

AllScan Convenience Store Tracking™

The Industry's First 100% POS-Based Convenience Outlet Tracking Service

Overview

Over 146,000 stores to service, with an average of over 4,500 SKUs stocked per store. Between fluctuating gas prices and the state of the economy, building and maintaining sales and profits in the convenience channel is tough. Consumers are changing what they purchase and where. Ninety-eight percent of the U.S. population shops in convenience stores each month, racking up 137 million transactions per day and generating over \$160 billion in sales.

Until now, Consumer Packaged Goods manufacturers, retailers and brokers have relied on volumetric audit data to understand what is selling. The high cost of audits within the store limited visibility to a few categories on a monthly basis for total U.S. and a handful of markets. The resulting small sample sizes and the high potential for human error also decreased the accuracy of the data.

What would it mean to your business if you could...

- Understand how your promotion worked in the specific week you ran it?
- Track the weekly distribution build of your new product within days?
- Model price elasticity nationally and locally to optimize your next event?
- Measure sales across the entire store to optimize your category's position?
- Know that analyses were built from accurate POS scanner data

Now you can.

| Product | Dollar Sales | | | | | |
|------------------------------|-------------------------|---------------|---------------|----------------------|---------------|---------------|
| | 4 Weeks Ending 03-30-10 | | | Week Ending 03-30-10 | | |
| | Current | Change vs YA | %Change vs YA | Current | Change vs YA | %Change vs YA |
| TOTAL STORE | \$9,876,170,828 | \$305,738,345 | 3.2% | \$2,555,177,642 | \$155,777,019 | 6.5% |
| EDIBLE | \$4,874,447,610 | \$93,651,019 | 2.0% | \$1,272,103,091 | \$78,271,417 | 6.6% |
| DEPT-BEVERAGES | \$1,851,653,411 | \$73,147,096 | 4.1% | \$489,896,124 | \$48,494,848 | 11.0% |
| AISLE-CARBONATED SOFT DRINKS | \$709,569,631 | -\$19,277,361 | -2.7% | \$179,074,414 | \$62,868 | 0.3% |
| AISLE-SPORTS/ENERGY DRINKS | \$638,775,906 | \$67,979,043 | 11.0% | \$172,413,857 | \$30,618,233 | 21.6% |
| AISLE-WATER | \$248,596,479 | \$1,603,857 | 0.6% | \$69,829,149 | \$7,626,457 | 12.3% |
| AISLE-COFFEE & TEA | \$130,783,979 | \$16,482,095 | 14.4% | \$35,258,225 | \$6,554,177 | 22.8% |
| AISLE-JUICES | \$123,003,374 | \$6,481,983 | 5.0% | \$32,091,721 | \$3,096,920 | 10.7% |
| AISLE-NON-FRUIT DRINKS | \$4,135,361 | \$47,657 | 1.2% | \$1,018,012 | \$11,131 | 1.1% |
| AISLE-DRINK MIXES | \$788,682 | -\$140,178 | -18.1% | \$210,746 | -\$14,937 | -8.8% |
| DEPT-LIQUOR | \$1,393,821,001 | \$8,760,480 | 0.5% | \$371,354,791 | \$19,990,450 | 5.7% |
| DEPT-GENERAL FOOD | \$1,187,556,378 | \$21,699,174 | 1.9% | \$298,535,188 | \$10,095,851 | 3.5% |
| DEPT-REFRIGERATED | \$300,871,465 | -\$3,947,630 | -1.3% | \$75,624,016 | -\$72,007 | -0.1% |
| DEPT-FROZEN | \$141,145,388 | -\$4,007,080 | -2.8% | \$36,693,272 | -\$297,730 | -0.8% |

Only AllScan provides data for over 250 categories, giving full context for inside sales

Enter SymphonyIRI Group

SymphonyIRI has eliminated the problems associated with in-store audits and has enabled POS scanning in convenience stores (primarily independent and small chain stores) that do not typically have it. The result is a more robust sample of over 12,500 scanning stores from which SymphonyIRI provides more accurate and granular coverage of the entire TDLinx / NACS defined channel, including all 146,000+ independents, small chains, and large chain stores.

The SymphonyIRI AllScan Convenience Store Service™ is the industry's only tracking service for the convenience channel that is 100% POS-based. It delivers highly-accurate data and unmatched business insights to help manufacturers and retailers improve category management effectiveness and retail execution.

Manufacturers and retailers can now confidently analyze weekly sales trends, price, promotion and distribution in more than 250 product categories, in more than 50 local market and state geographies.

AllScan Features

The unique features of AllScan are driven by the 100% scanning data:

- Full coverage of the convenience channel (as defined by TDLinx / NACS), including all 146,000+ independent, small chain, and large chain stores
- Weekly data for all geographies (not just large chains)

SymphonyIRI Group

Insight.
Innovation.
Impact.

- Tracking causal conditions specifically used in the convenience channel, such as signage and displays, with full causal release in syndicated market geographies
- Over 50 syndicated local geographies (markets and states)
- More than 100 releasable convenience account level geographies
- Census-based store coverage for 7-Eleven, Circle K, Kum & Go and Valero included in all syndicated geographies. With additional census account data for The Pantry, Speedway, and Wilson Farms
- Direct database access, released and available on the same schedule as other SymphonyIRI Infoscan geographies enabling multi-outlet analysis
- Weekly data update cycles available
- Approximately 250 store categories, based on classifications from SymphonyIRI InfoScan Reviews™
- Provide more category coverage to NACS (National Association of Convenience Stores) for NACS SOI and CSP for category management handbook
- AllScan is also available via Market Advantage™, allowing powerful, flexible analysis at game-changing speed

AllScan Benefits

Tighten Your Understanding of Sales Dynamics

AllScan puts weekly data in your hands for all available geographies, not just major chains, giving you the power to:

- See the effects of promotions for major events, such as the Super Bowl, and brand specific initiatives
- Track distribution effectiveness, pinpointing timing issues that impact getting product to the shelf

Broaden your Perspective

AllScan provides access into every single scanning category, an important feature when fighting for shelf space. It allows you to:

- See all products in the cold door, for example, the most competitive spot in the store
- Act on hot trends encroaching on your shelf space with new products, flavors and sizes
- Access adjacent-category data efficiently from the SymphonyIRI Reviews or Market Advantage syndicated offerings

Optimize Your Price & Promotion Mix

The data foundation provided by AllScan enables a host of national and local market analytic insights that audit-based data cannot support:

- Evaluate actual distribution of prices in the market
- Create improved strategy by determining volume and profit impact of price changes
- Identify the true competitive set
- Optimize trade spending by determining the most profitable and efficient promotions

Act Locally

In addition to Total U.S. and the eight SymphonyIRI regions, track performance in up to 50 local geographic areas:

- Track distribution effectiveness, identifying areas of the country where product is not getting to the shelf in a timely manner
- Custom geographies and store clusters are also available upon request and validation

Partner with Your Biggest Customers

AllScan lets you see and track performance in over 100 retail account defined geographies:

- Analyze account level data to create more engagements with important convenience chains
- Track performance in accounts as compared to other accounts and syndicated geographies to identify best practices in merchandising

About SymphonyIRI Group

SymphonyIRI Group, formerly named Information Resources, Inc. ("IRI"), is the global leader in innovative solutions and services for driving revenue and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit www.SymphonyIRI.com.

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