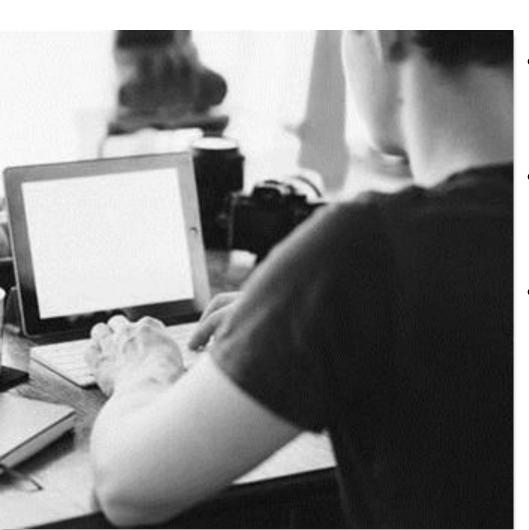
Today's webinar will begin momentarily...

Here are a few tips to improve your viewing experience



- Make sure your computer speakers are on and adjusted to the volume of your choice.
- Close additional browser windows and online applications.
- If you experience technical difficulties, please
 close your browser and log back in.





Kimberly Kissel Director of Education KKissel@CDAweb.net



Ask the speakers questions throughout this webinar using the Q&A function -- in your GoToWebinar Control Panel, type in any questions you have for the speaker in the Questions box under the Questions tab.



Thomas Baldwin Product Manager, Management Science Associates, Inc.

MSa? Management Science Associates, Inc.



InfoMetrics: Making the Reports Work for You

Warehouse-delivered Products

May 6, 2020





Agenda

- Overview
- Usage Top Ranked Reports
- Managing Reports
- Detail Review of Reports
- Summary

Standard Reports (included w/InfoMetrics participation)

Industry Overview

Distributor Overview

Product Performance

Customer Performance

Product Information

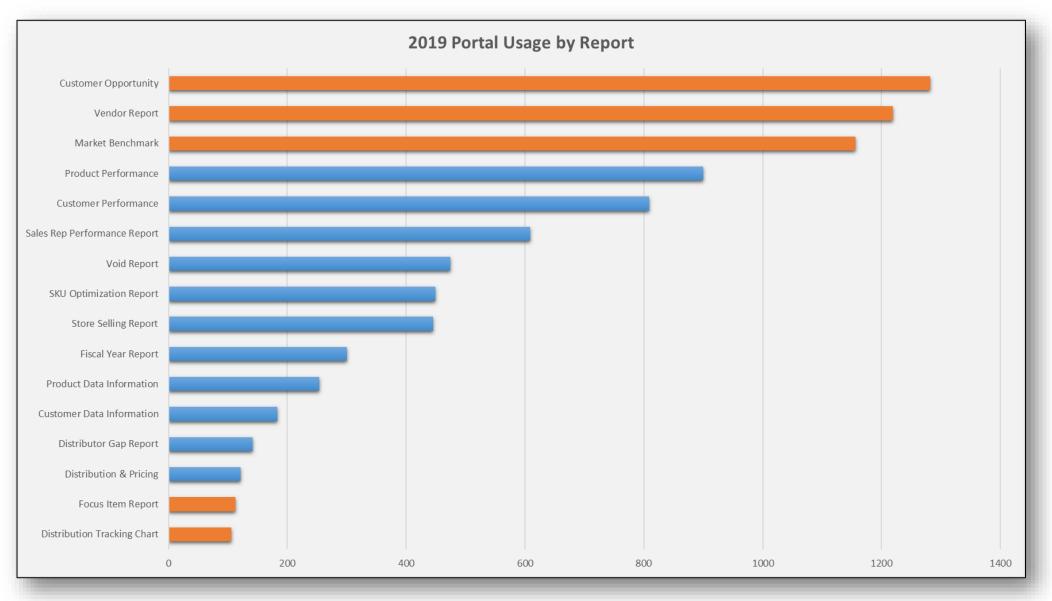
Customer Information

Category Management Reports

Void Opportunity **SKU Optimization** Sales Performance Market Benchmark **Customer Opportunity** Adhoc Report Vendor Report **Tracking Chart**

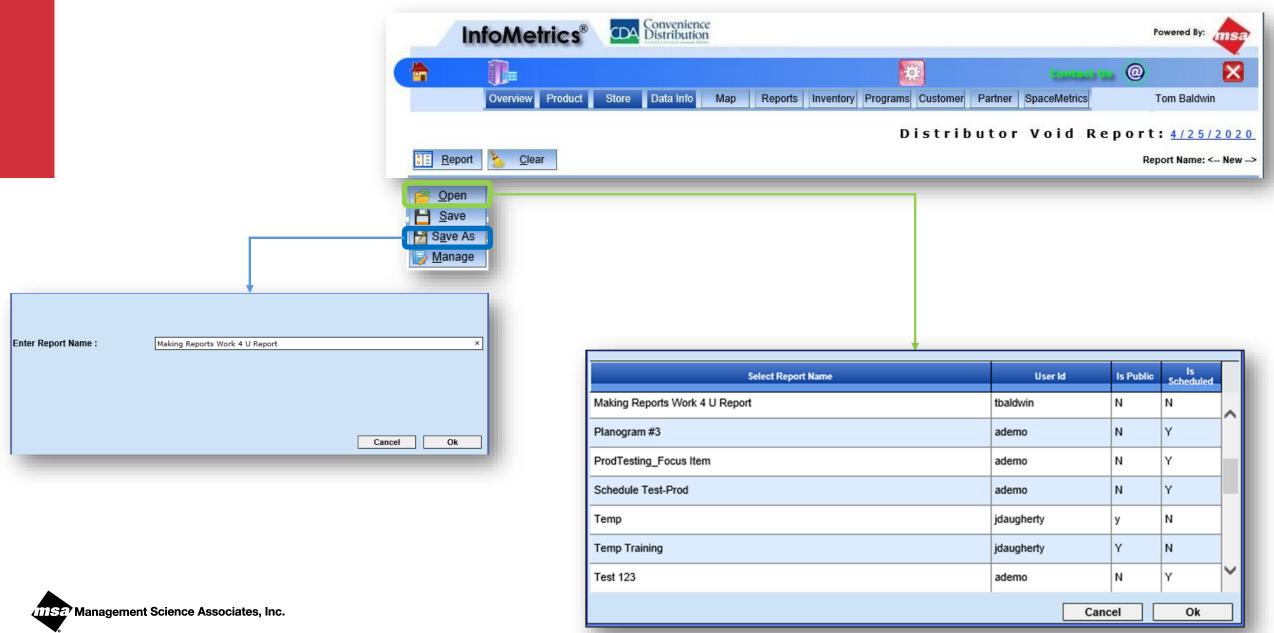
Focus Item Report Gap Report **Distribution & Pricing Fiscal Year Report** Margins & Deliveries **Inventory Performance Inventory Profitability** Safety Stock Report

InfoMetrics Portal Reports



MANAGING REPORTS

Managing Reports – Save, Share and Schedule



Managing Reports – Save, Share and Schedule

| | InfoMetrics® | CDA Con Dist | venience ribution | | | | | | | Powered By: |
|----------|------------------|-----------------|----------------------|---------|-----------|----------|----------|---------|--------------|----------------------|
| * | | | | | | | | | Barrach | . @ |
| | Overview Product | Store Da | a Info Map | Reports | Inventory | Programs | Customer | Partner | SpaceMetrics | Tom Baldwin |
| | | | | | | D | istrib | utor | Void Re | eport: <u>4/25/2</u> |
| | | | | | | | | | | |

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| | | | | Email ID(s): | tbaldwin@msa.com, useremail@distributor.com |
| Management Science Associates, Inc. | | | | Enabled | Cancel Apply |

Managing Reports– Save, Share and Schedule



Please find the attachment for your " Making Reports Work 4 U Report -- Wee

If you have any issues, please feel free to contact: Infometrics@accionlabs.com

Thank-you.

CDA InfoMetrics Administrator

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| 12345 | | А | В | С | D | E |
| | 1 | Report Title : Making Reports Work 4 U | | | Week Ending Date : | Note: N/A - indicates |
| | 2 | Distributor: A-DEMO DISTRIBUTOR | | | | |
| | 3 | Warehouse: All Warehouses | | | | |
| | 4 | State: All States | | | | |
| | 5 | Store(s): All Stores | | | | |
| | 6 | | | | | |
| | | | Current 52 Wk | Current 52 Wk Dollars % Chg vs | Current 52 Wk | Current 52 Wk Units % Chg vs |
| | 7 | Total Categories | Dollars | YAGO | Units | YAGO |
| Ļ | 8 | Total Categories | \$142,806,622.34 | 58.2% | 25,005,299 | 43.1% |
| · . | 9 | Category | | | | |
| + | 10 | Cigarettes | \$116,113,989.93 | 52.5% | 2,392,838 | 36.8% |
| + | 262 | Other Tobacco Products | \$14,211,348.43 | 164.8% | 6,204,077 | 114.4% |
| + | 969 | Candy | \$4,101,034.47 | 80.3% | 7,327,959 | 74.6% |
| | | Packaged Beverages | \$1,588,584.57 | 43.9% | 1,943,662 | 55.8% |
| + | 2766 | Alternative Snacks | \$1,113,730.60 | 172.4% | 1,325,247 | 170.1% |



CUSTOMER OPPORTUNITY REPORT

| - | | | Convenience | | | | | | | Class of Trade | Store Ty | pe Store Size Ir |
|-------------------------|----------------------|-----------------------------|--|---------------------|-----------------|-----------------------------------|--------------|--------------|----------------|----------------|--------------|------------------|
| | Info | Netrics [®] | CDA Convenience Distribution | | | | Pe | owered By: | insa | HOTEL/GIFT | Chain | Small |
| | | | | | | | 0 | | | CONVENIENCE ST | Independent | Small |
| | | | | | 203 | Cont | ad 4. @ | | × | STREET VENDOR/ | Independent | Large |
| | Overv | riew Product | Store Data Info Map Re | ports Inventory | Programs Custor | mer Partner SpaceMetri | ics T | om Baldv | /in | CONVENIENCE ST | Independent | Large |
| | | | | C 11 4 | tomer (| Opportunity | Denorty | 4/25 | 12020 | WHOLESALER | Independent | Large |
| | | | Max. | | | Selling Brands Per Category | | 4723 | 12020 | HOTEL/GIFT | Chain | Large |
| | All Wareh | | Category: Candy | | 10p 10 3 | Sening Brands Per Category | | | | SUPERMARKET | Chain | Large |
| Comparati | | - wauonal - Project | ted Convenience Store Database: C-N \$92,899.00 | | ease Potential: | 3.4% | | | Generate | CONVENIENCE ST | Independent | |
| | | Bill-to-Name | | Current 13 Wk Sales | Annualized | | 014 | 04-1 | | CONVENIENCE ST | Independent | |
| Bill-to-ID 999999999 | Ship-to-ID 930438 | INDEPENDENT | Store Name BILLYS QUICK STOP | S4,387.72 | Opportunity | Address 5808 E 6TH AVE | City | State NE | Zip 681 | CONVENIENCE ST | Independent | |
| | 946152 | INDEPENDENT | SCOTTS GROC #1 | \$3,495.09 | | 318 E 2ND ST | TUNICA | IA | 520 | OTHER | Independent | |
| | 966168 | INDEPENDENT | FUEL DOC #3 | \$7,837.06 | | 9151 HIGHWAY 71 | JEMISON | мо | 631 | | | |
| | 900787 | INDEPENDENT | ONE STOP FOOD MART | \$4,912.87 | | SOUTH WALNUT | PECOS | IL | 624 | SUPERMARKET | Chain | Large |
| 99999999 | 924118 | INDEPENDENT | <u>ON THE RUN #114</u> | \$3,489.10 | \$1,122.36 | 1115 N WASHINGTON ST | HIGDEN | КY | 405 | | | |
| 99999999 | 965319 | INDEPENDENT | NELSON VALLEY BAPTIST CH | \$3,846.12 | \$936.36 | 541 HIGHWAY 53 E | SNEADS FERRY | IA | 527 | Warehouse ID | Sales Rep ID | Sales Rep Name |
| 99999999 | 918870 | INDEPENDENT | SHARP C-STORE | \$4,791.46 | \$919.54 | US 23 BYPASS | LEOLA | IL | 604 | WH3 | 49 | DENNIS |
| 99999999 | 900720 | INDEPENDENT | BREAKERS #105 | \$5,758.36 | \$881.28 | 1576 US HIGHWAY 259 N | PIEDMONT | IL | 617: | WH3 | 49 | DENNIS |
| 99999999 | 900969 | INDEPENDENT | PUCKETTS GROCERY | \$3,557.13 | \$866.00 | 2135 ARGILLITE RD | WARNER ROBI | IL | 626 | WH3 | 9 | FRANK |
| 99999999 | 929398 | INDEPENDENT | HILLTOP QUICK STOP | \$7,361.03 | \$860.45 | 260 CEDAR ST | JOELTON | AR | 721 | WH3 | 49 | DENNIS |
| 99999999 | 900845 | INDEPENDENT | JERRY & DEBBIE GROC. | \$4,065.73 | \$842.84 | 4710 S SHERWOOD FOR | TYNER | IL | 616 | WH2 | 84 | BOB |
| 99999999 | 900837 | INDEPENDENT | DIAMOND FOOD MART ARA 2 | \$5,344.12 | \$817.89 | 3200 HIGHWAY 24 | GAINESBORO | IL | 604 | WH3 | 49 | DENNIS |
| 99999999 | 900597 | INDEPENDENT | RED STAR BAR | \$5,127.51 | | 1107 W MARKET ST | PAULS VALLEY | IL | 617 | WH3 | 27 | PHIL |
| < | | | | | | · · · · · · · · · · · · · · · · · | | 1 | > | WH3 | 49 | DENNIS |
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| h | | | | | \$ | | Contracti Visi 🤇 | | X | | | | | |
| | Overv | view Product | Store Data Info Map R | Reports Inventory | Programs Custo | mer Partner Space | Metrics | Tom Bald | vin | | | | | |
| | | | | Cus | stomer (| Opportunit | ty Repoi | t: <u>4/2</u> | 0/2020 | | | | | |
| /arehouse: | All Wareh | louses | Category: Candy | ~ | Item(s): Top 10 | Selling Brands Per Catego | ory 🖸 | | | | | | | |
| Comparative | e Market | = National - Proje | ted Convenience Store Database: C- | -Metrics [™]) | | | | | Generate | | | | | |
| otal Sales P | Potential: | | \$92,899.00 | % Incre | ease Potential: | 3. | .4% | | | | | | | |
| Bill-to-ID S | Ship-to-ID | Bill-to-Name | Store Name | Current 13 Wk Sales | Annualized Opportunity | Address | City | State | Zip | | | | | |
| | 930438 | INDEPENDENT | BILLYS QUICK STOP | \$4,387.72 | . , | 5808 E 6TH AVE | PINEOLA | NE | 681 | | | | | |
| | 946152 | | SCOTTS GROC #1 | \$3,495.09 | | 318 E 2ND ST 9151 HIGHWAY 71 | TUNICA | IA | 520 | | | | | |
| | 966168 | INDEPENDEN | FUEL DOC #3 ONE STOP FOOD MART | \$7,837.06 | | SOUTH WALNUT | JEMISON | MO | 631 624 | | | | | |
| | 924118 | INDEPENDEN | | ¢ 1,0 12.01 | 01,150.01 | | | | | | | | | |
| 9999999 9 | 965319 | INDEPENDEN [®] | | | | | | | | Custome | r Opport | unity Rep | oort Deta | 11 |
| 9999999 9 | 918870 | INDEPENDEN [®] | Warehouse : All Wa | rehouses | | Category | y:Candy | | | Store | Name : SCOTTS GR | OC #1 | | |
| | 900720 | INDEPENDEN | | | | | | | | | | | | _ |
| | 900969 | INDEPENDEN | SKUs | | | Brand Name | | Current 13 V | /k Dollars | Dollar Share | Market Dollar Share | Dollar Share Gap | Void Opportunity | |
| | 929398 | INDEPENDEN | | | | | | | | | | | | |
| | 900837 | INDEPENDEN | 0000000018065,0000 | 00000020 REES | E'S PB CUP | KS 24/2.8 OZ | | | \$0.00 | 0.0% | 2.0% | 2.0% | \$313.85 | ; |
| 99999999 9 | 900597 | INDEPENDEN | | | | | | | | | | | | + |
| < | | | 0000000010710,0000 | 00000016 SNIC | KERS SHARE | SZ 24/3.29 OZ | | | \$0.00 | 0.0% | 2.0% | 2.0% | \$224.44 | |
| | | | 0000000007799,0000 | 00000017 M&M' | S PNUT SHAI | RE SZ 24/3.27 OZ | 2 | | \$0.00 | 0.0% | 1.0% | 1.0% | \$182.39 | Ţ |
| | | | 0000000017919,0000 | 00000020 REES | E'S FASTBRI | EAK KS 18/3.5 OZ | 2 | | \$0.00 | 0.0% | 1.0% | 1.0% | \$154.87 | t |
| - | | - | 0000000014305,0000 | 00000014 REES | E'S PB BIG C | UP KS 16/2.8 OZ | | | \$0.00 | 0.0% | 1.0% | 1.0% | \$127.11 | |
| | | | 0000000007260,0000 | 00000016 HSY # | ALMOND KS | 18/2.6 OZ | | | \$0.00 | 0.0% | 1.0% | 1.0% | \$125.28 | |
| | | | 0000000015953,0000 | 00000030 TWIX | CRML SHAR | E SZ 24/3.02 OZ | | | \$0.00 | 0.0% | 1.0% | 1.0% | \$117.20 | 1 |
| | | | 0000000017908,0000 | | | | | | \$0.00 | | 1.0% | 1.0% | \$113.97 | + |

