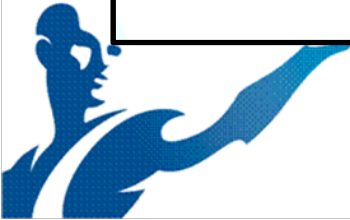
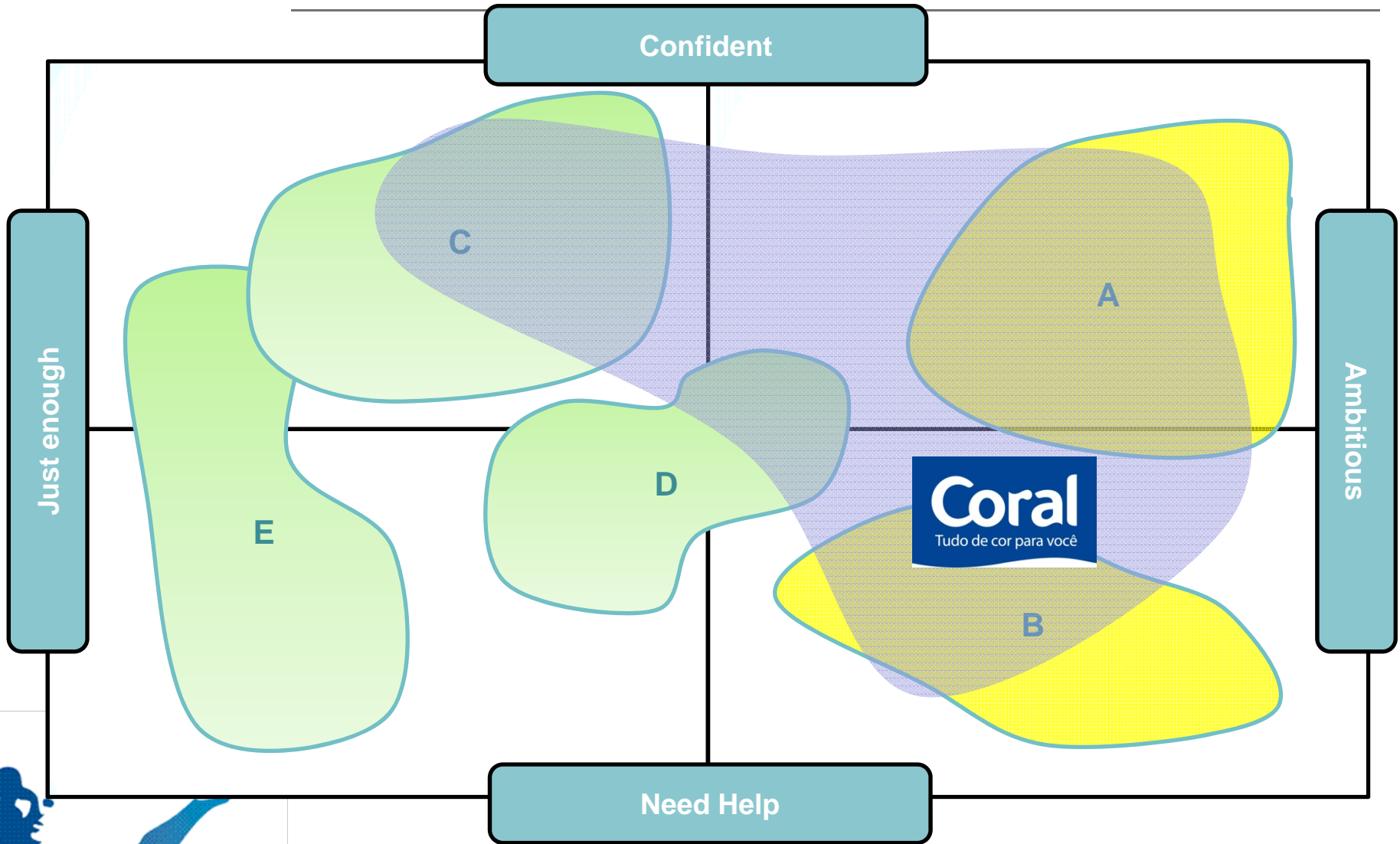
- Market Share Gain (1.1:1)
- Focus on Brand Equity Building – Tudo de Cor para Voce
- Drive Brand Consideration 1:1 – Leadership campaign

