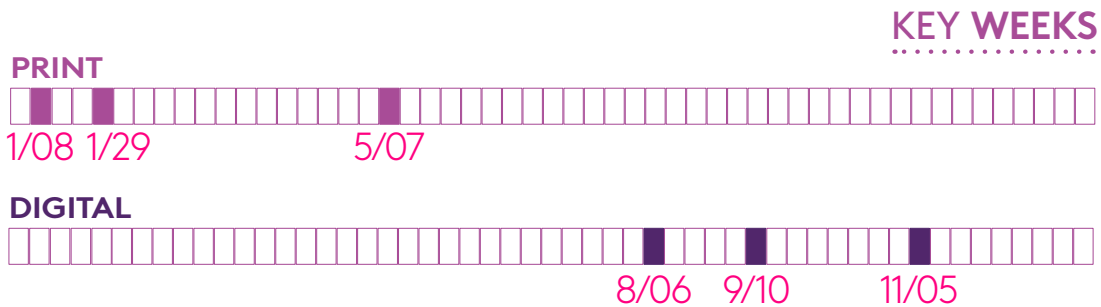
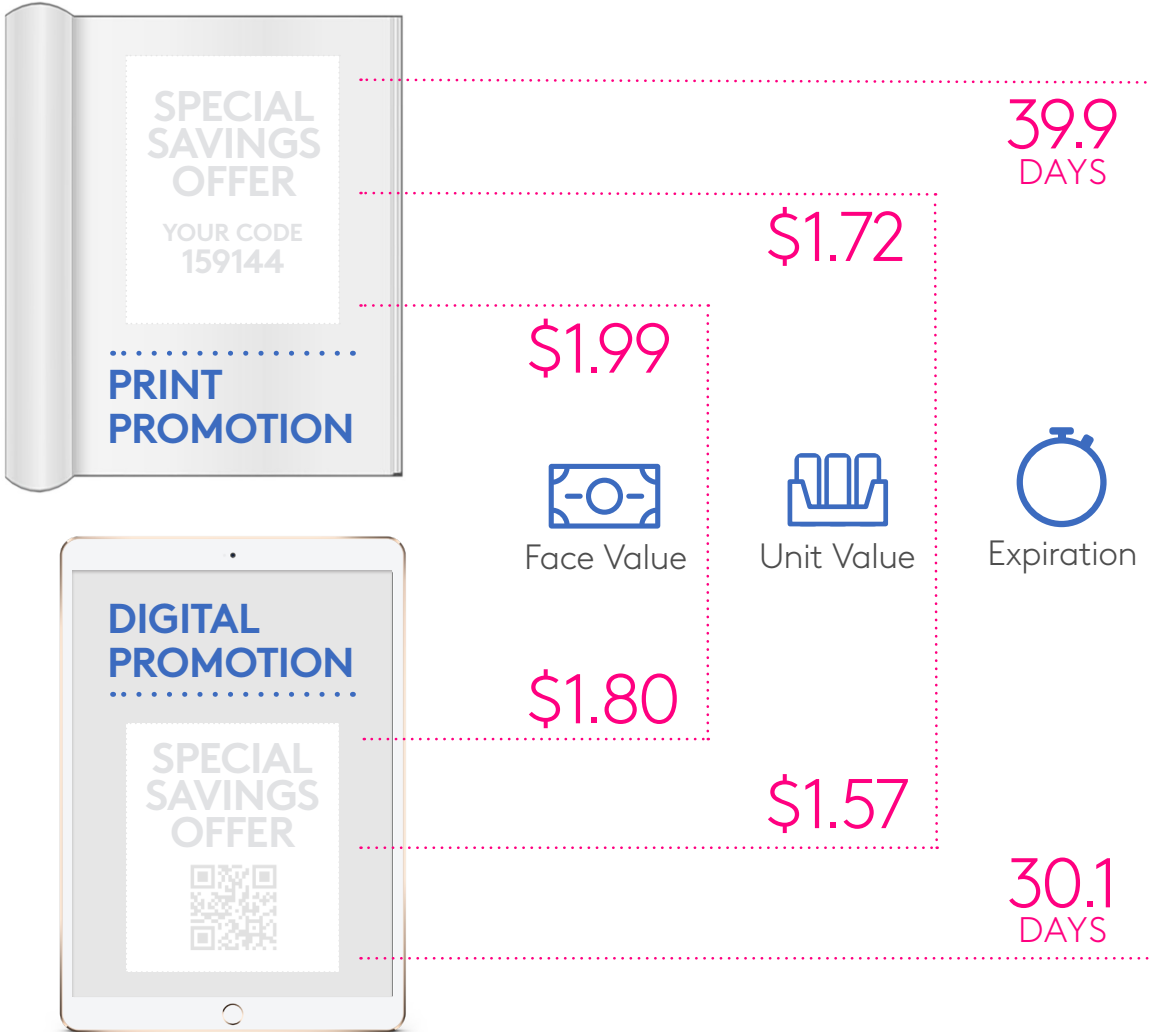


2017 Promotion Highlights



Source: Kantar Media

Mobile Promotion's Unique Role

Kantar Media tracks mobile coupon offers to power clients' informed decisions in a rapidly changing promotion landscape



2017 AVERAGES FOR MOBILE PROMOTION

 Face Value **\$1.98**

 Unit Value **\$1.94**

 Discount **17%**

 Multiple Purchase Required **1%**

 Days Active **10.8**

MOBILE ACTIVITY

733
Active on
Mobile
Promotion



Active
52/52
Weeks