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| | Oven | view Product | Stor | e Data Info Map Rej | ports Inventory Pr | ograms Cust | omer Partner SpaceMet | rics | Tom Baldy | vin | | | | | |
| | | | | | Cust | tomer | Opportunity | Report | : <u>4/25</u> | /2020 | | | | | |
| arehouse: | All Wareh | nouses | | Category: Candy | ✓ II | tem(s): Top 10 | Selling Brands Per Category | ٩ | | | | | | | |
| Comparative | e Market | = National - Proje | ected C | onvenience Store Database: C-M | Aetrics [™]) | | | | (| Generate | | | | | |
| otal Sales P | Potential: | | | \$92,899.00 | % Increas | se Potential: | 3.4% | | | | | | | | |
| Bill-to-ID | Ship-to-ID | Bill-to-Name | | Store Name | Current 13 Wk Sales | Annualized Opportunity | Address | City | State | Zip | | | | | |
| 9999999 9 | 930438 | INDEPENDENT | | BILLYS QUICK STOP | \$4,387.72 | \$1,573.2 | 6 5808 E 6TH AVE | PINEOLA | NE | 681 | | | | | |
| | 946152 | INDEPENDEN | _ | SCOTTS GROC #1 | \$3,495.09 | | 0 318 E 2ND ST | TUNICA | IA | 520 | | | | | |
| | 966168 | | | FUEL DOC #3 | \$7,837.06 | | 2 9151 HIGHWAY 71 | JEMISON | MO | 631 | | | | | |
| | 900787 | | | ONE STOP FOOD MART | \$4,912.87 | \$1,196.0 | 7 SOUTH WALNUT | PECOS | IL | 624 | | | | | |
| | 965319 | INDEPENDEN | - | | | | | | | | Cust | omer Op | portunity | Report | Detai |
| | 918870 | INDEPENDEN | | | | | 0.4 | | | | | 04 N | | - | |
| | 900720 | INDEPENDEN | | Warehouse : All Ware | ehouses | | Category : | Candy | | | | Store Name : So | COTTS GROC #1 | | |
| 9999999 9 | 900969 | INDEPENDEN | | | | | | | | | | | | | |
| 9999999 9 | 929398 | | | Brand | d Name | | Current 13 Wk Dollars | Dollar Sh | are | Market Do | ollar Share | Dollar Share Gap | Void Opportunity | Gap Opportunity | Major Ca |
| 9999999 9 | 900845 | INDEPENDEN | | | | | | | | | | | | | |
| | 900837 | INDEPENDEN | | REESE'S PB CUP KS 2 | 24/2.8 OZ | | \$0.00 | | 0.0% | | 2.0% | 2.0% | \$313.85 | \$313.85 | Candy |
| | 900597 | INDEPENDEN | | SNICKERS SHARE SZ | 24/2 20 07 | | \$0.00 | | 0.0% | | 2.0% | 2.0% | \$224.44 | \$224.44 | Candy |
| < | | | | SNICKERS SHARE SZ | 24/3.29 02 | | \$0.00 | | 0.0% | | 2.0% | 2.07 | J224.44 | J224.44 | Canuy |
| | | | - | M&M'S PNUT SHARE S | SZ 24/3.27 OZ | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$182.39 | \$182.39 | Candy |
| | | | | REESE'S FASTBREAK | KS 18/3.5 OZ | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$154.87 | \$154.87 | Candy |
| | | | | REESE'S PB BIG CUP | KS 16/2.8 OZ | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$127.11 | \$127.11 | Candy |
| | | | | HSY ALMOND KS 18/2 | .6 OZ | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$125.28 | \$125.28 | Candy |
| | | | | TWIX CRML SHARE S2 | Z 24/3.02 OZ | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$117.20 | \$117.20 | Candy |
| | | | | KIT KAT KS 24/3 OZ | | | \$0.00 | | 0.0% | | 1.0% | 1.0% | \$113.97 | \$113.97 | Candy |

| Infol | Netrics [®] | CDA Convenience | | | | Powered By: | | | | |
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| † ()) | | | | | Contect-Us. | | | | | |
| Over | rview Product S | Store Data Info M | lap | Reports Inventory Programs 0 | Customer Partner SpaceMetrics | Tom Baldwin | | | | |
| | | | | Custome | r Opportunity Repor | t: <u>4/25/2020</u> | | | | |
| Warehouse: All Ware | houses | Category: Candy | y | V Item(s): To | p 10 Selling Brands Per Category | | | | | |
| (Comparative Market | t = National - Projected | d Convenience Store Da | tabase: | C-Metrics [™]) | | Generate | | | | |
| Total Sales Potential: | | \$92,899.00 | | % Increase Potentia | al: 3.4% | | | | | |
| Bill-to-ID Ship-to-ID | Bill-to-Name | Store Name | | Current 13 Wk Sales Opportuni | d Address City | State Zip | | | | |
| 99999999 930438 | INDEPENDENT | BILLYS QUICK STOP | _ | \$4,387.72 \$1,5 | 73.26 5808 E 6TH AVE PINEOLA | NE 681 | | | | |
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| 99999999 900787 99999999 924118 | INDEPENDENT | ON THE RUN #114 | sear | ch Results | Selected Brand(s) is/are added succe | sstully. | | | | |
| 99999999 965319 | INDEPENDENT | NELSON VALLEY BA | | Brand Name | SKUs | Category | Sub Category | Manufacturer | Brand Family | Brand ID |
| 99999999 918870 | INDEPENDENT | SHARP C-STORE | | HSY ALMOND KS 18/2.6 OZ | 305300,1524008,408880 | Candy | Chocolate Bars/P | HERSHEY COMPANY | HERSHEY ALMOND | 37194 |
| 99999999 900720 | INDEPENDENT | BREAKERS #105 | | | , , , | - | | | | |
| 99999999 900969 | INDEPENDENT | PUCKETTS GROCER | ~ | M&M'S PNUT SHARE SZ | 412429,1527001,323972,305409 | Candy | Chocolate Bars/P | MARS WRIGLEY CONFE | M&M'S | 70319 |
| 99999999 929398 | INDEPENDENT | HILLTOP QUICK STO | | REESE'S FASTBREAK KS | 254243,1528231,300962 | Candy | Chocolate Bars/P | HERSHEY COMPANY | REESE'S | 70299 |
| 99999999 900845 99999999 900837 | INDEPENDENT | JERRY & DEBBIE GR | ✓ | REESE'S PB BIG CUP KS | 314393,1558147,545004,314393 | Candy | Chocolate Bars/P | HERSHEY COMPANY | REESE'S | 34769 |
| 99999999 900597 | INDEPENDENT | RED STAR BAR | | REESE'S PB CUP KS 24/2 | 357558,1526805,422220 | Candy | Chocolate Bars/P | HERSHEY COMPANY | REESE'S | 50741 |
| < | | | • | SNICKERS SHARE SZ 24/ | 1515451,643007 | Candy | Chocolate Bars/P | MARS WRIGLEY CONFE | SNICKERS | 40103 |
| <u> </u> | | | Sele | cted Items | <u> </u> | | | | Clear Add | d Search |
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| | | | | Brand Name | SKUs | Category | Sub Category | Manufacturer | Brand Family | Brand ID |
| | | | | M&M'S PNUT SHARE SZ | 412429,1527001,323972,305409 | Candy | Chocolate Bars/ | MARS WRIGLEY CONF | M&M'S | 70319 |
| | | | | REESE'S PB BIG CUP K | 314393,1558147,545004,314393 | Candy | Chocolate Bars/ | HERSHEY COMPANY | REESE'S | 34769 |
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| 2 Warehouses 1 2 Warehouses 1 | Infol | Aptrics [®] | CDA Convenience | | 1 | | stomer Oppor | tunity Repor | t | | Time of E | Export :5/4/2020 3:29:2 | 7 PM Week Endi | ng Date :4/ | 25/2020 | |
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| Overview Produit Store Data Info Map Repents Inventory Program Outsing FT of FT o | 📩 👔 | | | | | | - | | | | | | | | | |
| Customer 6 Bill-to-lD Bill-to-lD Bill-to | | | tore Data Info Man Rer | norts Inventory Pro | drame Custome A | | Selling Brands | s Per Catego | ry | | | | | | | |
| Varenciouses Category: Candy Memoly: To 99999999 30433 NDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573: Comparative Market = National - Projected Convenience Store Database: S0.438 NDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573: Total Sale = Potentia: S0.2899:00 Nitercase Potentia: 99999999 946152 NDEPENDENT SCOTTS GROC #1 \$3,495.09 \$1,253. P0999999 S0.438 INDEPENDENT BILLYS QUICK STOP \$4,377.2 \$1,737.26 \$ 999999999 S0.438 INDEPENDENT BILLYS QUICK STOP \$4,377.2 \$1,737.26 \$ 999999999 966168 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.00 99999999 S0.618 INDEPENDENT BILLYS QUICK STOP \$4,312.87 \$1,199.01 90999999 900737 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.01 9999999 S0.77 NDEPENDENT QUICK STOP FOOD MART \$4,912.87 \$1,199.01 99999999 S0.783 INDEPENDENT PUENDON | Over | | | ports inventory Pro- | grams Custome | | | | | | | | | | | |
| Comparison Comparison Comparison Comparison Scotts GROC #1 S3,495.09 S1,253. Total Sales Potentia: \$92,299.00 * Increase Potentia: \$9999999 946152 NDEPENDENT SCOTTS GROC #1 \$3,495.09 \$1,253. P09999999 \$90438 NDEPENDENT Bite-Manne Store Name Control 13/W Sale Automation \$9999999 966168 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 99999999 \$90438 INDEPENDENT Store Name Control 13/W Sale \$1,199.0 99999999 906168 NDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.0 99999999 \$90787 INDEPENDENT CNE STOP FOOD MART \$4,912.87 \$1,199.0 99999999 \$90787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.0 9999999 \$24118 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.0 9999999 \$24118 INDEPENDENT INDEPENDENT NUE PENDENT S1,492.0 \$11,190.0 99999999 \$2007 | | | | Cust | omer O <mark>l</mark> é | 6 Bill-to-ID | | Ship-to- | D Bill-to-l | Name | Store Nar | me | Current 13 | Wk Sales | Annualized (| Opportunity |
| States Potential: S32,899 00 % Increase Potential: 9999999 Bit b-D Stor Name Convol 12 W. Sales Annoulind 99999999 994132 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 996168 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 900787 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 9999999 Stor Name Convol 12 W. Sales \$1,996.70 BUT WALLEY RAULINT PEDENDENT ONE STOP FOOD MART \$4,912.87 \$1,199. 9999999 Stor Name ONE STOP FOOD MART \$4,912.87 \$1,196.7 Stor WH WALLEY RAULINT PEDNONT ONE STOP FOOD MART \$4,912.87 \$1,199.1 9999999 Stor Name Stor Stor Stor Stor Stor Stor Stor Stor | Warehouse: All Wareh | louses | Category: Candy | ✓ Ite | m(s): Top 10 Sell | 7 99999999 | | 930438 | INDEPEN | IDENT I | BILLYS QI | UICK STOP | | \$4,387.72 | | \$1,573.2 |
| States Potential: S32,899 00 % Increase Potential: 9999999 Bit b-D Stor Name Convol 12 W. Sales Annoulind 99999999 994132 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 996168 INDEPENDENT BLLVS QUICK STOP \$3,737.06 \$1,199. 99999999 Stor Name Convol 12 W. Sales Annoulind 99999999 900787 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199. 9999999 Stor Name Convol 12 W. Sales \$1,996.70 BUT WALLEY RAULINT PEDENDENT ONE STOP FOOD MART \$4,912.87 \$1,199. 9999999 Stor Name ONE STOP FOOD MART \$4,912.87 \$1,196.7 Stor WH WALLEY RAULINT PEDNONT ONE STOP FOOD MART \$4,912.87 \$1,199.1 9999999 Stor Name Stor Stor Stor Stor Stor Stor Stor Stor | (Comparative Market | = National - Projected | d Convenience Store Database: C-M | letrics [™]) | | 0000000 | | | | | | | | | | |
| 9999999 930438 INDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573.26 \$1 99999999 966188 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.7 99999999 966168 INDEPENDENT SCOTTS GROCE #1 \$3,495.09 \$1,253.20 \$10 999999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 951.16 units wark / 1 PEMISON NO \$241 99999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 \$1,199 | Total Sales Potential: | | | | | 0 99999999 | | 946152 | INDEPER | IDENT : | SCOTISG | SROC #1 | | \$3,495.09 | | \$1,253.2 |
| 9999999 930438 INDEPENDENT BILLYS QUICK STOP \$4,387.72 \$1,573.26 \$1 99999999 966188 INDEPENDENT FUEL DOC #3 \$7,837.06 \$1,199.7 99999999 966168 INDEPENDENT SCOTTS GROCE #1 \$3,495.09 \$1,253.20 \$10 999999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 951.16 units wark / 1 PEMISON NO \$241 99999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,199.42 \$1,199 | Bill-to-ID Ship-to-ID | Bill-to-Name | Store Name | Current 13 Wk Sales | Annualized Opportunity | | | | | | | | | | | |
| 99999999 \$6616 INDEPENDENT FUEL DOC.#3 \$7,837.06 \$1,199.42 915T HIGHWAY 71 JEMISON MO B31 9999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,196.07 SOUTH WALNUT PECOS IL 624 9999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.81 1115 WASHINGTON ST HIGDEN K7 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,481.12 \$939.86 \$41 HIGHWAY 53 E SNEADS FERRY IA 527 9999999 918870 INDEPENDENT SHARP C-STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 9999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$808.12 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 900845 INDEPENDENT HILTOP QUICK STOP \$7,357.13 \$860.42 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERKY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD | 99999999 930438 | INDEPENDENT | BILLYS QUICK STOP | | | 9 99999999 | | 966168 | INDEPEN | IDENT I | FUEL DOC | ; #3 | | \$7,837.06 | | \$1,199.4 |
| 99999999 \$6616 INDEPENDENT FUEL DOC.#3 \$7,837.06 \$1,199.42 915T HIGHWAY 71 JEMISON MO B31 9999999 900787 INDEPENDENT ONE STOP FOOD MART \$4,912.87 \$1,196.07 SOUTH WALNUT PECOS IL 624 9999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.81 1115 WASHINGTON ST HIGDEN K7 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,481.12 \$939.86 \$41 HIGHWAY 53 E SNEADS FERRY IA 527 9999999 918870 INDEPENDENT SHARP C-STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 9999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$808.12 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 900845 INDEPENDENT HILTOP QUICK STOP \$7,357.13 \$860.42 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERKY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD | 99999999 946152 | INDEPENDENT | SCOTTS GROC #1 | \$3,495.09 | \$1,253.20 3'1 | 0 99999999 | | 900787 | INDEPEN | | ONE STOP | P FOOD MART | | \$4 912 87 | | \$1 196 0 |
| 999999 924118 INDEPENDENT ON THE RUN #114 \$3,489.10 \$1,122.36 1115 N WASHINGTON ST HIGDEN KY 405 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,84612 \$993.63 \$1116 N WASHINGTON ST HIGDEN KY 405 9999999 965319 INDEPENDENT SHARP C.STORE \$4,791.46 \$991.54 US 23 BYPASS LEOLA IL 604 9999999 90720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 259 N PIEDMONT IL 617 9999999 90050 INDEPENDENT PUCKETTS GROCERY \$3,557.13 \$866.00 2135 ARGILLITE RD WARNER ROBI IL 626 9999999 90384 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$806.45 260 CEDAR ST JOELTON AR 721 9999999 900837 INDEPENDENT JERRY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD FOR TYNER IL 616 9999999 900537 INDEPENDENT RED STAR BAR \$5,127.51 \$7847.37 100 | 99999999 966168 | INDEPENDENT | FUEL DOC #3 | \$7,837.06 | | | JEMISON | | | | | | | 01,012.01 | | 01,100.0 |
| 9999999 965319 INDEPENDENT NELSON VALLEY BAPTIST CH \$3,846.12 \$9936.3 \$41 HIGHWAY 53 E SNEADS FERRY IA \$27 99999999 918870 INDEPENDENT SHARP C.STORE \$4,791.46 \$919.54 US 23 BYPASS LEOLA IL 604 99999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 53 P PIEDMONT IL 617 99999999 900720 INDEPENDENT BREAKERS #105 \$5,758.36 \$881.28 1576 US HIGHWAY 53 P PIEDMONT IL 617 99999999 900720 INDEPENDENT PLICKETTS GROCERY \$3,357.13 \$866.00 2135 ARGILLITE RD WARNER ROBI IL 626 99999999 902837 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$864.24 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,341.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 617 Sectors Sectors Sectors Sector | 99999999 900787 | INDEPENDENT | ONE STOP FOOD MART | \$4,912.87 | \$1,196.07 SO | UTH WALNUT | PECOS | IL 624 | - | | - T | | | | | |
| 9999999918870INDEPENDENTSHARP C-STORE\$4,791.46\$919.54US 23 BYPASSLEOLAIL6049999999900720INDEPENDENTBREAKERS #105\$5,758.36\$881.281576 US HIGHWAY 259 NPIEDMONTIL6179999999900669INDEPENDENTPUCKETTS GROCERY\$3,557.13\$866.002135 ARGILLITE RDWARNER ROBIIL6269999999923386INDEPENDENTHILLTOP QUICK STOP\$7,361.03\$860.45260 CEDAR STJOELTONAR72199999999900845INDEPENDENTJERRY & DEBBIE GROC.\$4,065.73\$842.844710 S HERWOOD FORTYNERIL61699999999900837INDEPENDENTDIAMOND FOOD MART ARA 2\$5,344.12\$817.893200 HIGHWAY 24GAINESBOROIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL61799999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL6179999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 | 99999999 924118 | INDEPENDENT | ON THE RUN #114 | \$3,489.10 | \$1,122.36 111 | 5 N WASHINGTON ST | HIGDEN | KY 405 | | | | | | | | |
| 9999999 900720 INDEPENDENT BREAKERS #105 \$\$5,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$6,758.36 \$\$7,758.36 \$\$6,758.36 \$\$7,7578.36 \$\$7,7578.37 \$\$7,7578.37 \$\$7,758.37 \$\$7,758.37 | 99999999 965319 | INDEPENDENT | NELSON VALLEY BAPTIST CH | \$3,846.12 | \$936.36 541 | HIGHWAY 53 E | SNEADS FERRY | IA 527 | | | | | | | | |
| 99999999900969INDEPENDENTPUCKETTS GROCERY\$3,557.13\$866.002135 ARGILLITE RDWARNER ROBIIL6269999999929388INDEPENDENTHILLTOP QUICK STOP\$7,361.03\$866.45260 CEDAR STJOELTONAR7219999999900845INDEPENDENTJERRY & DEBBIE GROC.\$4,065.73\$842.844710 S SHERWOOD FORT/NERIL6169999999900837INDEPENDENTDIAMOND FOOD MART ARA 2\$5,344.12\$817.893200 HIGHWAY 24GAINESBOROIL6049999999900597INDEPENDENTRED STAR BAR\$5,127.51\$784.731107 W MARKET STPAULS VALLEYIL617L to F First Prev Net Last | 99999999 918870 | INDEPENDENT | SHARP C-STORE | \$4,791.46 | \$919.54 US | 23 BYPASS | LEOLA | IL 604 | | | | | | | | |
| 99999999 929398 INDEPENDENT HILLTOP QUICK STOP \$7,361.03 \$860.45 260 CEDAR ST JOELTON AR 721 99999999 900845 INDEPENDENT JERRY & DEBBIE GROC. \$4,065.73 \$842.84 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 1107 W MARKET ST PAULS VALLEY IL 617 VIIII VIIII VIIIII VIIII VIIIII VIIII VIII VIIII VI | 99999999 900720 | INDEPENDENT | BREAKERS #105 | \$5,758.36 | \$881.28 157 | 6 US HIGHWAY 259 N | PIEDMONT | IL 617. | | | | | | | | |
| 99999999 900845 INDEPENDENT JERRY & DEBBIE GROC. S4,065.73 S842.84 4710 S SHERWOOD FOR TYNER IL 616 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 107 W MARKET ST PAULS VALLEY IL 617 VICK VICK VICK VICK VICK VICK VICK VICK | 99999999 900969 | INDEPENDENT | PUCKETTS GROCERY | \$3,557.13 | \$866.00 213 | 5 ARGILLITE RD | WARNER ROBI | IL 626 | | | | | | | | |
| 99999999 900837 INDEPENDENT DIAMOND FOOD MART ARA 2 \$5,344.12 \$817.89 3200 HIGHWAY 24 GAINESBORO IL 604 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$764.73 1107 W MARKET ST PAULS VALLEY IL 617 VICTOR VICTOR VI | 99999999 929398 | INDEPENDENT | HILLTOP QUICK STOP | \$7,361.03 | \$860.45 260 | CEDAR ST | JOELTON | AR 721 | | | | | | | | |
| 99999999 900597 INDEPENDENT RED STAR BAR \$5,127.51 \$784.73 1107 W MARKET ST PAULS VALLEY IL 617 | 99999999 900845 | INDEPENDENT | JERRY & DEBBIE GROC. | \$4,065.73 | \$842.84 471 | 0 S SHERWOOD FOR | TYNER | IL 616 | | | | | | | | |
| 1 of 7 First Prev Next Last | 99999999 900837 | INDEPENDENT | DIAMOND FOOD MART ARA 2 | \$5,344.12 | \$817.89 320 | 00 HIGHWAY 24 | GAINESBORO | IL 604 | | | | | | | | |
| 1 of 7 First Prev Next Last | | INDEPENDENT | RED STAR BAR | - | | | | | · | | | | | | | |
| | | | | | | | | > | | | | | | | | |
| Export To MS Excel | | | | | | 1 of | 7 First Pro | ev <u>Next</u> Las | | | | | | | | |
| | | | | | | | Exp MS | ort To 🔁 | | | | | | | | |
| | | | | | | | | | | | | | | | | |





