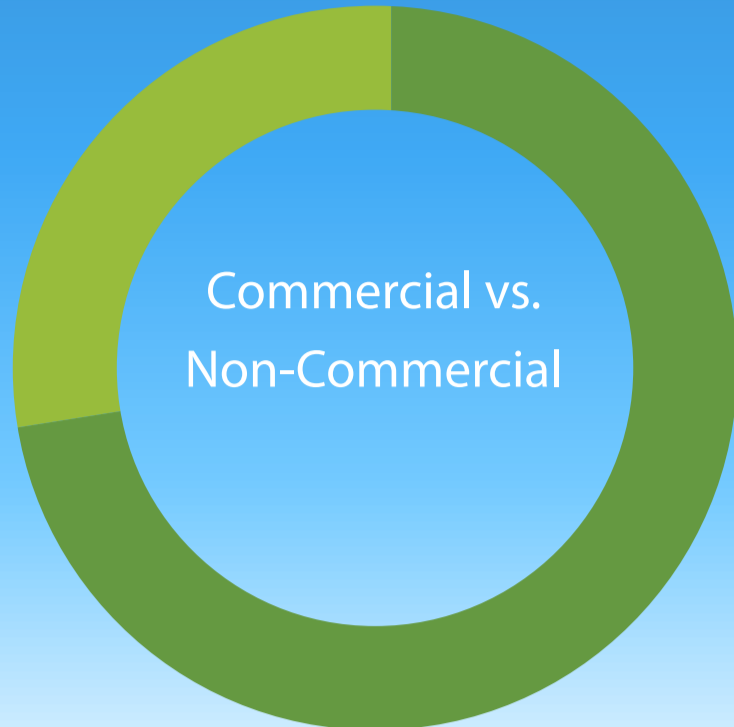


# Find Your Next Big Opportunity

Introducing OPTRADE, The Leading Foodservice Market Database

## INDUSTRY WIDE COVERAGE



■ NON-COMMERCIAL: 72%  
■ COMMERCIAL: 27%

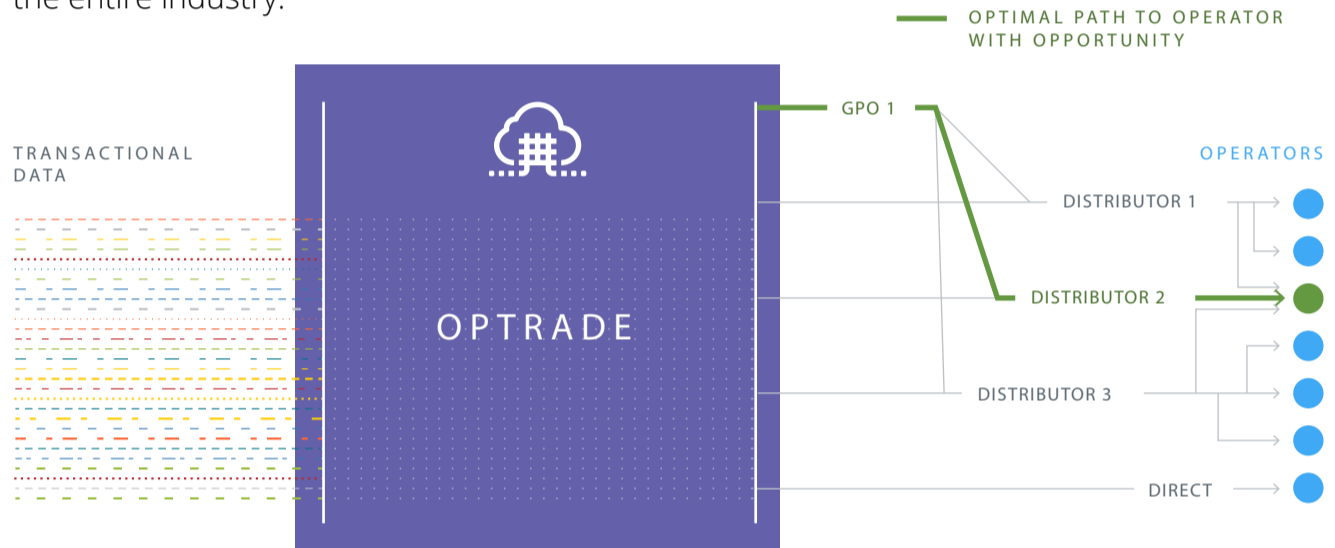


- 1. EDUCATION: K-12 13%
- 2. HEALTHCARE: HOSPITAL 10%
- 3. RESTAURANT: FULL SMALL CHAIN/INDEPENDENT 9%
- 4. HEALTHCARE: ASSISTED/NURSING 9%
- 5. RESTAURANT: LIMITED LARGE CHAIN 7%
- 6. RESTAURANT: LIMITED SMALL CHAIN/INDEPENDENT 7%
- 7. BROKERAGE/DISTRIBUTION/ WHOLESALE 5%
- 8. TRAVEL & LEISURE: LODGING 4%
- 9. EDUCATION: C&U 4%
- 10. RESTAURANT: FULL LARGE CHAIN 4%
- OTHER 28.7%

OPTRADE has broad coverage across both Commercial and Non-commercial locations, broken down by business segments.

## OPTRADE IS MORE THAN A DATABASE — IT'S A GO-TO-MARKET MAP

OPTRADE is not just a database, but an interconnected network of 85+ Distributors, 30+ GPO's and a dozen 3rd-Party Providers. In a nutshell, once you are plugged in, you benefit from the knowledge of the entire industry.



