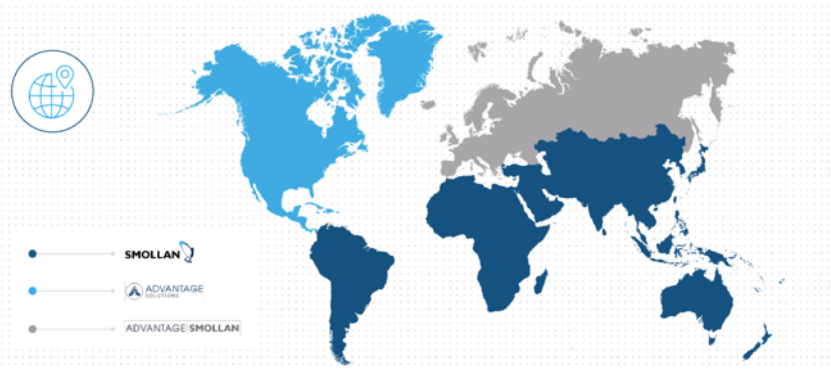


RTMA GROUP OVERVIEW

Smollan is a global merchandising and activations company. Strategic partnerships with Advantage Solutions and WPP have grown the organization to over 84 000 employees across the world. Smollan is the pivot point where retailer, brand owner and shopper intersect.

SERVICING BRANDS AND RETAILERS ACROSS FIVE CONTINENTS



RTMA Group was founded in 2015 to assist organizations seeking to build sustainable routes to market by providing expertise and establishing profitable brands through key relationships with trusted networks. In 2018 RTMA became a proud partner company of Smollan and forms part of the Advisory Services division.



RTMA Group offers both consulting & managed services. Our consulting service look to find the optimum route to market for clients by assessing markets and establishing optimal routes to market for brands and developing fully functioning channel playbooks. RTMA offers services for clients who wish to outsource the

management of their value chain partnerships whilst ensuring cost-effective execution and full transparency.

RTMA Group's CEO, Greg Abraham has been establishing well known businesses, brand and products across Africa for multinational corporations for several years. From initial years in redesigning distribution networks around the world to more recently heading up large Africa centric FMCG businesses. He has built trusted partnerships and networks that are proven across the continent. His key to success is his focus on getting things right whilst building for sustainable growth. His team consists of industry experts with over 50 years of FMCG experience, research analysts and operational experts.

BRANDS WE WORK WITH