Answer: Top 6 customers have an annualized opportunity > \$1,000

VENDOR REPORT

Vendor Report

| | | | | ġ; | Contr | | • |
|---------------------------|--------------------------|---|---------------------|--------------------------------------|--------------------------|---|----------------------|
| Overview Product Store | Data Info Mar | Reports In | ventory Programs | Customer Par | tner SpaceMetri | cs To | om Baldwin |
| | | | | | Vendor | Report: | <u>4 / 1 8 / 2 0</u> |
| Warehouses All Warehouses | ✓ Store(s) | : All Stores | | Q Vendor | (s): All Vendors | | |
| Show Reported Quantity | | | | | | | |
| | | | | | | | |
| Vendor | Current 52 Wk Dollars | Current 52 Wk Dollars % Chg vs YAGO | Current 52 Wk Units | Current 52 Wk Units % Chg vs YAGO | Current 13 Wk Dollars | Current 13 Wk Dollars % Chg vs YAGO | Current 13 Wk |
| PHILIP MORRIS | \$26,534,389.37 | 562.3% | 505,641 | 444.4% | \$4,941,970.21 | 23.4% | 9 |
| ■ R J REYNOLDS TOBACCO CO | \$22,531,080.43 | -9.9% | 582,453 | -4.3% | \$5,278,617.58 | -41.8% | 12 |
| R.J. REYNOLDS CIGTS | \$10,888,311.23 | 550.0% | 213,792 | 463.2% | \$2,162,900.31 | 29.1% | 4 |
| IORILLARD INC. | \$5,029,440.49 | 511.9% | 87,894 | 412.1% | \$905,077.54 | 10.1% | 1 |
| ■ US TOBACCO CO | \$2,865,778.65 | 359.7% | 1,053,025 | 442.3% | \$597,270.48 | -4.2% | 232 |
| U.S. FLUE-CURED TOBACCO | \$2,032,006.60 | N/A | 205,436 | N/A | \$390,901.50 | 272.5% | 49 |
| PHILIP MORRIS PROMOTIONAL | \$1,931,246.33 | 397.9% | 46,856 | 261.7% | \$350,241.83 | -9.7% | - |
| IIGGETT VECTOR -QUALITY | \$1,922,983.09 | 629.3% | 44,214 | 505.4% | \$333,010.44 | 26.3% | - |
| I LORILLARD | \$1,714,484.15 | -52.4% | 34,076 | -54.7% | \$287,530.98 | -75.2% | |
| COMMONWEALTH BRANDS, INC. | \$1,619,672.42 | 482.1% | 43,437 | 368.3% | \$338,416.59 | 21.6% | 1 |
| AMERICAN SNUFF COMPANY | \$1,537,194.07 | 421.4% | 769,406 | 366.1% | \$303,720.15 | 3.0% | 15 |
| HERSHEY CHOCOLATE CO | \$1,373,271.71 | 444.0% | 1,951,045 | 434.3% | \$264,244.09 | 4.7% | 372 |
| AMERICAN SNUFF CO-CONWOOD | \$1,065,983.29 | 547.9% | 298,288 | 428.3% | \$212,401.91 | 29.1% | 53 |
| < | | | 1 | | | 1 | > |

Vendor Report

| InfoMetrics® | Convenience Distribution | | | | | Power | ed By: | | | | | |
|---|-----------------------------|----|-----------|-------------------------|---------------------|-----------------------|-----------------------------------|---------------------|--------------------------------------|--------------------------|-----------------------------------|-----------------|
| h ()- | | | | | Contracts U | @ | X | | | | | |
| Overview Product Sto | ore Data Info Map | | /1 | nfoMetrics [®] | CDA Conve Distri | nience | | | | | Por | wered By: |
| /arehouse: All Warehouses | ✓ Store(s): | | | () - | | | | | 02 | Goole | aus @ | X |
| Show Reported Quantity | | | | Overview Product | Store Data | nfo Map | Reports II | nventory Programs | Customer Part | tner SpaceMetric | _ | om Baldwin |
| Vendor | Current 52 Wk Dollars | | | | | | | | | | _ | |
| PHILIP MORRIS | \$26,534,389.37 | _ | | | | | | | | Vendor | Report: | 4/18/202 |
| R J REYNOLDS TOBACCO CO | \$22,531,080.43 | Wa | arehouse: | All Warehouses | ~ | Store(s): | All Stores | | Q Vendor | r(s): All Vendors | | |
| R.J. REYNOLDS CIGTS | \$10,888,311.23 | | Ohan Da | | | | | | | | | |
| LORILLARD INC. | \$5,029,440.49 | | Show Re | ported Quantity | | | | | | | | |
| US TOBACCO CO | \$2,865,778.65 | | | | 1 | | 0 15010 | 1 | | | 0 11011 | 1 |
| U.S. FLUE-CURED TOBACCO | \$2,032,006.60 | | | Vendor | | rent 52 Wk Dollars | Current 52 Wk Dollars % Chg vs | Current 52 Wk Units | Current 52 Wk Units % Chg vs YAGO | Current 13 Wk Dollars | Current 13 Wk Dollars % Chg vs | Current 13 Wk U |
| PHILIP MORRIS PROMOTIONAL | \$1,931,246.33 | | | NOLDS TOBACCO CO | | 2.531.080.43 | YAGO -9.9% | 582,453 | -4.3% | \$5,278,617.58 | YAGO -41.8% | 124. |
| LIGGETT VECTOR -QUALITY | \$1,922,983.09 | | _ reorder | Brand Family | - | .,001,000.10 | -0.070 | 002,100 | 1.070 | 00,210,011.00 | -11.070 | , |
| LORILLARD | \$1,714,484.15 | | | - | | | | | | | | |
| COMMONWEALTH BRANDS, INC. | \$1,619,672.42 | | | - CAMEL | S | 7,547,580.97 | 17.9% | 160,287 | 16.1% | \$1,522,787.31 | -42.6% | 31, |
| AMERICAN SNUFF COMPANY | \$1,537,194.07 | | | - WORTH | S | 3,343,736.76 | 419.8% | 90,788 | 314.8% | \$575,045.45 | -10.6% | 15, |
| HERSHEY CHOCOLATE CO | \$1,373,271.71 | | | WINSTON | s | 3,121,907.57 | 35.6% | 65,977 | 29.2% | \$552,302.57 | -43.8% | 11, |
| AMERICAN SNUFF CO-CONWOOD | \$1,065,983.29 | | | DORAL | S | 2,947,354.83 | 24.9% | 68,041 | 17.7% | \$506,586.10 | -50.0% | 11, |
| (| | | | - PALL MALL | s | 2.524.593.21 | -46.1% | 57,776 | -48.5% | \$1,319,470.56 | 0.2% | 30, |
| | | | | | | ,433,659.62 | -43.0% | 30,298 | -45.0% | \$244,512.64 | -70.0% | 5, |
| : N/A - indicates zero or insignificant data in p | prior year for calculation. | | | | | | | | | | | |
| | | | | 5 | | \$397,449.71 | -68.2% | 8,310 | -69.4% | \$264,290.73 | -15.0% | 5, |
| | | | | | | \$389,131.68 | -5.8% | 10,368 | -14.2% | \$65,611.07 | -60.5% | 1, |
| | | | | - MISTY | | \$350,730.47 | -83.5% | 8,649 | -84.3% | \$132,900.41 | -77.0% | 3, |
| | | | 3 | - CAMEL SNUS | | \$130,678.95 | 185.7% | 66,768 | 185.9% | \$17,523.00 | -27.2% | 5, |
| | | | H | - VANTAGE | | \$66,912.65 | -47.1% | 1,152 | -48.9% | \$11,900.59 | -70.3% | : |
| | | | < | | | RE4 440 40 | 04.40/ | 4.400 | 0.4.00/ | E40 343 40 | 07.00/ | > |

1 of 43 First Prev Next Last

Export To 📈 MS Excel

Export All 🔁

Note: N/A - indicates zero or insignificant data in prior year for calculation.