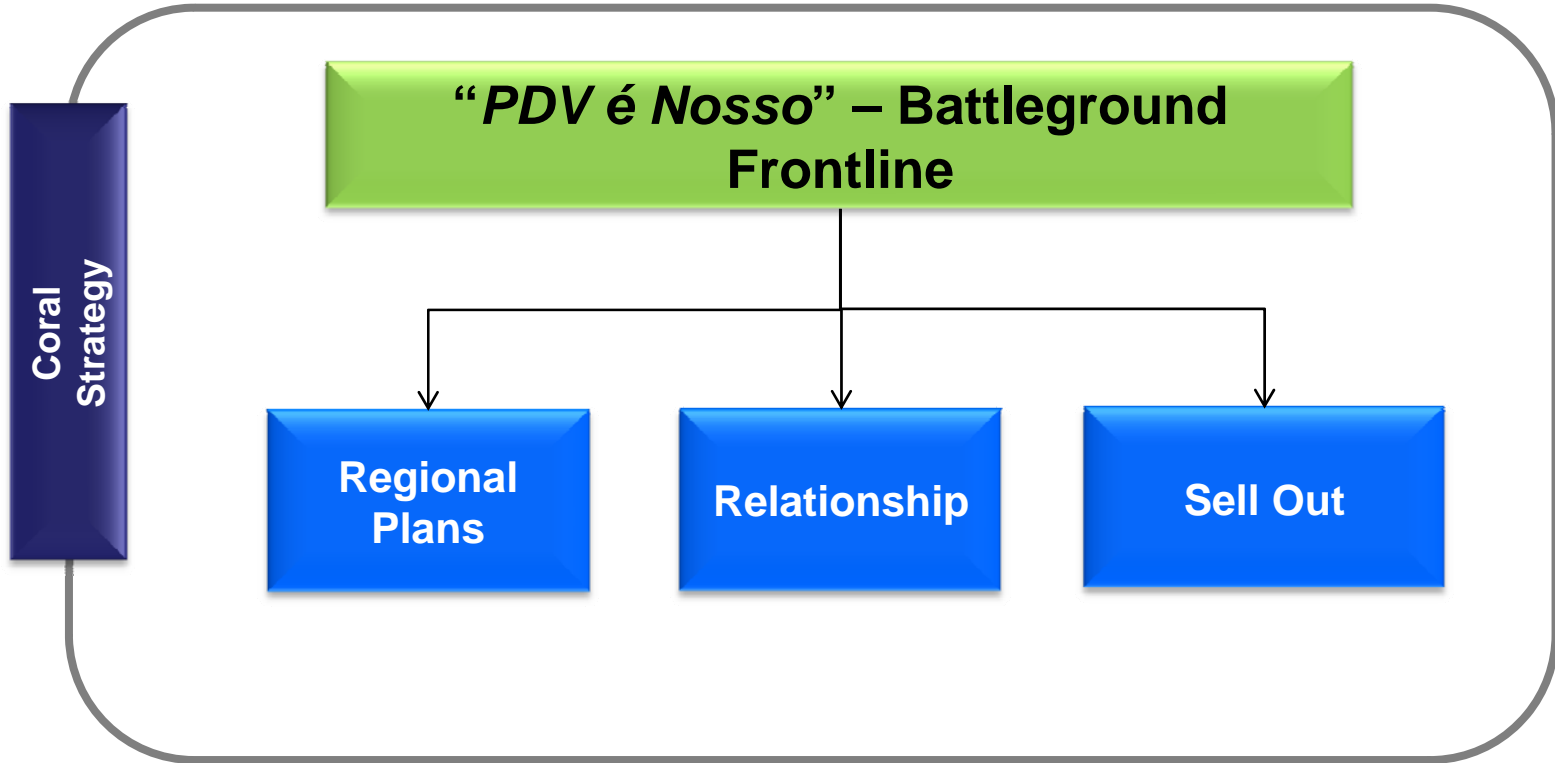
2011

- Market Share Gain (1.2:1)
- Focus on Innovation
- Drive Brand Value (Pricing) 1.2:1 – Stewardship Campaign



Brand Portfolio Strategy





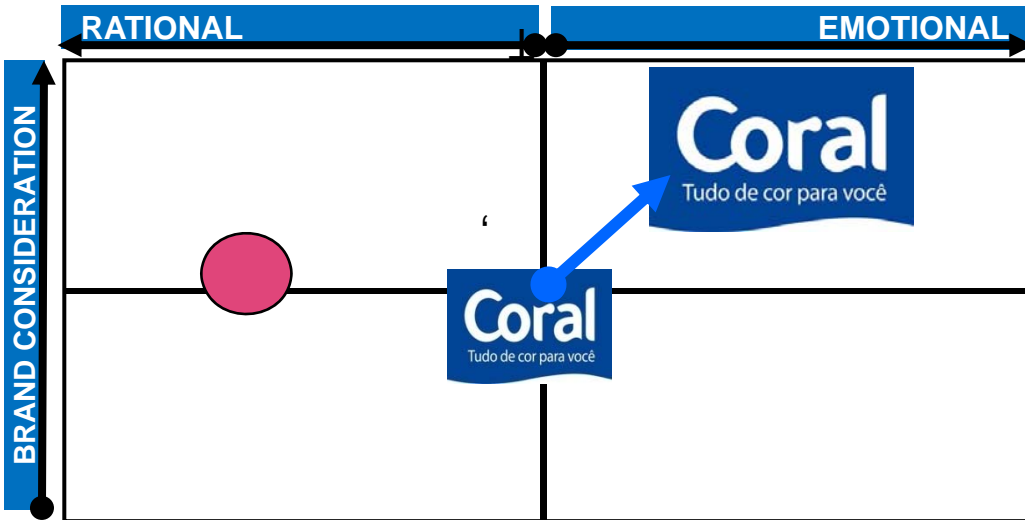
2010 Focus

Build Brand Equity: Tudo de Cor para Você

Coral Strategy



**Our mission into action
Adding colour to people's lives.**



PR Coverage

Mass Media

Spontaneous Media

Viral Marketing

+

Leadership

Stewardship

Relationship

2011 Growth Drivers

**To increase use of colour
within this segment**

**Stewardship Campaign
: Ignite the spirit for
Decoration**

**Colour/Aesthetic Help
at the center of the
activation**

**New Product
Development**

**To get female into
decoration**

**Stewardship
Campaign: Painting
has never been easier.**

New Application Tools

**To convert equity in
price: Price follows
Equity**

**New Commercial
Policy**

**Pricing based on
Equity**



Summary

Secure Sale Conversion

POS

Develop Brand Equity

Consumers

Coral

Tudo de cor para você

Innovation as a Growth Driver

**Colour
Application Tools**