**GATHERING TRANSACTIONAL DATA**  
Plug directly into our network of operator data flows, giving you exceptional visibility into the purchasing activity of operators across the foodservice landscape in the United States.

Each stream of raw purchasing data is different. Our model unifies them, automatically, so you can focus on finding insights to improve your business instead of cleansing data.

We create connections between operators and their supply chain relationships, such as GPOs, Distributors, or the corporate or public entities they belong to. There are many paths to market, but OPTRADE helps you find the best one for your business.

**ENGINEERING A DATA DRIVEN PATH**

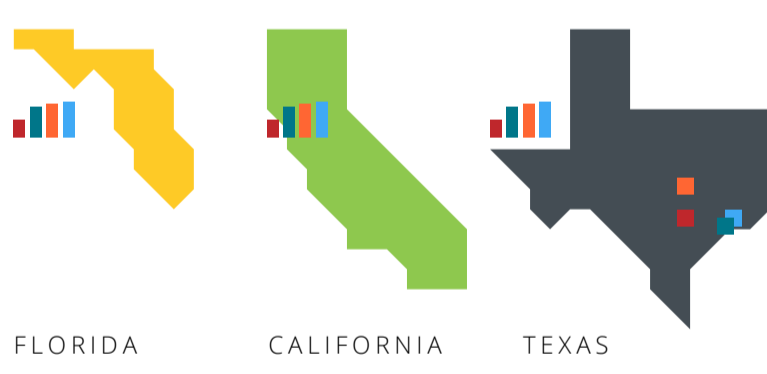
**YOUR GO-TO MARKET MAP**  
Our operator analytics aren't just a list.

Hospitals are the second largest segment in the Top 10 chart above. How can you find opportunities in Hospitals?

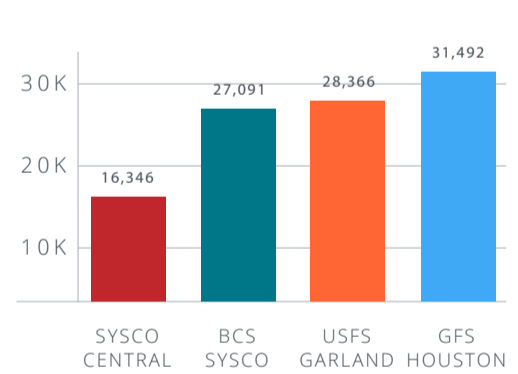


## YOUR ADDRESSABLE MARKET OF HOSPITALS

State | Monthly Cases



Texas Top 4 Distributors | Monthly Cases

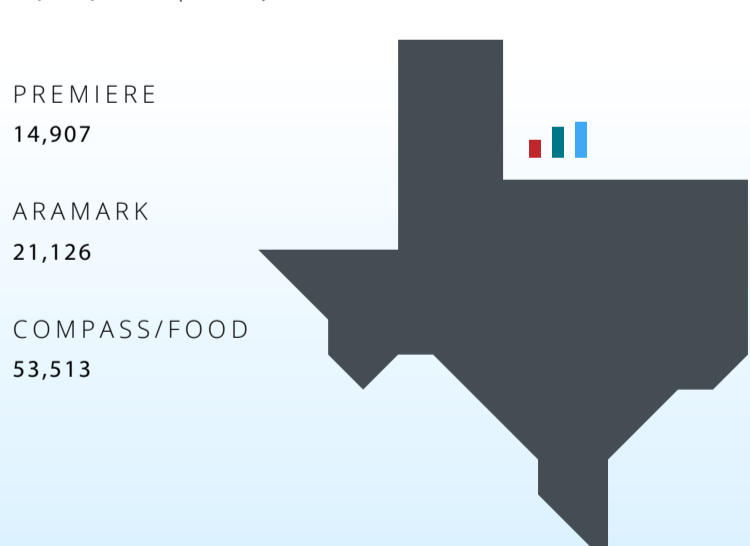


Tibersoft allows you to select your largest market opportunity by state, region, or territory – in this example, Texas is the largest state. Then, identify the Distributors in Texas that stock your product.

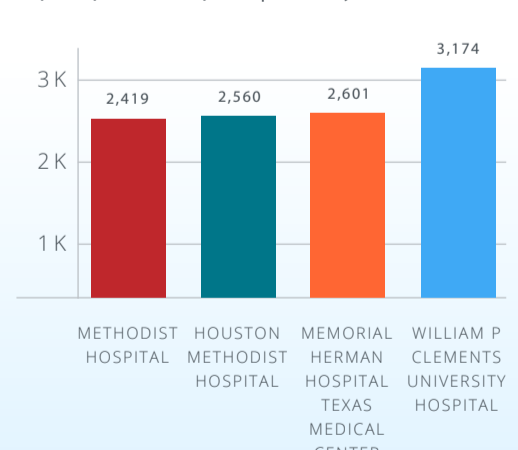
\*Market opportunity size is estimated by taking the average expected annual increase in case volume when landing a new deal - also called value of placement - at one location and multiplying by total locations. You can read more about Value of Placement [here](#).

## YOUR LARGEST HOSPITAL OPPORTUNITIES IN TEXAS

Top 3 Operators | Monthly Cases



Top 4 Operator Ship-Tos | Monthly Cases



Once you know which distributors you're able to work with, you use Tibersoft to determine which GPOs are associated with the locations serviced by your Distributors that have your products in stock. You can then identify the largest individual locations if the situation demands it.

## TRUSTED BY FOODSERVICE INDUSTRY LEADERS



Get the share of OPTRADE you deserve. Lead your company with confidence toward long-term sustainable growth.