Vendor Report Detail

| InfoMetrics [®] | CDA Convenience Distribution | | Pow | rered By: | | | | | |
|---|---|---|-------------------------|---------------------|-----------------------|--|---------------------|--------------------------------------|-----------------------|
| | | | | | | | | | |
| Overview Product | Store Data Info Map | | | | | Vendor | Report | Details: | 4/18/2020 |
| | | Distributor: A-DEMO DISTRIBUTOR | Ware | house: All Warehous | 585 | ✓ Store(s): | All Stores | | <u> </u> |
| Warehouse: All Warehouses | Store(s): | Vendor: R J REYNOLDS TOBACCO CO | | J: CAMEL | | | | | |
| Show Reported Quantity | | Brands 🍸 | sки 🝸 | UPC | Current 52 Wk Dollars | Current 52 Wk Dollars % Chg vs YAGO | Current 52 Wk Units | Current 52 Wk Units % Chg vs YAGO | Current 13 Wk Dollars |
| Vendor R J REYNOLDS TOBACCO CO | Current 52 Wk Dollars \$22,531,080.43 | CAMEL LT BX CTN | 100354 | 00012300000079 | \$1,206,297.37 | 426.8% | 25,566 | 379.0% | \$0.0 |
| Brand Family | 07.547.500.07 | CAMEL MTH LT BX \$2.50 OFF 2PK CTN | 199216 | 00012300198769 | \$771,165.53 | 0.0% | 16,240 | 0.0% | \$0.0 |
| CAMEL | \$7,547,580.97 \$3,343,736.76 | CAMEL FILTER BX CTN | 106807 | 00012300000031 | \$598,428.89 | 396.4% | 12,677 | 351.5% | \$0.0 |
| WINSTON DORAL | \$3,121,907.57 \$2,947,354.83 | CAMEL BLUE BX CTN | 100123 | 00012300000079 | \$437,941.40 | 0.0% | 9,130 | 0.0% | \$334,464.5 |
| PALL MALL | \$2,524,593.21 \$1,433,659.62 | CAMEL WIDES FILTER BX CTN | 108159 | 00012300707992 | \$403,825.98 | 348.1% | 8,559 | 307.6% | \$0.0 |
| - SALEM | \$397,449.71 | CAMEL CRUSH BX CTN | 135418 | 00012300197410 | \$303,719.72 | 270.6% | 6,449 | 237.6% | \$0.0 |
| - MISTY | \$350,730.47 | CAMEL BX \$2.25 OFF 2PK CTN | 199166 | 00012300195102 | \$255,549.21 | 0.0% | 5,383 | 0.0% | \$0.0 |
| + CAMEL SNUS + VANTAGE | \$130,678.95 \$66,912.65 | CAMEL FILTER BX CTN | 103838 | 00012300000031 | \$215,699.61 | 0.0% | 4,493 | 0.0% | \$165,239.5 |
| | 854 446 40 | CAMEL FILTER CTN | 100248 | 00012300000024 | \$204,721.97 | 261.7% | 4,340 | 229.5% | \$0.0 |
| Note: N/A - indicates zero or insignificant dat | ta in prior year for calculation | CAMEL LT BX \$2.50 OFF 3PK CTN | 135020 | 00012300198547 | \$181,630.58 | -14.1% | 4,231 | -14.0% | \$0.0 |
| Note. N/A - indicates zero or insignificant dat | a în prior year for calculation. | CAMEL LT CTN | 100420 | 00012300000048 | \$172,486.74 | 236.8% | 3,657 | 206.8% | \$0.0 |
| | | CAMEL LT BX \$2.25 OFF 5/2PK CTN | 172650 | 00012300198479 | \$159,102.42 | 0.0% | 3,318 | 0.0% | \$77,137.2 |
| | | CAMEL WIDES 85 BOX CTN | 105825 | 00012300707992 | \$133,060.85 | 0.0% | 2,774 | 0.0% | \$96,912.7 |
| | | CAMEL REG 85 BOX MEN CTN | 196170 | 00012300000932 | \$132,769.66 | 0.0% | 2,785 | 0.0% | \$54,923.1 |
| | | CAMEL WIDES LT BX CTN | 108126 | 00012300708999 | \$127,377.41 | 309.6% | 2,701 | 272.5% | \$0.0 |
| | | C 1 of 18 First Prev <u>Next</u> Last | ı | · | · · · · · | | | I I | > |
| | | Note: N/A - indicates zero or insignificant data in pri | or year for calculation | l. | | | | Export To MS Excel | |

Vendor Report

| InfoMetrics® 🚥 | Convenience Distribution | | | | | Powered By: | | |
|---|-----------------------------|---|---------------------|--------------------------------------|---|--|-------------------|--------|
| h ()- | | | | 22 22 | Contact Us | o 🔀 | | |
| Overview Product Store | Data Info Map | Reports In | ventory Programs | Customer Pa | artner SpaceMetrics | Tom Baldwin | | |
| | | | | | Vendor Repo | - | | |
| Warehouse: All Warehouses | V Store(s) | All Stores | | Q Vend | or(s): All Vendors | <u> </u> | | |
| | + 51010(3) | Air Stores | | | | | | |
| Show Reported Quantity | | | | | | | | |
| Vendor | Current 52 Wk Dollars | Current 52 Wk Dollars % Chg vs YAGO | Current 52 Wk Units | Current 52 Wk Units % Chg vs YAGO | Gurrent 13 Wk Current Dollars Wk Dollars W | Chg vs Current 13 Wk Units | | |
| PHILIP MORRIS | \$26,534,389.37 | 562.3% | 505,641 | 444.49 | Vendor Selection | | 10 | |
| ■ R J REYNOLDS TOBACCO CO | \$22,531,080.43 | -9.9% | 582,453 | -4.39 | | lin | | |
| ■ R.J. REYNOLDS CIGTS | \$10,888,311.23 | 550.0% | 213,792 | 463.2% | | | ncel Clear Apply | Search |
| LORILLARD INC. | \$5,029,440.49 | 511.9% | 87,894 | 412.19 | Filtered Vendors: | Cui | Selected Vendors: | Jouron |
| ■ US TOBACCO CO | \$2,865,778.65 | 359.7% | 1,053,025 | 442.39 | PHILIP MORRIS | | | |
| U.S. FLUE-CURED TOBACCO | \$2,032,006.60 | N/A | 205,436 | N// | PHILIP MORRIS INC PHILIP MORRIS PROMOTIO | NAL | | |
| PHILIP MORRIS PROMOTIONAL | \$1,931,246.33 | 397.9% | 46,856 | 261.79 | | | | |
| LIGGETT VECTOR -QUALITY | \$1,922,983.09 | 629.3% | 44,214 | 505.4% | | | | |
| | \$1,714,484.15 | -52.4% | 34,076 | -54.79 | | | > | |
| COMMONWEALTH BRANDS, INC. | \$1,619,672.42 | 482.1% | 43,437 | 368.39 | | | < | |
| AMERICAN SNUFF COMPANY | \$1,537,194.07 | 421.4% | 769,406 | 366.19 | | | | |
| HERSHEY CHOCOLATE CO | \$1,373,271.71 | 444.0% | 1,951,045 | 434.39 | | | | |
| AMERICAN SNUFF CO-CONWOOD | \$1,065,983.29 | 547.9% | 298,288 | 428.39 | | | | |
| < | 1 | | İ | | | | 1 March 1 | |
| | | | | | 1 of 43 Fi | <mark>rst Prev <u>Next</u> Last</mark> | | |
| Note: N/A - indicates zero or insignificant data in prior | year for calculation. | | | | Export All 돈 | Export To MS Excel | | |
| | | | | | | | | |

Vendor Report

| InfoMetrics® 🚥 | Convenience Distribution | | | | | Pow | rered By: |
|---|-----------------------------|---|-------------|---------------------------------|--------------------------|---|------------------|
| h ()- | | | <u> i</u> | | Genter | | × |
| Overview Product Store | Data Info Map R | eports Inventory | Programs Cu | ustomer Partne | r SpaceMetrics | Τοι | n Baldwin |
| | | | | v | endor R | eport: | 4/25/202 |
| Varehouse: All Warehouses | Store(s): All Sto | res | | Vendor(s) | PHILIP MORRIS | PHILIP MORRIS IN | C,PHILIP MORI |
| Show Reported Quantity | | | | | | | |
| | | 1.50.110 | | | | 0 440.00 | |
| Vendor | Current 52 Wk Dollars | ent 52 Wk 5 % Chg vs Current /AGO | 52 Wk Units | rent 52 Wk Units Chg vs YAGO | Current 13 Wk Dollars | Current 13 Wk Dollars % Chg vs YAGO | Current 13 Wk Un |
| PHILIP MORRIS INC | \$37,829,098.17 | 1.0% | 775,153 | -8.4% | \$7,496,405.32 | -46.5% | 150,7 |
| PHILIP MORRIS | \$26,534,389.37 | 562.3% | 505,641 | 444.4% | \$4,941,970.21 | 23.4% | 91,2 |
| PHILIP MORRIS PROMOTIONAL | \$1,931,246.33 | 397.9% | 46,856 | 261.7% | \$350,241.83 | -9.7% | 7,3 |
| | | | | | | | |
| < | | | | | 1 of 1 | First Prev | > Next La |
| lote: N/A - indicates zero or insignificant data in prior y | ear for calculation. | | | | Export All | | ort To 🔁 |



MARKET BENCHMARK REPORT

-- Select --

Alternative Snacks Candy Cigarettes Edible Grocery Health & Beauty Non-Edible Grocery Other Tobacco Packaged Sweet Snacks Salty Snacks

| Info | Metrics [®] | CDA Convenie Distribut | on | | | | | Powered | d By: msa |
|--|--------------------------|---------------------------|----------------|----------------------|------------------|-------------------|---------------|---------------------------|---------------------|
| b () | • | | | | \$ | | Gostarb U | . @ | × |
| Ove | rview Product S | tore Data Info | Map F | Reports Inventory P | rograms Customer | Partner Spa | ceMetrics | Tom Ba | aldwin |
| | | | | | Market Bo | enchma | ark Re | port: 4/ | 25/202 |
| PRODUCT FILTER | 1 | | | | | | | | |
| ategory: Ca | andy | ~ | Sub Category | Chocolate Bars/Packs | ~ | Manufacturer | All Manufact | urers | ~ |
| STORE FILTER | | | | | | | | | |
| /arehouse: Al | l Warehouses | ~ | State | All States | ~ | Stores | All Stores | | |
| | ~ | | | | | | | | |
| uration: 52 Week | | 0 | D-t-b 0 | Matrice TM N | | | | | Constant |
| - | t = National - Projected | | re Dalabase: C | - | | Charac | | | Generate |
| SKUs | | Brand Name | | Manufacturer | Brand Family | Stores Selling | Void Stores | Dollars | Dollars Chg YAGO |
| 526805,357558,42 | | JP KS 24/2.8 OZ | | RSHEY COMPANY | REESE'S | 378 | <u>247</u> | \$83,839.06 | 1 |
| 515451,643007 | SNICKERS SHA | ARE SZ 24/3.29 OZ | MA | RS WRIGLEY CONF | SNICKERS | <u>214</u> | <u>411</u> | \$33,438.80 | |
| 527001,305409,32 | M&M'S PNUT S | HARE SZ 24/3.27 C | <u>Z</u> M4 | RS WRIGLEY CONF | M&M'S | <u>299</u> | 326 | \$33,123.93 | 1: |
| | SNICKERS ORI | G STD 48/1.86 OZ | MA | RS WRIGLEY CONF | SNICKERS | | | | |
| 528231,254243,30 | REESE'S FAST | BREAK KS 18/3.5 C | Z HE | RSHEY COMPANY | REESE'S | <u>256</u> | <u>369</u> | \$28,932.92 | 3 |
| 586072,369025,68 | TWIX CRML SH | ARE SZ 24/3.02 OZ | MA | RS WRIGLEY CONF | TWIX | <u>144</u> | <u>481</u> | \$20,454.00 | 4 |
| 524008,305300,40 | HSY ALMOND R | KS 18/2.6 OZ | HE | RSHEY COMPANY | HERSHEY ALMOND | <u>278</u> | <u>347</u> | \$21,404.37 | 1 |
| 558147,314393,31 | REESE'S PB BI | G CUP KS 16/2.8 O | Z HE | RSHEY COMPANY | REESE'S | <u>278</u> | <u>347</u> | \$38,284.77 | 5 |
| | KIT KAT KS 24/3 | <u>3 OZ</u> | HE | RSHEY COMPANY | KIT KAT | 288 | 337 | \$30,632.78 | 1 |
| 526789,358713,42 | | (SKS 24/3 07 | HE | RSHEY COMPANY | REESE'S | <u>125</u> | <u>500</u> | \$9,879.46 | 2 |
| | REESE'S STICK | 13 N3 24/3 02 | | | | | | | |
| 524719,357533,46 | | <u>F STD 48/1.74 OZ</u> | MA | RS WRIGLEY CONF | M&M'S | <u>356</u> | <u>269</u> | \$32,482.97 | 3/ |
| 526789,358713,42 524719,357533,46 526003,309468,40 | | | MA | RS WRIGLEY CONF | M&M'S | <u>356</u> | 269 1 of 2 | \$32,482.97 First Prev | 3 Next La |

