

The Leading Provider of Promotional Data and Analytics

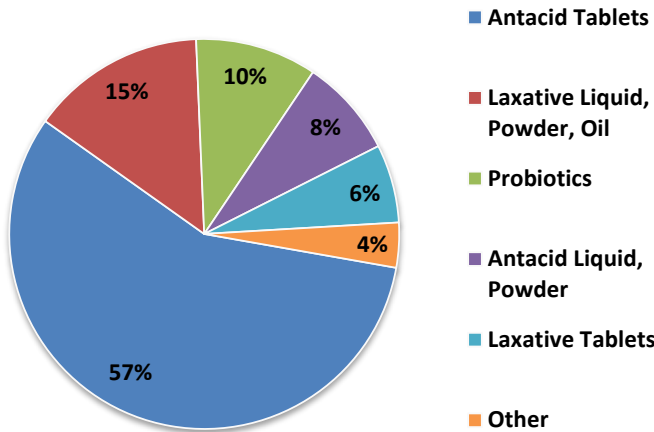
Source: Ad Comparisons

Time Period: Past 52 Weeks Ending: 01/30/2016

Month Time Period 1.31.15-1.30.16

US Retailers, Representative Markets

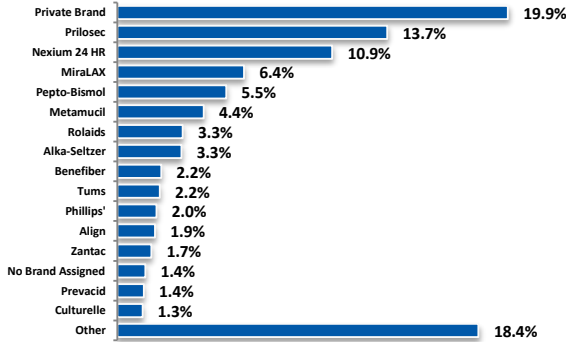
Digestives Share of Digestives Promotions



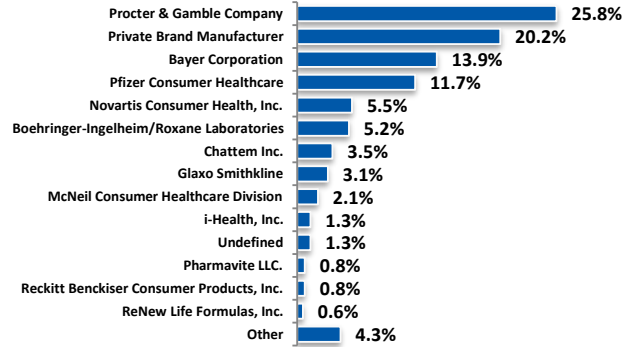
Digestives Ad Counts at Key Retailers

Retailer Name	Effective Count	Feature Count
CVS Caremark Corp.	335.5	593
Rite Aid	287.7	761
Walgreens	207.0	519
Meijer	71.2	145
Giant Eagle	64.4	78
Target Stores	55.1	64
Publix Super Markets	43.5	56
Brookshire Brothers	39.0	50
H.E.B.	38.3	50
Hy-Vee Food Stores	20.0	21
Dollar General	19.3	23
Walmart-US	19.0	20

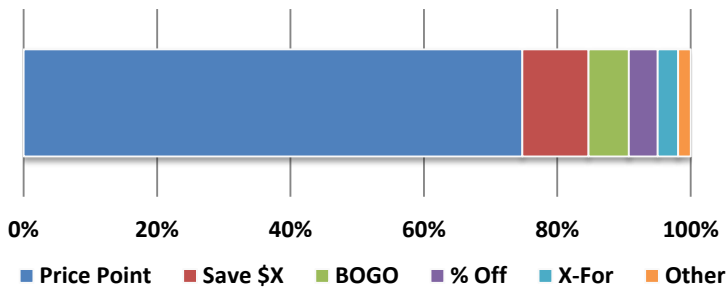
Most Promoted Digestives Brands



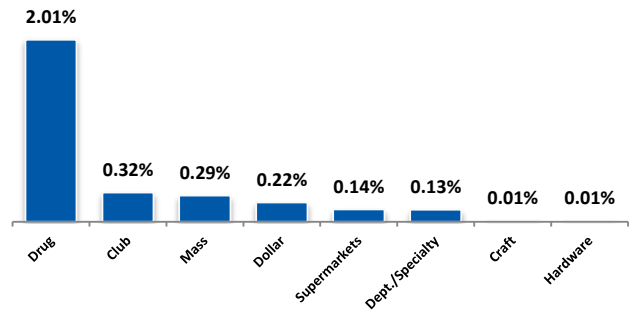
Most Promoted Digestives Suppliers



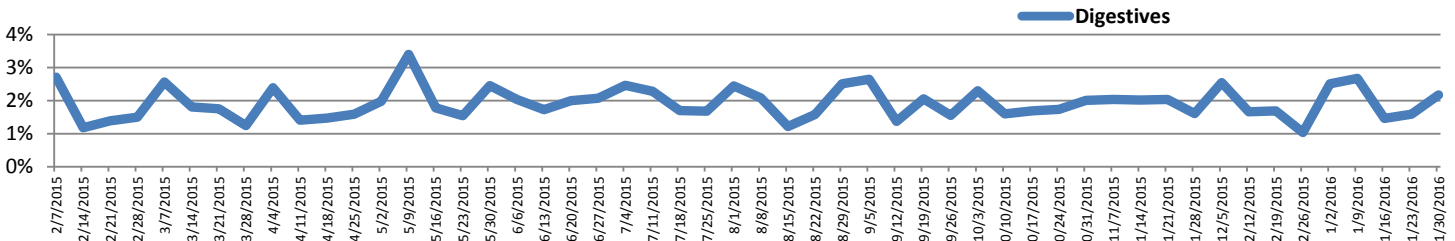
Offer Type Share of Digestives Promotions



Digestives Share of Circular Voice by Channel



Digestives Share of 52 Week Promotional Support by Week



Source: Ad Comparisons