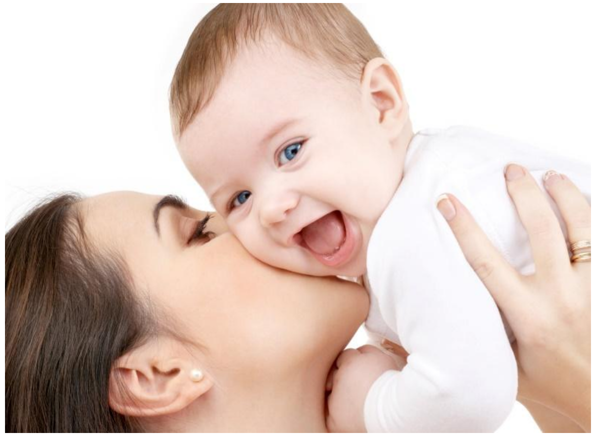

H&BA

The Health & Beauty Association

How much **profit** are you leaving on the table?

Thursday 2nd October 2025

Salitix

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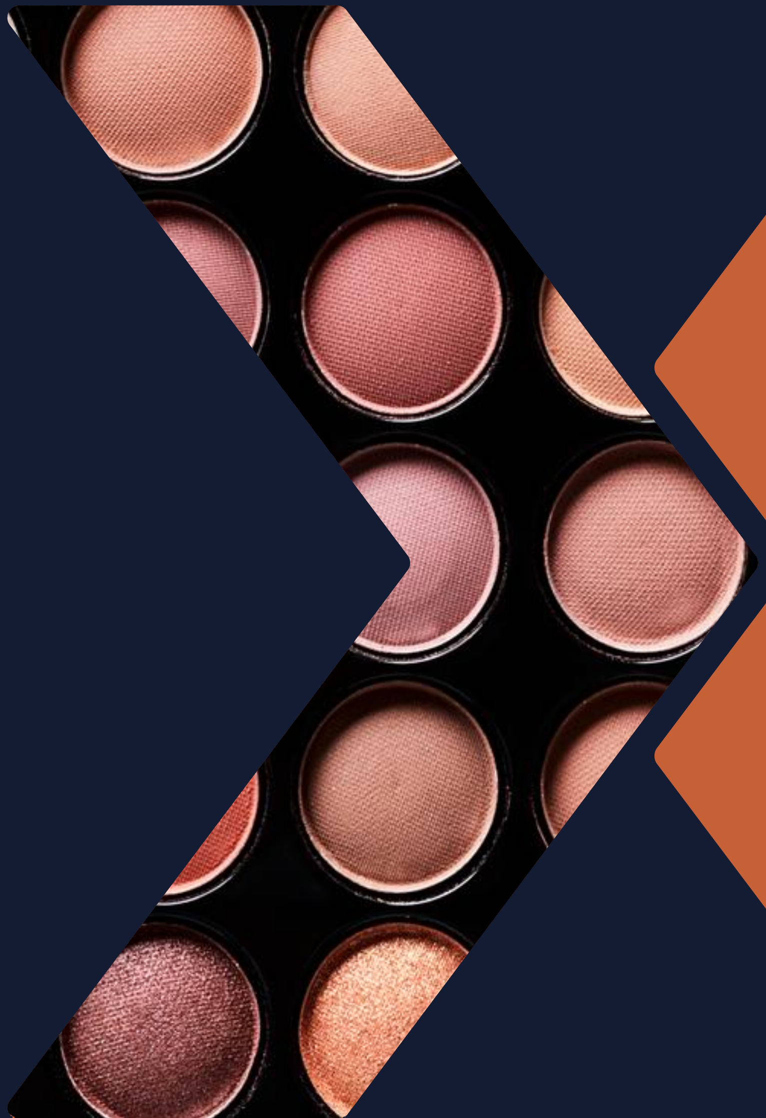
Salitix

Hidden profits: What suppliers are losing — and how to get it back

Why smart suppliers are putting profit recovery at the top of their 2025 playbook



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The real cost of administrative complexity...

Misallocated trade spend which either does not perform as intended, or at all. With pressure on profitability, mitigating profit leakage should be a key strategy for all businesses.