| | | a (| Metrics® | Store Data Info | | Inventory Programs | Customer Partner | Contact Us SpaceMetrics | Powered By: | | | |
|-------------|------------------------|-------------------|--------------------------|----------------------|------------------------|--------------------|----------------------------|----------------------------|---------------------|---------------------|------------------|------------|
| | | PRODUCT FILT | ER | | | Marl | ket Benchi | mark Repo | ort: <u>4/25/20</u> | 20 | | |
| | | | Candy | × 5 | Sub Category: Chocolat | e Bars/Packs | ✓ Manufact | urer: All Manufacturers | ; ` | | | |
| | | STORE FILTER | | | | | | | | | | |
| | | Warehouse: | All Warehouses | ~ | State: All State | 25 | ✓ St | ores: All Stores | | | | |
| | | Duration: 52 Wee | k 🗸 | | | | | | | | | |
| | | (Comparative Mar | ket = National - Project | ed Convenience Store | Database: C-Metrics™ |) | | | Genera | | | |
| | | SKUs | | Brand Name | Manufa | | d Family Stores Selling | | Dollars C YAG | hg Vs O | | |
| | | 1526805,357558,42 | Z <u>REESE'S PB</u> | CUP KS 24/2.8 OZ | HERSHEY CO | OMPANY REESE'S | 37 | 7 <u>8 247</u> | \$83,839.06 | 1 | | |
| Dollars | Dollars Chg Vs YAGO | Units | Units Chg Vs YAGO | Distributor Rank | Market Rank | Dollar Share | Market Dollar Share | Dollar Share Gap | Distribution | Market Distribution | Distribution Gap | Product Id |
| \$83,839.06 | 116.0% | 89,352.00 | 113.0% | 1 | 1 | 2.0% | 1.9% | 0.1% | 60.0% | 85.0% | -24.6% | 50741 |
| \$33,438.80 | 61.0% | 35,832.00 | 58.0% | 8 | 2 | 0.8% | 1.5% | -0.7% | 34.0% | 85.0% | -50.9% | 40103 |
| \$33,123.93 | 132.0% | 35,462.00 | 130.0% | 9 | 3 | 0.8% | 1.3% | -0.5% | 48.0% | 77.0% | -29.2% | 70319 |
| | | | | 232 | 4 | | 1.2% | -1.2% | 0.0% | 79.0% | -78.5% | 48249 |
| \$28,932.92 | 313.0% | 30,922.00 | 310.0% | 15 | 5 | 0.7% | 1.0% | -0.3% | 41.0% | 69.0% | -27.9% | 70299 |
| \$20,454.00 | 468.0% | 22,122.00 | 470.0% | 26 | 6 | 0.5% | 0.9% | -0.4% | 23.0% | 69.0% | -45.7% | 47291 |
| \$21,404.37 | 142.0% | 22,716.00 | 138.0% | 23 | 7 | 0.5% | 0.8% | -0.3% | 44.0% | 72.0% | -27.6% | 37194 |
| \$38,284.77 | 509.0% | 39,964.00 | 506.0% | 5 | 8 | 0.9% | 0.8% | 0.1% | 44.0% | 67.0% | -22.7% | 34769 |
| \$30,632.78 | 169.0% | 32,945.00 | 166.0% | 13 | 9 | 0.7% | 0.8% | -0.1% | 46.0% | 67.0% | -20.4% | 42075 |
| \$9,879.46 | 288.0% | 10,391.00 | 276.0% | 57 | 10 | 0.2% | 0.8% | -0.5% | 20.0% | 58.0% | -38.4% | 52884 |
| | | + | | | | | | | | | | |

| | InfoMetrics [®] | CDA Convenien Distributio | ce | | | | | Powered By: |
|-----------|---------------------------------|------------------------------|---------------------|--------------------|-------------|---------------|-------------------|---------------------|
| * | () - | | | | # | | Contact Vis @ | |
| | Overview Product | Store Data Info | Map Report | s Inventory Progra | ms Customer | Partner Space | eMetrics | Tom Baldwin |
| | | | | Ма | rket B | enchma | rk Repor | t: <u>4/25/2020</u> |
| PRODUC | T FILTER | | | | | | | |
| Category: | Candy | ~ | Sub Category: Cho | colate Bars/Packs | ~ | Manufacturer: | All Manufacturers | ~ |
| STORE | FILTER | | | | | | | |
| Warehous | e: All Warehouses | ~ | State: All s | States | ~ | Stores: | All Stores | ٩ |
| Duration: | 52 Week 🗸 | | | | | | | |
| (Compara | tive Market = National - Projec | ted Convenience Stor | e Database: C-Metri | cs™) | | | | Cenerate |

| SKUs | Brand Name | Manufacturer | Brand Family | Sto Sel | ores ling | Void |
|-------------------|---------------------------------|-------------------|----------------|------------|--------------------------|------|
| 1526805,357558,42 | REESE'S PB CUP KS 24/2.8 OZ | HERSHEY COMPANY | REESE'S | | <u>378</u> | |
| 1515451,643007 | SNICKERS SHARE SZ 24/3.29 OZ | MARS WRIGLEY CONF | SNICKERS | | <u>214</u> | |
| 1527001,305409,32 | M&M'S PNUT SHARE SZ 24/3.27 OZ | MARS WRIGLEY CONF | M&M'S | | <u>299</u> | |
| | SNICKERS ORIG STD 48/1.86 OZ | MARS WRIGLEY CONF | SNICKERS | | | |
| 1528231,254243,30 | REESE'S FASTBREAK KS 18/3.5 OZ | HERSHEY COMPANY | REESE'S | | <u>256</u> | |
| 1586072,369025,68 | TWIX CRML SHARE SZ 24/3.02 OZ | MARS WRIGLEY CONF | TWIX | | <u>144</u> | |
| 1524008,305300,40 | HSY ALMOND KS 18/2.6 OZ | HERSHEY COMPANY | HERSHEY ALMOND | | <u>278</u> | |
| 1558147,314393,31 | REESE'S PB BIG CUP KS 16/2.8 OZ | HERSHEY COMPANY | REESE'S | | <u>278</u> | |
| 1526789,358713,42 | KIT KAT KS 24/3 OZ | HERSHEY COMPANY | KIT KAT | | <u>288</u> | |
| 1524719,357533,46 | REESE'S STICKS KS 24/3 OZ | HERSHEY COMPANY | REESE'S | | <u>125</u> | |
| 1526003,309468,40 | M&M'S PEANUT STD 48/1.74 OZ | MARS WRIGLEY CONF | M&M'S | | <u>356</u> | |
| < | · | | | | | |
| | | | | | | |
| REESE'S STICKS I | KS 24/3 OZ | HERSHEY COMPANY | REESE'S | | <u>125</u> <u>356</u> | |

Stores Selling Report: 4/25/2020

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Category: Candy; Warehouse: All Warehouses; State: All States; BrandName:REESE'S PB CUP KS 24/2.8 OZ

| Store Name | Bill-To-ld | Ship-To-ld | Warehouse | Address | Sales Representative | City |
|----------------------------|------------|------------|-------------|------------------------|----------------------|--------------------|
| BLUE RIDGE PAPER CHRISTMAS | 99999999 | 993998 | Warehouse 2 | 3343 PAXVILLE HWY | DAWN | SCRANTON |
| RAMP B INC. | 99999999 | 969220 | Warehouse 2 | 11181 HIGHWAY 52 W | DAWN | SPRINGDALE |
| LITTLE COUNTRY MARKET | 99999999 | 994574 | Warehouse 2 | 1554A HIGHWAY 160 | DON | MANDEVILLE |
| CVM INC DBA MARVINS #217 | 99999999 | 957704 | Warehouse 2 | 933 WILKESBORO BLVD NE | DAWN | MYRTLE BEACH |
| BROWNS WHOL/RET FR MKT | 99999999 | 957753 | Warehouse 2 | 2715 5TH AVE | DAWN | STONEY FORK |
| DAMIANOS #17 | MOD | 972414 | Warehouse 2 | 1762 LOUISQUISSET PIKE | DAWN | CHUNKY |
| FREDS #2915 6/95 | 99999999 | 950014 | Warehouse 2 | 1107 E DIXIE DR | DAWN | HIGH POINT |
| BRINSON MINI MART | 99999999 | 988246 | Warehouse 3 | 1149 AIRPORT BLVD. | SCOTT | SHERMAN |
| FREDS #2150 | 99999999 | 986984 | Warehouse 3 | 1113 OAKLAND AVE | DENNIS | GUNTERSVILLE |
| P & B LIQUOR | 99999999 | 922955 | Warehouse 3 | 320 N HAZARD ST | CHRIS | HALEYVILLE |
| BIG TRUCK STOP #45 | 268041 | 001 | Warehouse 1 | 281 W HAYDEN AVE | VICKI | SAND SPRINGS |
| RR DONNELLEY | 99999999 | 957381 | Warehouse 2 | 2599 SPARKMAN DR NW | DON | LAUREL BLOOMERY |
| BREAKERS #104 | 99999999 | 900712 | Warehouse 3 | 5615 HWY 401 SOUTH | DENNIS | WILSONVILLE |
| MOFFETT SCHOOL | 99999999 | 948604 | Warehouse 3 | 605 N MAIN ST | DENNIS | WAYNESBORO |
| OZARK RECREATIONAL CLUB | 99999999 | 978916 | Warehouse 3 | 48 FRONTUS ST | SCOTT | WINDSOR |
| LORIS GIFT SHOP #288 | 99999999 | 980185 | Warehouse 3 | 1554 N COLLEGE AVE | PHIL | OHATCHEE |
| C 1 of 8 First Prev Nex | t Last | | | | | > |

| In | foMe | trics [®] | CDA Conven Distribu | ition | | | | | Powere | d By: |
|--|---|---|---|---|---|--|-------------------------------------|---------------------------|--|---------|
| * | 0 | | | | | * | | Qualitation | • @ | |
| | Overview | Product | Store Data In | fo Map | Reports Inventory F | Programs Customer | Partner S | paceMetrics | Tom E | Baldwin |
| PRODUCT FI | ILTER | | | | | Market B | enchm | ark R | eport: <u>4</u> | 251 |
| Category: | Candy | | ~ | Sub Catego | ory: Chocolate Bars/Packs | × | Manufactur | er: All Manufa | cturers | |
| STORE FILTE | ER | | | | | | | | | |
| Warehouse: | All Wareh | nouses | ~ | St | tate: All States | ~ | Stor | es: All Stores | | |
| | vlarket = Nat | | ed Convenience S | itore Database | | Brand Family | Stores | Void Stores | Dollars | |
| (Comparative N | Market = Nat | | | tore Database | | Prood Eamily | Stores | Void Stores | Dollars | |
| | Market = Nat | ional - Project | ed Convenience S Brand Name CUP KS 24/2.8 OZ | tore Database | E C-Metrics™) Manufacturer HERSHEY COMPANY | Brand Family REESE'S | Stores Selling <u>378</u> | Void Stores <u>247</u> | Dollars 903,033.00 | |
| (Comparative N | Market = Nat Is 8,42 | ional - Project | Brand Name | | Manufacturer | | Selling | | | |
| (Comparative M sкu 1526805,357558 | Market = Nat 15 8,42 7 | ional - Project REESE'S PB SNICKERS S | Brand Name | <u>Z</u> | Manufacturer HERSHEY COMPANY | REESE'S | Selling <u>378</u> | <u>247</u> | 202,023.00 | |
| (Comparative N sкu 1526805,357558 1515451,643007 | Market = Nat 15 8,42 7 | Constant - Project Constant - Projec | Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O | <u>Z</u> 0Z | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF | REESE'S SNICKERS | Selling <u>378</u> | <u>247</u> | 202,023.00 | |
| (Comparative N sкu 1526805,357558 1515451,643007 | Market = Nat 15 8,42 7 9,32 | Image: Second state REESE'S PB SNICKERS S M&M'S PNUT SNICKERS O | Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O SHARE SZ 24/3.27 | Z 0Z Z | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF | REESE'S SNICKERS M&M'S | Selling <u>378</u> | <u>247</u> | 202,023.00 | |
| (Comparative N sku 1526805,357558 1515451,643007 1527001,305408 | Market = Nat 8.42 7 9.32 3.30 | REESE'S PB SNICKERS S M&MS PNUT SNICKERS O REESE'S FA: | Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3.29 O SHARE SZ 24/3.27 RIG STD 48/1.86 O | 2 02 2 02 2 | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF | REESE'S SNICKERS M&M'S SNICKERS | Selling <u>378</u> | <u>247</u> | 202,023.00 | |
| (Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243 | Market = Nat 5 8,42 7 9,32 3,30 5,68 | Contract of the second | Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3 29 O SHARE SZ 24/3.27 RIG STD 48/1.86 O STBREAK KS 18/3 5 | 2 02 2 02 2 | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY | REESE'S SNICKERS M&M'S SNICKERS REESE'S | Selling 378 214 | <u>247</u> <u>411</u> | 202,023.00 | Dolla |
| (Comparative N 1526805,357558 1515451,643007 1527001,305408 1528231,254243 1586072,369025 | Market = Nat 5 8,42 7 9,32 3,30 5,68 0,40 | REESE'S PB SNICKERS S M8M'S PNUT SNICKERS G REESE'S FA' TWIX CRML : HSY ALMONI | Brand Name CUP KS 24/2.8 OZ HARE SZ 24/3 29 O SHARE SZ 24/3 27 RIG STD 48/1.86 O STBREAK KS 18/3.5 SHARE SZ 24/3 02 O | Z 02 2 02 2 2 2 2 2 2 2 2 2 | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF | REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX | Selling 378 214 | 247 411 | \$33,438.80 | Dolla |
| (Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243 1586072,369025 1524008,305300 | Market = Nat 15 8,42 7 9,32 3,30 5,68 0,40 3,31 | REESE'S PB SNICKERS S M8M'S PNUT SNICKERS G REESE'S FA' TWIX CRML : HSY ALMONI | Brand Name CUP KS 24/2.8 0Z HARE SZ 24/3.29 0 SHARE SZ 24/3.29 RIG STD 48/1.86 0J STBREAK KS 18/3.5 SHARE SZ 24/3.02 0 D KS 18/2.6 0Z BIG CUP KS 16/2.8 | Z 02 2 02 2 2 2 2 2 2 2 2 2 | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF HERSHEY COMPANY | REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX HERSHEY ALMOND | Selling 378 214 | 247 411 | \$33,438.80 Candy; B: | Dolla |
| (Comparative N sku 1526805,357558 1515451,643007 1527001,305405 1528231,254243 1586072,369025 1524008,305300 1558147,314393 | Market = Nat 15 8,42 7 9,32 3,30 5,68 0,40 3,31 3,42 | REESE'S PB SNICKERS S MMS PNUT SNICKERS O REESE'S FA TMX CRML HSY ALMON REESE'S PB KIT KAT KS 2 | Brand Name CUP KS 24/2.8 0Z HARE SZ 24/3.29 0 SHARE SZ 24/3.29 RIG STD 48/1.86 0J STBREAK KS 18/3.5 SHARE SZ 24/3.02 0 D KS 18/2.6 0Z BIG CUP KS 16/2.8 | Z 02 2 02 2 2 2 2 2 2 2 2 2 | Manufacturer HERSHEY COMPANY MARS WRIGLEY CONF MARS WRIGLEY CONF HERSHEY COMPANY MARS WRIGLEY CONF HERSHEY COMPANY HERSHEY COMPANY | REESE'S SNICKERS M&M'S SNICKERS REESE'S TWIX HERSHEY ALMOND REESE'S | Selling 378 214 Cat War | 247 411 | 505,055.00 \$33,438.80 Candy; B: : All Ware | |

Distributor Void Report:4/25/2020

 \wedge

and Family: REESE'S; Selected Brand: REESE'S PB CUP KS 24/2.8 OZ; houses; State: All States

| Store Selling Category: | 635 | Average \$ Sales/Store Selling/Week: | \$1.01 |
|-------------------------|-----|--------------------------------------|-------------|
| Void Stores: | 461 | Annual Opportunity (80%): | \$19,446.09 |

| Store Name | Bill-To-ld | Ship-To-ld | Warehouse | Address | Sales Representative | City |
|----------------------------------|------------|------------|-------------|-----------------------|----------------------|--------------|
| FREDS #2150 | 99999999 | 986984 | Warehouse 3 | 1113 OAKLAND AVE | DENNIS | GUNTERSVILLE |
| SWIFT STOP | 99999999 | 900662 | Warehouse 3 | HWY 79 | DENNIS | GRAYSVILLE |
| FREDS #1275 | 99999999 | 936617 | Warehouse 3 | 28098 HIGHWAY 22 | FRANK | NAZARETH |
| BREEDING COUNTRY MART | 99999999 | 900753 | Warehouse 3 | 4025 HIGHWAY 49 S | DENNIS | PINE RIDGE |
| REPO DEPOT HOME INC DBA KODYS | 99999999 | 916742 | Warehouse 2 | 3709 CHARLOTTE PYKE | JEFF | RIENZI |
| JERRYS BAIT & TACKLE | 99999999 | 905224 | Warehouse 3 | 106 PLEASANT GROVE RD | PHIL | ROCKINGHAM |
| JAYS FOOD MART | 99999999 | 960484 | Warehouse 2 | PO BOX 209 | DAWN | WOODSTOCK |
| JAMES CHAPEL BAPTIST CHURCH | 99999999 | 968222 | Warehouse 2 | 3660 GRANDVIEW PKWY | вов | WILSON |
| DRY FORK SURPLUS STORE | 99999999 | 949917 | Warehouse 3 | 2120 W MAIN | FRANK | LIMESTONE |

