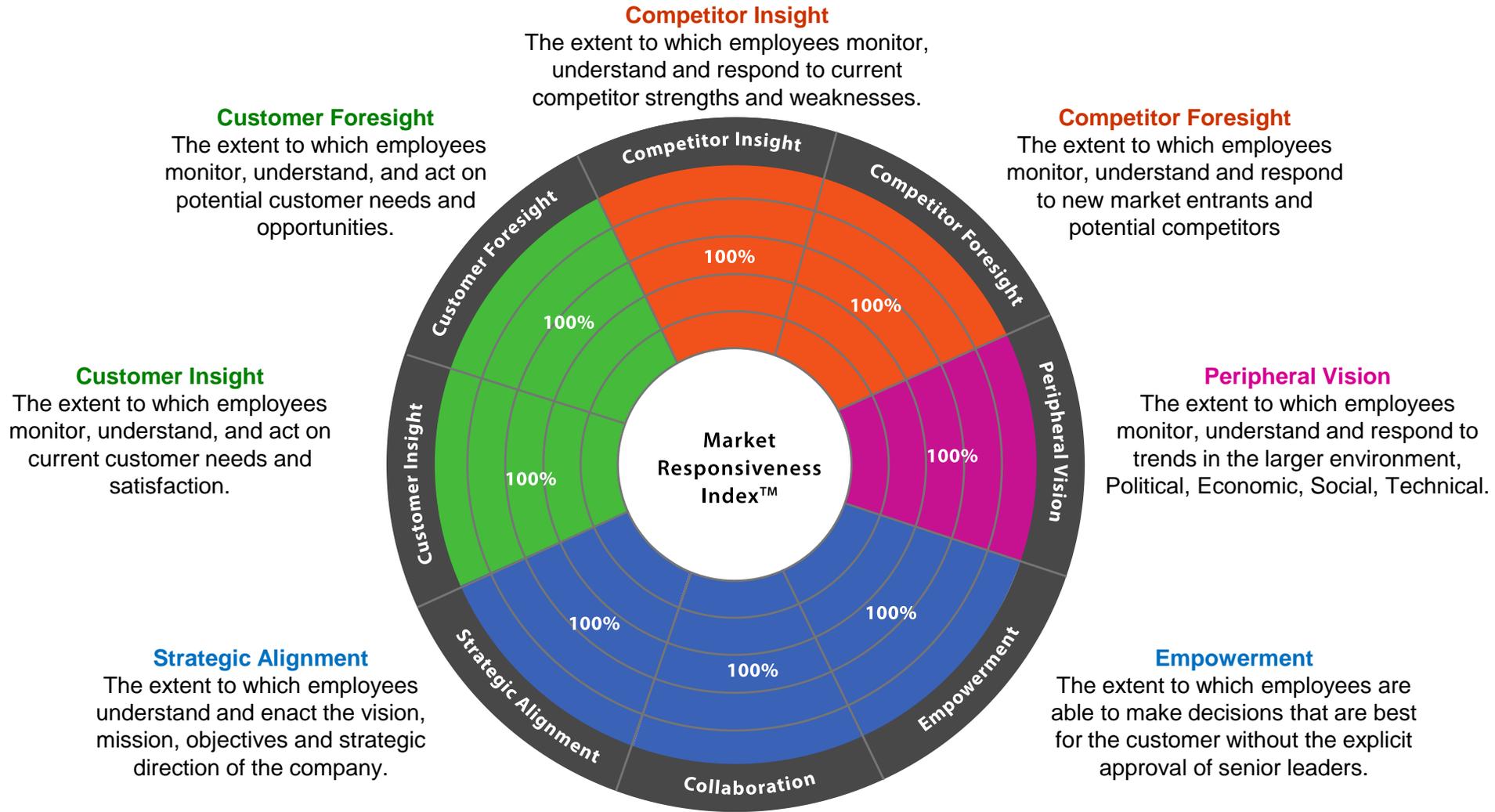


Market Responsiveness Index™ (MRI™)



The MRI is owned by MarketCulture Strategies Inc.



The Benefits of a Customer Centric Culture

Factors	Customer Satisfaction	Innovation	New Product Success	Profit Growth	Profitability	Sales Revenue Growth
Customer Insight	✓	✓	✓			✓
Customer Foresight		✓				
Competitor Insight				✓	✓	✓
Competitor Foresight		✓	✓			
Peripheral Vision		✓				
Empowerment	✓	✓				
Strategic Alignment	✓	✓	✓	✓	✓	✓
Cross-Functional Collaboration	✓	✓	✓	✓	✓	✓