Fragmented systems, shifting retailer terms, and manual errors are creating silent profit drains

1% leakage across £100m = £1m in lost revenue

And most of it's never noticed — let alone recovered

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What does profit leakage look like?

Unvalidated deductions

Misaligned rebate claims

Contract terms drifting from practice

Pricing errors

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Why does it get missed?

- A reliance on retailer audits
- A lack of resources — either time, expertise or both — to validate or challenge retailer audits or conduct prima facie reviews
- Fragmented systems making it hard to see what's missing
- The churn of continuous transformation projects and technology enhancements/system changes that make reconciliation activities difficult
- Time restraints that mean conducting a detailed reconciliation is not possible

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Why it’s time to act

Profit recovery is about returning what’s rightfully yours

Recovery directly boosts profits, which is especially beneficial in markets where margins are typically **3–4%**

The sooner you act, the more profit you can recover

The benefit is already there in your historical transactions

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What leading suppliers are doing

Promoting best-practice trading with retailers

Changing supplier-retailer relationships for the better by improving practices, identifying weaknesses, and making sure that trade investment delivers what was intended

Validating all deductions and pushing back where analysis reveals discrepancies

Auditing all their historical deals for missed claims

Outsourcing reconciliation responsibilities to professional trade spend auditors to identify misallocated promotional spend

Case study

£150k recovered for cosmetic giant

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A global cosmetic group with a significant range of products and constant range reviews regularly discounted de-listed stock for quick sales. In one instance, they were struggling to reconcile trade spend with a specific customer that was routinely raising incorrect retro funding invoices where the de-listed products formed part of an ongoing/wider promotional activity.

Objective

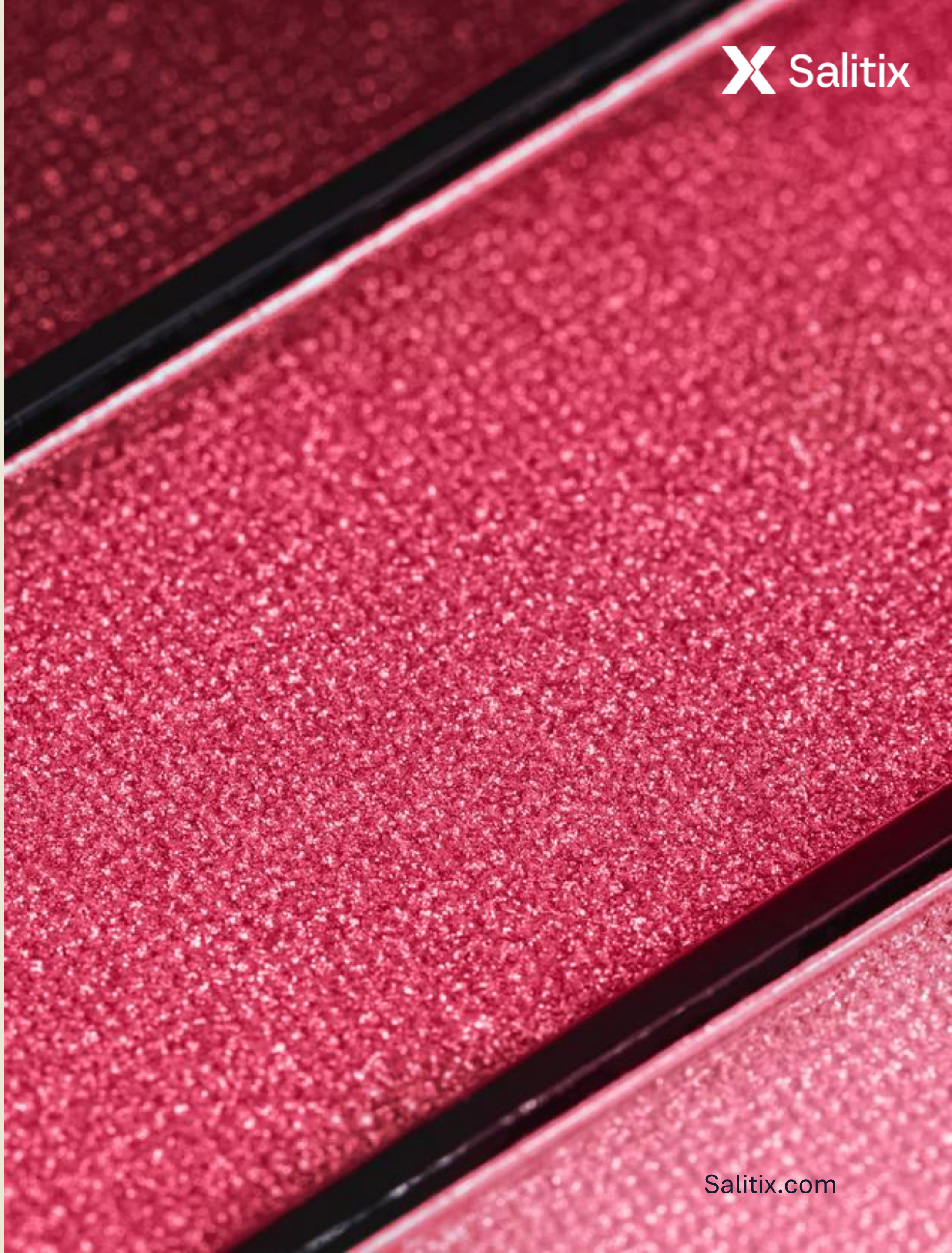
Reconcile retro funding invoices to identify and recover misallocated trade spend.