Note: N/A - indicates zero or insignificant data in prior year for calculation.

| Market Development Devert | AB | С |
|---------------------------|---|-----------------------------|
| Market Benchmark Report | 1 Report Title : Product Bench Mark Time of Export :4/30/2020 10:29:03 AM | Week Ending Date :4/18/2020 |
| | 2 Category: Salty Snacks | |
| | 3 Sub-Category: Potato Chips | |
| — | 4 Manufacturer: All Manufacturers | |
| Export All | 5 Warehouse: All Warehouses | |
| - | 6 State: All States | |
| Option | 7 Region: Midwest | |
| | 8 Store(s):All Stores | |
| | 9 Duration: 52 Week | |
| | 10 | |
| | 11 | |
| | | Manufacturer |
| , | 13 000000006830,0000000068 PRINGLES ORIGINAL 14/5.2 OZ | KELLOGG'S |
| | 14 0000000006833,00000000068 PRINGLES SOUR CREAM & ONION 14/5.5 OZ | KELLOGG'S |
| | 15 0000000075388,00000000753 TGIF CHEDD/BACON POTATO CHIPS 6/3 OZ | UTZ QUALITY FOODS INC |
| | 16 0000000078751,00000000787 PRINGLES ORIGINAL_12CT 2.36OZ | KELLOGG'S |
| | 17 0000000078747,00000000787 PRINGLES SOUR CREAM & ONION 12/2.5 OZ | KELLOGG'S |
| | 18 0000000006828,00000000068 PRINGLES CHEDDAR CHEESE 14/5.5 OZ | KELLOGG'S |
| Export to | 19 0000000078749,00000000787 PRINGLES CHEDDAR_12CT 2.5OZ | KELLOGG'S |
| | 20 0000000016353,00000000163 PRINGLES BBQ CHIPS 14/5.57 OZ | KELLOGG'S |
| MS Excel | 21 000000006831,0000000068 PRINGLES PIZZA 14/5.5 OZ | KELLOGG'S |
| | 22 0000000016395,00000000163 PRINGLES BBQ 12/2.5 OZ | KELLOGG'S |
| Option | Products Crackers Mixed Nuts Seeds Other Salty Snacks Packaged RT | E Popcorn Potato Chips |
| | | |

| A | В | С | D | E | F | G | Н | I. | J | К | L |
|-------------------------|---------------------------------------|-----------------------------|--------------------|-------------------------|----------------------|-------------------|---------------------|------------|-------------------|-------------------------|-------------|
| 1 Report Title :Product | Time of Export :4/30/2020 10:25:19 AM | Week Ending Date :4/18/2020 | Note: N/A - indica | tes zero or insignifica | nt data in prior yea | r for calculation | on. | | | | |
| 2 Category: Salty Snac | ks | | | | | | | | | | |
| 3 Sub-Category: Potate | o Chips | | | | | | | | | | |
| 4 Manufacturer: All Ma | anufacturers | | | | | | | | | | |
| 5 Warehouse: All Ware | houses | | | | | | | | | | |
| 6 State: All States | | | | | | | | | | | |
| 7 Region: Midwest | | | | | | | | | | | |
| 8 Store(s): All Stores | | | | | | | | | | | |
| 9 Duration: 52 Week | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 11 SKUs | Brand Name | Manufacturer | Brand Family | Stores Selling | Void Stores | Dollars | Dollars Chg Vs YAGO | Units | Units Chg Vs YAGO | Distributor Rank | Market Rank |
| 12 000000006830,0000 | PRINGLES ORIGINAL 14/5.2 OZ | KELLOGG'S | PRINGLES | 2,504 | 639 | \$204,596.97 | 5.0% | 133,744.00 | 6.0% | 1 | 1 |
| 13 000000006833,0000 | PRINGLES SOUR CREAM & ONION 14/5.5 OZ | KELLOGG'S | PRINGLES | 2,487 | 656 | \$183,911.63 | 9.0% | 120,242.00 | 10.0% | 2 | 2 |
| 14 0000000075388,0000 | TGIF CHEDD/BACON POTATO CHIPS 6/3 OZ | UTZ QUALITY FOODS INC | TGIF | 2,022 | 1,121 | \$152,190.60 | 18.0% | 114,136.00 | 17.0% | 5 | 3 |
| 15 0000000078751,0000 | PRINGLES ORIGINAL_12CT 2.360Z | KELLOGG'S | PRINGLES | 2,323 | 820 | \$181,755.98 | 6.0% | 229,936.00 | 3.0% | 3 | 4 |
| 16 0000000078747,0000 | PRINGLES SOUR CREAM & ONION 12/2.5 OZ | KELLOGG'S | PRINGLES | 2,221 | 922 | \$155,457.13 | 7.0% | 196,770.00 | 4.0% | 4 | 5 |
| 17 000000006828,0000 | PRINGLES CHEDDAR CHEESE 14/5.5 OZ | KELLOGG'S | PRINGLES | 2,483 | 660 | \$138,403.17 | 7.0% | 90,450.00 | 8.0% | 7 | 6 |
| 18 0000000078749,0000 | PRINGLES CHEDDAR_12CT 2.50Z | KELLOGG'S | PRINGLES | 2,219 | 924 | \$126,236.07 | 2.0% | 159,633.00 | -1.0% | 8 | 7 |
| 19 0000000016353,0000 | PRINGLES BBQ CHIPS 14/5.57 OZ | KELLOGG'S | PRINGLES | 2,376 | 767 | \$143,210.71 | 16.0% | 92,049.00 | 15.0% | 6 | 8 |
| 20 000000006831,0000 | PRINGLES PIZZA 14/5.5 OZ | KELLOGG'S | PRINGLES | 2,329 | 814 | \$94,429.74 | 7.0% | 61,659.00 | 8.0% | 13 | 9 |
| F | | | | | | | | | | 1 | ليصحب |

How are my top 10 items in category "x" performing versus the same items in our market? **For Store Review:** Chain A only has the #5 ranked item in "x" category in 60% What is the of their locations. market's rank and distribution percentage for "x" item?

FOCUS ITEM REPORT

| | InfoMetrics® Convenience Powered By: | |
|---|---|---|
| | Overview Product Store Data Info Map Reports Inventory Programs Customer Partner SpaceMetrics Tom Baldwin | |
| All Warehouses | Focus Item Report: 4/18/2020 Report Select Items Select Stores Sales Rep: All Sales Represent Metric Type: • Units Dollars Generate | All Sales Representatives 5 - BECKY |
| Warehouse 1 Warehouse 2 Warehouse 3 | Focus Item Base No data to display. No data to display. | 84 - BOB 39 - CHRIS 65 - DAWN 49 - DENNIS 26 - DON 9 - FRANK 38 - JEFF 18 - MARY JO 27 - PHIL |
| | | 66 - SCOTT 7 - VICKI 3 - WALT |
| | | |
| | | |
| | Select file to import SKU(s)/Store(s): Browse Help Export To MS Excel | |
| | | |

| Focus Item Report | t |
|--------------------------|---|
|--------------------------|---|

| | | Info | Metrics [®] | CDA Conven Distrib | nience | | | | | Powe |
|---|--|--|-----------------------------|-----------------------|-----------------------------|-----------------------|-----------------|-----------------|---------------------------------|--------------------|
| Category: Brand Family: GTIN: Search Res | All Brand Families | ✓ Sub-Category ✓ Brand Name | Chocolate Bars/Pa | | Vendo | Dr: All Vendors U: | 5 | ~ | Contect Partner SpaceMetrics | Ton |
| Categ | ory Sub Category Chocolate Bars/Packs | Vendor MARS CHOCOLATES N.A. | 000000000 | SKU 📥 | Description SNICKERS CRM | | Case 0542589 | Box 00040000542 | 04/21/19 V Tr | Report |
| Candy Candy | Chocolate Bars/Packs | MARS CHOCOLATES N.A. | 000000000 | | SNICKERS CRM | | | 00040000542 | | etric Type:) Unit |
| Candy | Chocolate Bars/Packs Chocolate Bars/Packs | MARS CHOCOLATES N.A. MARS CHOCOLATES N.A. | 000000001 | | SNICKERS CRM | | | 00040000542 | | |
| Candy | Chasalata Ram/Daaka | | 00000000 | 0700 | | D 1004000 | 0547657 | 000400005426 | | |
| Selected Ite | ems | | | | | Clear | Add | Search | | |
| ѕки | Description | Category | Sub Cate | gory | Vendor | UPC | | | | |
| 00000000 | 019 SNICKERS CRM MPL AL | . BTR24 Candy | Chocolate Bars/Pa | icks MARS | CHOCOLAT | 000400005425 | 68 | ~ | | |
| 00000000 | 019 SNICKERS CRM PB 24C | T 54246 Candy | Chocolate Bars/Pa | icks MARS | CHOCOLAT | 000400005424 | 38 | | | |
| 00000000 | 019 SNICKERS CRM ALM BT | R 24CT Candy | Chocolate Bars/Pa | icks MARS | CHOCOLAT | 000400005425 | 06 | | | |
| 00000000 | 019 SNICKERS SWT & SALT | 24CT Candy | Chocolate Bars/Pa | icks MARS | CHOCOLAT | 000400005287 | 39 | \sim | | |
| < | | | | | | | | > | | |
| | | | | | | Cancel | Delete | Apply | | |

| | | | l Ir | nfoMe | trics® 🚥 | Convenience Distribution | | | | | Pc |
|-------|--|--------------|------------|------------|------------------|-----------------------------|--|-----|--------|------------------|---|
| Store | chouse: All Warehouses Zip: All Zips ACV: All Name: | ~ | Bill-to-ID | All | NDERS KEEPERS | ✓ Sto | City: All c ip-to-ID: re Type: All T SI | | D Res | v v sults. | Contact Us @ Partner SpaceMetrics T ocus Item Report: |
| | Store Name | Warehouse ID | Bill-to-ID | Ship-to-ID | Address | City | State | | | | Rep |
| | FINDERS KEEPERS 764 | WH1 | 276600 | 001 | 6195 SOUTH FIVE | SEMINOLE | ок | | | | 04/21/19 Y Track End Wk: Co |
| | FINDERS KEEPERS 765 | WH1 | | 002 | 302 EAST SELTICE | STONEWALL | ок | | | | Il Sales Represent ✔ Metric Type: ● U |
| | FINDERS KEEPERS 766 | WH1 | | 003 | 111 E LOCUST AVE | SALLISAW | ок | | | | |
| | FINDERS KEEPERS 767 | WH1 | 276600 | 004 | 925 N MILWAUKEE | ANADARKO | ок | | | | |
| | | 1 | | | 1 | | | | | | |
| Sele | cted Store(s) | | | | | | Cle | ar | Add | Search | j l |
| | Store Name | Warehouse ID | Bill-to-ID | Ship-to-ID | Address | City | State | | | | |
| | FINDERS KEEPERS 764 | WH1 | 276600 | 001 | 6195 SOUTH FIVE | SEMINOLE | ок | | | | |
| | FINDERS KEEPERS 765 | WH1 | 276600 | 002 | 302 EAST SELTICE | STONEWALL | ок | | | | |
| | FINDERS KEEPERS 766 | WH1 | 276600 | 003 | 111 E LOCUST AVE | SALLISAW | ок | | | | |
| | FINDERS KEEPERS 767 | WH1 | 276600 | 004 | 925 N MILWAUKEE | ANADARKO | ок | | | | |
| | | | | | | | | | | | |
| | | | | | | | Can | cel | Delete | Apply | |

| | | | | | | | Focus 1 | ítem R | - | | |
|------------------------------------|--------------|-------------------|---------------|-----------------|----------------------|-----------------|-------------------|---------------|----------------|-----------------------|----------------|
| <u>R</u> eport <u>S</u> lear | | | | | | | | | Re | eport Name: <- | New> |
| Track Base Start Wk: 🕻 | 04/29/18 | ✓ Base En | d Wk: 04/27 | / | | Track Start Wk | | ✓ Trac | k End Wk: | Current Week | ~ |
| otal Number of Base Weeks: 52 | | | | т | otal Numbe | er of Track Wee | ks: 52 | | | | |
| All Warehouses | ✓ Di | uration: 4-Week | ✓ Sel | ect Items Sel | ect Stores | Sales Rep: | All Sales Represe | ent 🗸 Metr | ic Type: 🔘 | Units 🔿 D | ollars |
| | | | | | | | | | | Gen | erate |
| ocus Item Base Focus Item Tra | ick | | | | | | | | | | |
| Store Name | Bill-to-Id | Bill-to-Name | Ship-to-Id | Class Of Tra | Store ACV | 357558 - REE | Net Gain | Total Voids | CATEGOR ACV | Y Sales Rep ID | |
| Total Stores Selling Category | | | | | | 626 | | | | | |
| Total Selling | | | | | | 150 | | | | | |
| Avg \$ Sales/Store Selling/Wk | | | | | | \$5.30 | | | | | |
| % Distribution | | | | | | 24.0% | | | | | |
| % Weighted Distribution | | | | | | 47.7% | | | | | |
| ORRUM GENERAL STORE | 99999999 | INDEPENDENT | 929869 | HOTEL/GIFT | Large | 408 | 0 | 0 | Large | 9 | F |
| G.N.G. FOOD MART | 99999999 | INDEPENDENT | 929943 | HOTEL/GIFT | Large | 384 | 0 | 0 | Large | 9 | F |
| I-65 LIQUORS, LLC. | 99999999 | INDEPENDENT | 930073 | SCHOOL | Large | 408 | 0 | 0 | Large | 9 | F |
| BILLYS QUICK STOP | 99999999 | INDEPENDENT | 930438 | HOTEL/GIFT | Small | | 0 | 0 | Large | 49 | C |
| EDS GT EXPRESS MART #4 | 99999999 | INDEPENDENT | 932384 | HOTEL/GIFT | Large | 504 | 0 | 0 | Large | 9 | F |
| BEGGS WHOLESALE COMPANY | 99999999 | INDEPENDENT | 934471 | BOOKSTORE | Large | 696 | 0 | 0 | Large | 9 | F |
| BONES GROCERY | 99999999 | INDEPENDENT | 934604 | HOTEL/GIFT | Large | 48 | 0 | 0 | Medium | 39 | C |
| M & R GROCERY | 99999999 | INDEPENDENT | 934679 | OTHER | Small | | 0 | 0 | Small | 9 | F |
| ORMONDS CONVENIENT MART | 99999999 | INDEPENDENT | 935726 | DINING | Medium | 312 | 0 | 0 | Medium | 39 | < |
| < | | 1 | 1 | | | 1 | | | | > | + |
| | | | | | | | | 1 of 16 | First F | Prev <u>Next</u> | Last |
| -Void has been filled -F | Retailer pur | chased in base pe | riod but is v | oid in track pe | eriod | Retailer is voi | id in both base | and track per | iods | | |
| Select file to import SKU(s)/Store | (s): | | | Bro | wse H | elp | | | | | |
| | | | | 510 | Import | | | | | Export To MS Excel | ک خ |
| | | | | | | | | | | | |

| InfoMetric | s® 🖸 | DA Convenience | | | | | | | Powered | By: JIS |
|---------------------------------|------------|-------------------|-------------|----------------|-----------------|------------------|-----------------|--------------|------------------|-------------|
| | | | | | 1 | | | iontach Va. | @ | X |
| Overview Pro | duct Sto | re Data Info | Map Re | eports Invento | ry Programs | Customer P | artner Space | Metrics | Tom Ba | ldwin |
| | | | | | | Fo | cus Ite | em Rep | ort: <u>4/</u> 2 | 25/202 |
| 🗄 <u>R</u> eport <u> C</u> lear | | | | | | | | | Report Nar | ne: < New |
| Track Base Start Wk: | 04/29/18 | ✓ Base End | d Wk: 04/27 | /19 🗸 | ' Trac | k Start Wk: 04/ | /28/19 | Y Track End | d Wk: Current \ | Veek |
| otal Number of Base Weeks: 52 | | | | То | tal Number of 1 | Frack Weeks: 52 | 2 | | | |
| arehouse: All Warehouses | ✓ D | uration: -Select- | ✓ Sele | ect Items Sele | ct Stores Sa | lles Rep: All Sa | les Represent 🗸 | Metric Ty | pe: 💿 Units | O Dollars |
| ocus Item Base Focus Item T | rack | [| 1077023 - 1 | REESES COOKIES | | | 1 | | | Generate |
| Store Name | Bill-to-Id | Bill-to-Name | Ship-to-Id | 1077023 - RE | 1077429 - RE | 1452002 - RE | 1474469 - RE | 1478650 - RE | 1479997 - RE | 1495183 - R |
| RALLYS #5 | 267680 | RALLY'S | 003 | | 12 | | | 24 | 16 | ^ |
| BIG TRUCK STOP #45 | 268041 | BIG TRUCK STOP | 001 | | | | | | | |
| BIG TRUCK STOP #7 | 268041 | BIG TRUCK STOP | 002 | | | | | | | |
| BIG TRUCK STOP #43 | 268041 | BIG TRUCK STOP | 003 | | | | | | | |
| MY BEST STUFF #009 | 268561 | MY BEST, ENT | 001 | 24 | | | | | | |
| MY BEST STUFF #052 | 268561 | MY BEST, ENT | 002 | | | | | | | |
| BRIGHAMS #1 | 268605 | BRIGHAM'S | 001 | | | | | 24 | | |
| BRIGHAMS #2 | 268605 | BRIGHAM'S | 002 | | | | | 0 | | |
| THE MARKET #1 | 269400 | THE MARKET | 001 | | | | | 60 | | |
| THE MARKET #2 | 269400 | THE MARKET | 002 | | | | | | | |
| BRAT PACK 430 | 269570 | BRAT PACK | 001 | 48 | | | | 60 | 32 | |
| BRAT PACK 944 | 269570 | BRAT PACK | 002 | 12 | 12 | | | | | |
| BILLY BOYS #3 | 269683 | BILLY BOYS | 001 | 96 | | | | 36 | | |
| BILLY BOYS #7 | 269683 | BILLY BOYS | 002 | | 36 | | | 120 | | |
| SNOOKIES #69 | 270000 | SNOOKIES | 003 | | | 360 | | 24 | 16 | |
| < | | | | | | | | | | > |

| InfoMetric | S 🦉 | DA Convenience Distribution | | | | | | | Powered | i By: ms |
|--|------------|--------------------------------|------------|----------------|--------------|------------------|------------------|--------------|---------------|-------------|
| n. | | | | | | ¢. | | All dantage | 0 | X |
| Overview Pro | duct Sto | re Data Info N | /lap R | eports Invente | ory Program | s Customer | Partner Space | eMetrics | Tom Ba | aldwin |
| | | | | | | | | | | |
| Durad & Olars | | | | | | FO | cus Ite | em Rep | | |
| <u>Report Sclear</u> | | | | | - | | | | · . | me: < Nev |
| Track Base Start Wk: Mal Number of Base Weeks: 52 | 04/29/18 | ✓ Base End | Wk: 04/2 | | | ack Start Wk: 04 | | ✓ Track En | d Wk: Current | Week |
| | | | | | | | | 4 Motrie Tu | | O D-# |
| arehouse: All Warehouses | ✓ D | uration: -Select- | ✓ Sel | ect items Seit | ect stores | Sales Rep: All S | ales Represent 🥆 | / Meulicity | pe: • Units | |
| ocus Item Base Focus Item T | rack | | | | | | | | | Generate |
| Store Name | Bill-to-ld | Bill-to-Name | Ship-to-ld | 1077023 - RE | 1077429 - RE | 1452002 - RE | 1474469 - RE | 1478650 - RE | 1479997 - RE | 1495183 - F |
| LU LUS CONVENIENCE #51 | 276320 | LU LU'S CONVEN | 609 | | | | | | | |
| FINDERS KEEPERS 764 | 276600 | FINDERS KEEPE | 001 | | | | | | | |
| FINDERS KEEPERS 765 | 276600 | FINDERS KEEPE | 002 | | | | | | | |
| FINDERS KEEPERS 766 | 276600 | FINDERS KEEPE | 003 | | | | | | | |
| FINDERS KEEPERS 767 | 276600 | FINDERS KEEPE | 004 | | | | | | | |
| LOSERS WEEPERS #5 | 277161 | LOSERS WEEPERS | 001 | | | | | | | |
| LOSERS WEEPERS #6 | 277161 | LOSERS WEEPERS | 002 | 12 | | | | | | |
| WE TIGHT 45 | 277162 | WE TIGHT | 001 | | | | | | | |
| WE TIGHT 25 | 277162 | WE TIGHT | 002 | | | | | | | |
| MERRY OL SOUL 32 | 279321 | MERRY OL' SOUL | 001 | | | | | | | |
| MERRY OL SOUL 33 | 279321 | MERRY OL' SOUL | 002 | | | | | | | |
| MERRY OL SOUL 34 | 279321 | MERRY OL' SOUL | 003 | | | | | | | |
| MERRY OL SOUL 35 | 279321 | MERRY OL' SOUL | 004 | | | | | | | |
| THIS IS IT 741 | 279325 | L.B.J. ENT | 001 | | | | | | | ~ |
| < | 1 | 1 | | 11 | 1 | 1 | i | | 1 | > |
| | | | | | | | | 8 of 18 | First Prev | Next Las |

Focus ItemExport - Detail

| 2 Distributor-Warehouse: All Warehouses Image: Constraint of the symbol of the sy | A | BH | BI | BJ |
|---|---|--|--|--|
| 3 Base Duration: 52.Week Interface | 1 Report Title: Focus Item Report - | | | |
| 4 Metric Type: Units Image: Constraint of the system of t | 2 Distributor-Warehouse: All Warehouses | | | |
| 6 Store Name 303263 - REESE S PIECES PEAUUT BUTTER CANDIES 36/1 BX36 303271 - REESE STICKS STANDARD CANDP BAR 36/1.5 O BX36 Store Selling Category 626 7 Total Stores Selling Category 626 </td <td></td> <td></td> <td></td> <td></td> | | | | |
| 6 Store Name 303263 - REESES PIECES PEANUT BUTTER CANDIES 36/1 BX36 303271 - REESE STICKS STANDARD CANDY BAR 36/1.5 O BX36 303339 - REESES PEANUT BUTTER CUPS DISP 2/36 CT BX36 7 Total Stores Selling Category 626 < | 4 Metric Type: Units | | | |
| 7 Total Sotres Selling Category 626 626 8 Total Selling Category 111 114 9 Avg Sales/Store Selling/Wk 50.92 51.11 52.63 10 % Distribution 21.9% 18.2% 29.7% 11 % Weighted Distribution 45.8% 29.7% 36 M.H.S. FOOD MART 18.2% 29.7% 37 RED SPRINGS FD MART#1 66 66 38 RITE STOP MART 108 36 39 WINNERS CIRCLE # 9 108 36 30 SACED CIGARS 108 36 41 SCOTTS QUICK MART #2 72 36 31 SAD COCERY 36 36 31 BAD GROCERY 38 396 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396 | | | | |
| 8 Total Selling 114 186 9 Ag \$ Sales/Store Selling/Wk \$0.92 \$1.11 \$2.63 10 % Distribution \$2.63 \$2.63 11 Weighted Distribution \$2.63 \$2.63 10 % Distribution \$2.63 \$2.63 11 Weighted Distribution \$2.63 \$2.63 36 M.H.S. FOOD MART \$3.3% \$50.0% 36 M.H.S. FOOD MART \$36 \$36 37 RED SPRINGS FD MART# 1 \$36 \$36 38 RITE STOP MART \$36 \$36 39 WINNERS CIRCLE # 9 \$36 \$36 40 SACRED CIGARS \$36 \$36 41 SCOTTS QUICK MART #2 \$36 \$36 42 DANNY & CLYDE #23 \$36 \$36 43 B&D GROCERY \$36 \$36 44 EDISTO SPORTS INC. \$396 \$396 45 BULE WATER #14 \$396 \$396 4 | | 303263 - REESES PIECES PEANUT BUTTER CANDIES 36/1 BX36 | 303271 - REESE STICKS STANDARD CANDY BAR 36/1.5 O BX36 | 303339 - REESES PEANUT BUTTER CUPS DISP 2/36 CT BX36 |
| 9 Avg \$ Sales/Store Selling/Wk \$2.63 10 % Distribution 22.7% 11 % Weighted Distribution 42.9% 11 % Weighted Distribution 43.3% 12 % PARNES CIRCLE # 9 13 % UINNES CIRCLE # 9 14 SACRED CIGARS 15 SACRED CIGARS 14 EDISTO SPORTS INC. 15 BAU GROCERY 14 EDISTO SPORTS INC. 15 BLUE WATER #14 16 WEST PIT STOP 17 IFEREDS # 2325 | | 626 | 626 | 626 |
| 10 % Distribution 21.9% 18.2% 29.7% 11 % Weighted Distribution 45.8% 43.3% 50.0% 36 M.H.S. FOOD MART 180 180 37 RED SPRINGS FD MART#1 36 36 38 RITE STOP MART 36 36 39 WINNERS CIRCLE # 9 108 180 40 SACRED CIGARS 36 36 20 DANNY & CLYDE #23 72 36 41 SCOTTS QUICK MART #2 72 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 38 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396 | 8 Total Selling | 137 | 114 | 186 |
| 11 % Weighted Distribution 45.8% 43.3% 50.0% 36 M.H.S. FOOD MART 180 180 37 RED SPRINGS FD MART#1 36 36 36 38 RITE STOP MART 36 108 108 39 WINNERS CIRCLE # 9 108 108 108 40 SACRED CIGARS 36 36 36 41 SCOTTS QUICK MART #2 72 36 36 42 DANNY & CLYDE #23 180 180 43 B&D GROCERY 180 180 44 EDISTO SPORTS INC. 396 396 45 BLUE WATER #14 396 396 46 WEST PIT STOP 396 396 | 9 Avg \$ Sales/Store Selling/Wk | \$0.92 | \$1.11 | \$2.63 |
| 36 M.H.S. FOOD MART 180 37 RED SPRINGS FD MART # 1 36 36 38 RITE STOP MART 36 36 39 WINNERS CIRCLE # 9 108 108 30 SACRED CIGARS 36 36 41 SCOTTS QUICK MART #2 72 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 396 45 BLUE WATER #14 396 46 WEST PIT STOP 396 47 FREDS #2325 72 | | 21.9% | 18.2% | 29.7% |
| 37RED SPRINGS FD MART# 1363638RITE STOP MART3610839WINNERS CIRCLE # 99940SACRED CIGARS941SCOTTS QUICK MART #2723642DANNY & CLYDE #2318043B&D GROCERY18044EDISTO SPORTS INC.39645BLUE WATER #1439646WEST PIT STOP396 | 11 % Weighted Distribution | 45.8% | 43.3% | 50.0% |
| 38 RITE STOP MART 36 108 39 WINNERS CIRCLE # 9 | 36 M.H.S. FOOD MART | | | 180 |
| 39 WINNERS CIRCLE # 9 40 SACRED CIGARS 41 SCOTTS QUICK MART #2 42 DANNY & CLYDE #23 43 B&D GROCERY 44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 FREDS #2325 | | 36 | | 36 |
| 40SACRED CIGARSControl41SCOTTS QUICK MART #27242DANNY & CLYDE #2318043B&D GROCERY18044EDISTO SPORTS INC.19045BLUE WATER #149646WEST PIT STOP19647FREDS #2326190 | 38 RITE STOP MART | 36 | | 108 |
| 41 SCOTTS QUICK MART #2 36 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 196 45 BLUE WATER #14 196 46 WEST PIT STOP 196 47 FREDS #2325 197 | 39 WINNERS CIRCLE # 9 | | | |
| 42 DANNY & CLYDE #23 180 43 B&D GROCERY 180 44 EDISTO SPORTS INC. 180 45 BLUE WATER #14 196 46 WEST PIT STOP 196 47 FREDS #2325 100 | 40 SACRED CIGARS | | | |
| 43 B&D GROCERY 44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 FREDS #2325 | 41 SCOTTS QUICK MART #2 | 72 | | 36 |
| 44 EDISTO SPORTS INC. 45 BLUE WATER #14 46 WEST PIT STOP 47 EREDS #2325 | 42 DANNY & CLYDE #23 | | | 180 |
| 45 BLUE WATER #14 396 46 WEST PIT STOP 47 EREDS #2325 | | | | |
| 46 WEST PIT STOP 47 EREDS #2325 | | | | |
| /7 FREDS #2325 | 45 BLUE WATER #14 | | | 396 |
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AD HOC REPORT

Adhoc Report

1-weeks 4-weeks 13-weeks 26-weeks 52-weeks

| In | foMetrics [®] | CDA Convenience Distribution | | | | Powered By: | sa | |
|----------------------|------------------------|---|---------------------|--|-----------------------|--|--------|----------------------|
| • | () - | | | | Cont | act (Is. @ | X | |
| | Overview Product | Store Data Info | Map Reports Invento | ory Programs Customer I | Partner SpaceMetr | ics Tom Baldwin | | 1-week 4-weeks |
| | | | | | Adhoc | Report: <u>4/18/2</u> | 020 | 13-weeks 26-weeks |
| <u>R</u> eport | <u> C</u> lear | | | | | | | 52-weeks |
| Report Name: « | < New> | | | | | | - | |
| STORE FILT | ERS | | | | | | | |
| Warehouse: State: | Select | ▼ City: Sel | ect 🗸 | Zip: Select | | Select Store Filters: | 9 | 1 2 |
| BRAND FILT | TERS | | | | | | - | 3 |
| Category: | Select | | • | Sub-Cat: Select | | | • | 5 6 |
| Vendor: | Select | | • | Brand Family: Select | | Search Item(s): | ٩ | 7 8 |
| TIME FILTER | RS | | | | | | | 9 10 |
| Ending Wk: | Current Week | ✓ Duration: | 1-week 🗸 | Interval: 1-week | ~ | Periods: 1 | \sim | 11 12 |
| Metric(s): | 🗸 Units 🗸 Dol | ars | | Brand Total: (| Category O SubC | at 🔿 Vendor 🔿 Brand Fa <mark>nily 💿 I</mark> | Brand | 13 14 |
| | | | | Geo Total: 🔵 Warel | nouse () Region () S | State 🔿 City 🔿 COT 🔿 Chain 💿 | Store | 15 16 |
| | | | | ip:All Zips;Chains:A | | | ~ | 17 18 |
| Categorie | | dors;Brand Family | | ll Categories;Sub Ca Item(s):All Brands;E | | | ~ | 19 20 21 |
| tended report w | | , it will not be sent to the rec n your selections, it is strong | | Select the Export icon to ge | nerate the report and | export to Excel. Export To MS Excel | | 22 23 24 25 |