Solution

- Frictionless managed trade spend review
- Detailed analysis of agreements and sales data
- Salitix identified mark-down agreements to correctly apply funding discounts to de-listed products
- Salitix managed all negotiations on the supplier's behalf
- Settlements independent of the supplier's commercial channel

Outcome

- Salitix helped the supplier identify a systemic issue whereby specific SKUs that had been delisted but were sold through ongoing promotional activity were receiving claims for the original funding charges as opposed to the agreed marked-down funding charge
- This led to an internal process change that enabled the supplier to more accurately account for these sales
- Salitix identified incorrect funding claims
- Close to £150k repaid within six months



Examples of brands who execute a trade spend reconciliation

Jammie Dodgers
L'ORÉAL
Maryland
Sharwood's
McVitie's
Mr Kipling
Stella Artois
Princes
1664
Branston
Bacardí
Irn-Bru
The Famous Grouse
Budweiser
Fox's
Heineken
Rimmel London

Re-cap – what should you be looking for from profit recovery…?

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Recover profits

Recover profit you never knew you had lost

Risk-free model

Contingency model means no upfront fees and you only pay when profits are recovered

Protect relationships

Communication and repayment processes are independent of commercial channels to protect retailer relationships

No internal resources needed

A fully managed service requires minimal time or resources from your team

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Peace of mind

Experts in data management

Second opinion

Get an independent second opinion on retailer audits by conducting your own reconciliation

Expertise and analytics

Leverage a new perspective on retail trading, accounting know-how, and data analytics

Improve relationships

Strengthen trading relationships and gain better insight through fair, transparent reconciliation

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What does an audit look like?

	Kick-off	Data	Process & planning	Audit	Benefit
	Scoping meeting	Facilitating acquisition	Preparing the audit	Reconciliation and claim identification	Negotiate and finalise claims
Salitix	1 hour	1 day	20 days	90 days	30-60 days
Client	1 hour	1 day	1-2 hours	1-3 hours	1 hr. to authorise claims
	Data	Retailer portals	Cleanse data	Sales audit	Establish protocols
	Sales audit	AR ledger	Format datasets	Claim defence	Negotiate settlement
	Claim defence	SR ledger	Develop reports & routines	JBP review	Share learnings
	Special project	Emails	Timings	Pricing	
	Test retailer	EPOS			
	Agree contract				

Get the eGuide to learn more

Contact **ben.lewis@salitix.com** for your copy

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Q&A

Your experiences

- Where are your margins under pressure?
- What’s the biggest pain point in recovering what you’re owed?

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Salitix is your trusted partner for profit recovery

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