Adhoc Report

Adhoc Export - Product Detail

| 1 | А | В | С | D | E |
|----|-----------------------------|------------------------------------|------------------------------|-----------------------|--------------|
| 1 | Report Title: Adhoc Report | | Time of Export :5/5/2020 12: | Week Ending Date :4/2 | /2020 |
| 2 | Warehouse: All Warehouses | | | | |
| 3 | State: All States | City: All Cities | | | |
| 4 | Zip: All Zips | Bill-to-IDs:All Stores | | | |
| 5 | Store Types:All Store Types | ACV:All ACVs | | | |
| 6 | COT:All COT | Store(s):All Stores | | | |
| 7 | Category: Candy | Sub Category: All Sub Categories | | | |
| 8 | Vendor: All Vendors | Brand Family: All BrandFamilies | | | |
| 9 | Item(s):All Brands | | | | |
| 10 | Geo(s):Warehouse | | | | |
| 11 | Ending Wk: 04/25/20 | Duration: 13-weeks | | | |
| 12 | Interval: 1-week | Periods: 13 | | | |
| 13 | Metric(s): Units,Dollars | Brand Total: Category | | | |
| 14 | | | | | |
| 15 | Geo Name | Major Category | i choù chung be | Units 💌 | Dollars 💌 |
| | Warehouse 1 | Candy | 04/25/20 | 30.00 | \$59.52 |
| 17 | Warehouse 2 | Candy | 04/25/20 | 500,862.00 | \$330,793.47 |
| 18 | Warehouse 3 | Candy | 04/25/20 | 602,307.00 | \$373,991.99 |
| 19 | Warehouse 1 | Candy | 04/18/20 | 20.00 | \$39.68 |
| 20 | Warehouse 2 | Candy | 04/18/20 | 489,751.00 | \$326,136.62 |
| | Warehouse 3 | Candy | 04/18/20 | 621,204.00 | \$386,135.26 |
| | Warehouse 1 | Candy | 04/11/20 | 10.00 | \$19.84 |
| | Warehouse 2 | Candy | 04/11/20 | 550,612.00 | \$363,408.55 |
| 24 | Warehouse 3 | Candy | 04/11/20 | 622,030.00 | \$382,973.63 |
| 25 | Warehouse 2 | Candy | 04/04/20 | 601,972.00 | \$395,859.37 |
| | Warehouse 3 | Candy | 04/04/20 | 610,116.00 | \$369,840.03 |
| | Warehouse 2 | Candy | 03/28/20 | 651,270.00 | \$426,017.15 |
| | Warehouse 3 | Candy | 03/28/20 | 608,923.00 | \$367,175.23 |
| 29 | Warehouse 2 | Candy | 03/21/20 | 655,710.00 | \$412,403.24 |
| | AdhocReport S | Stores (+) | ÷ • | | • |
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Adhoc Report

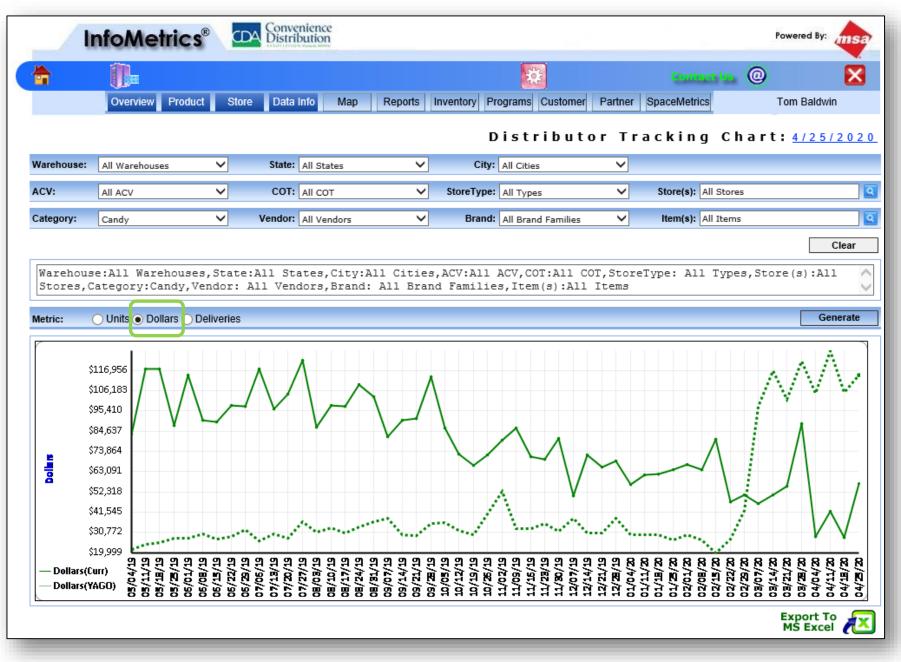
Adhoc Export - Customer Detail

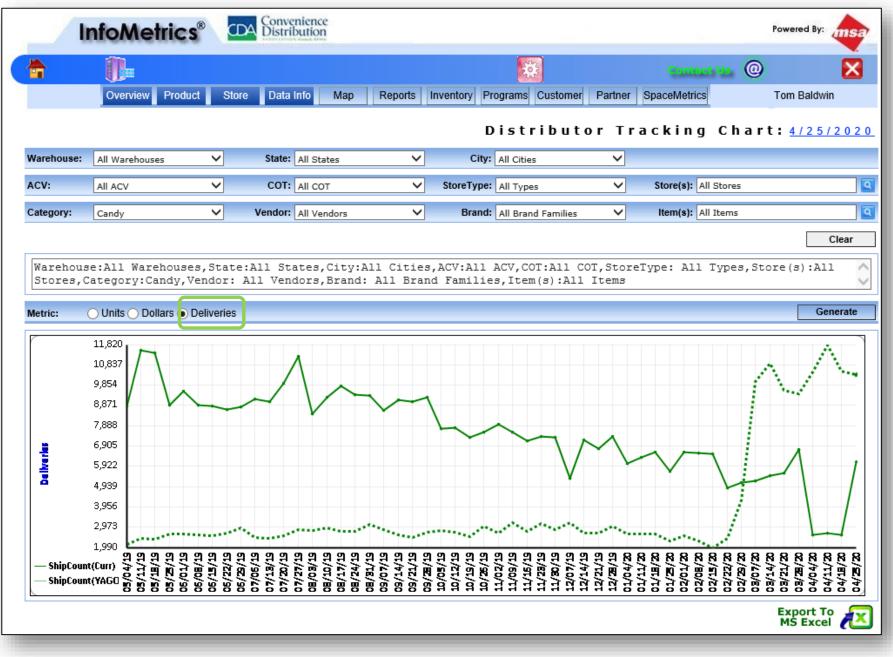
| | А | В | С | D | E |
|-----|--------------------|--------------|--------------------------------|-----------------------|------------------|
| 1 | Bill-to-ID 🔽 | Ship-to-ID 🔽 | Store Name 🔽 | Address 💌 | City 🔽 |
| 2 | 99999999 | 952267 | SHREE RANG OF BEAUFORT | 2247A BOUNDARY ST | BEAUFORT |
| 3 | 99999999 | 983247 | VILLAGE STATION INVESTORS LLC. | 2599 ST RTE MM | SUNRISE BEACH |
| 4 | 99999999 | 934471 | COLUMBUS CAMPUS BOOK STORE | 4500 63RD ST | COLUMBUS |
| 5 | 99999999 | 937581 | WESTLAND CONOCO FASTBREAK | 1108 AGENCY RD W | WEST BURLINGTON |
| 6 | 99999999 | 972810 | CHEAPY SMOKES | 5243 SOUTHWEST AVE | SAINT LOUIS |
| 7 | 99999999 | 973016 | YODERS BULK FOODS | 7507 TAZEWELL PK | LOUDON |
| 8 | FOX | 936997 | GRANT CITY | 4766 MAIN ST | GRANT |
| 9 | WTC | 997932 | STATE STREET FOOD MART | 4145 STATE ST N | JACKSON |
| 10 | 99999999 | 949941 | CIGARETTE OUTLET #6 | 1401 1ST AVE SE | CEDAR RAPIDS |
| 11 | 99999999 | 953935 | WORLD II | 1008 CHERRYVILLE HWY | DALLAS |
| 12 | 99999999 | 968909 | CRECHALE RESTURANT | 3107 HWY 80 W | JACKSON |
| 13 | BSS | 987073 | DISCOUNT SMOKE & SUDS | 22033 DEPOT ST | LEXINGTON |
| 14 | SOR | 985648 | MOE'S DISCOUNT TOBACCO | 468A WESTERN BLVD | JACKSONVILLE |
| 15 | 99999999 | 930073 | CONCORDIA UNIVERSITY | 800 COLUMBIA AVE N | SEWARD |
| 16 | 99999999 | 966721 | BLUEBERRY HILL | 6504 DELMAR BLVD | SAINT LOUIS |
| 17 | 99999999 | 984591 | HARPER OIL # 10 PHILLIPS 66 | 3001 CLEAR LAKE AVE E | SPRINGFIELD |
| 18 | 99999999 | 976738 | DAVE'S MINUTE MART LLC | 1433 HWY 36 | FRENCHBURG |
| 19 | 99999999 | 918805 | DEVON MARKET # 809 | 1440 DEVON AVE W | CHICAGO |
| 20 | FLIX | 916049 | MCMEANS PHARMACY | 2920 CARTER AVE | ASHLAND |
| 21 | LAK | 954420 | INDEPENDENT OIL & COAL | 23 DEVEREAUX ST | NATCHEZ |
| 22 | 99999999 | 900696 | ROCKET STOP | 13925 134TH AVE W | TAYLOR RIDGE |
| 23 | 99999999 | 927350 | AVIATION EXXON | 5998 RIVERS AVE | NORTH CHARLESTON |
| | AdhocReport Stores | + | 1 | 4 | Þ |
| Rea | dy 🔠 | | | | |
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DISTRIBUTION TRACKING REPORT

| | nfoMetrics | ° O | Distrib | nience | | | | | | Powered By: |
|-----------|-----------------------|------------|---------|--------------|-----------------|-----------------|------------------------|-------------|----------------------|-----------------------|
| • | | | | | | | | | Contach Ua 🥥 |) 💈 |
| | Overview Produc | t Store | Data I | nfo Map | Reports | Inventory Pr | ograms Customer | Partner | SpaceMetrics | Tom Baldwin |
| | | | | | | D | istribut | or Tr | acking Cha | rt: <u>4/18/20</u> |
| arehouse: | All Warehouses | ~ | State: | All States | ~ | City: | All Cities | ~ | | |
| :V: | All ACV | ~ | сот: | All COT | ~ | StoreType: | All Types | ~ | Store(s): All Stores | |
| tegory: | All Categories | ~ | Vendor: | All Vendors | ~ | Brand: | All Brand Families | ~ | Item(s): All Items | |
| | | | | | | | | | | Clear |
| | | | | | | | | | Type: All Types,S | tore(s):All |
| Stores,C | ategory: All Cat | tegories | ,Vendor | : All Ven | dors,Bran | d: All Bra | nd Families,I | tem(s):A | All Items | |
| etric: (| 🖲 Units 🔿 Dollars 🔿 D | Deliveries | | | | | | | | Generat |
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| | | | SelectG | eographicano | d Brand vari ab | les and press (| Generate to view the t | ended chart | | |
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| k | nfoMetrics [®] | CDA Conver Distrib | nience ution | | Powered By: | | | | | | |
|------------|---|--|--|--|---------------------------------|--|--|--|--|--|--|
| * | 0 - | | | | Coslect-Us. @ | | | | | | |
| | Overview Product | Store Data I | nfo Map Reports | Inventory Programs Customer Partner | r SpaceMetrics Tom Baldwin | | | | | | |
| | | | | Distributor T | racking Chart: <u>4/25/2020</u> | | | | | | |
| Warehouse: | All Warehouses | ✓ State: | All States 🗸 | City: All Cities | | | | | | | |
| ACV: | All ACV | 🗸 сот: | All COT 🗸 | StoreType: All Types | Store(s): All Stores | | | | | | |
| Category: | Candy | Vendor: | All Vendors 🗸 | Brand: All Brand Families 🗸 🗸 | Item(s): All Items | | | | | | |
| | | | | | Clear | | | | | | |
| | Warehouse: All Warehouses, State: All States, City: All Cities, ACV: All ACV, COT: All COT, StoreType: All Types, Store(s): All Stores, Category: Candy, Vendor: All Vendors, Brand: All Brand Families, Item(s): All Items | | | | | | | | | | |
| Metric: | Units O Dollars O Deliv | eries | | | Generate | | | | | | |
| | · | 51/22/20 51/22/20 51/22/20 51/22/20 | 08/12/10 08/12/10 08/12/10 08/24/19 08/31/19 09/12/19 09/21/19 09/21/19 | 21/20/01 21/21/01 21/21/01 21/22/01 21/22/01 21/23/01 21/23/11 21/23/11 21/23/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/11 21/22/01/22/01 21/22/01 21/22/01 21/22/01 21/22/01 21/22/ | Export To | | | | | | |
| | | | | | Export To MS Excel | | | | | | |





Tracking Chart Export - Detail

| | А | В | с | D | E | F | G | н | | | |
|--------------|------------------|----------------------------|------------------|-----------------|---------------------|---------------|-----------------|--------------------|--|--|--|
| 1 | Report Name: | Tracking Chart | Time of Export : | 5/5/2020 13:58 | Week Ending Date : | 4/25/2020 | | | | | |
| 2 | Warehouse: | All Warehouses | | | | | | | | | |
| 3 | State: | All States | | | | | | | | | |
| 4 | City: | All Cities | | | | | | | | | |
| 5 | Store(s): | All Stores | | | | | | | | | |
| 6 | ACV: | All ACV | | | | | | | | | |
| 7 | COT: | All | | | | | | | | | |
| 8 | StoreType: | All Types | | | | | | | | | |
| 9 | Category: | Candy | | | | | | | | | |
| 10 | Vendor: | All Vendors | | | | | | | | | |
| 11 | BrandFamily: | All Brand Families | | | | | | | | | |
| 12 | Item(s): | All Items | | | | | | | | | |
| 13 | Metric(s): | Units, Dollars, Deliveries | | | | | | | | | |
| 14 | | | | | | | | | | | |
| 15 | Period Date YAGO | Units-YAGO | Dollars-YAGO | Deliveries-YAGO | Period Date Current | Units-Current | Dollars-Current | Deliveries-Current | | | |
| 16 | 5/5/2018 | 40,688 | \$21,399.38 | 2,144 | 5/4/2019 | 160,075 | \$83,210.11 | 8,838 | | | |
| 17 | 5/12/2018 | 45,208 | \$24,551.40 | 2,416 | 5/11/2019 | 211,137 | \$117,716.13 | 11,545 | | | |
| 18 | 5/19/2018 | 44,542 | \$25,327.21 | 2,379 | 5/18/2019 | 217,053 | \$117,995.01 | 11,428 | | | |
| 19 | 5/26/2018 | 50,096 | \$27,504.17 | 2,635 | 5/25/2019 | 158,769 | \$87,714.26 | 8,878 | | | |
| 20 | 6/2/2018 | 49,693 | \$27,710.71 | 2,625 | 6/1/2019 | 188,260 | \$114,376.36 | 9,565 | | | |
| 21 | 6/9/2018 | | \$30,092.79 | 2,605 | | 174,278 | \$90,337.34 | 8,876 | | | |
| 22 | 6/16/2018 | | \$27,210.60 | 2,542 | | 163,012 | \$89,427.11 | 8,845 | | | |
| 23 | 6/23/2018 | 51,109 | \$28,690.01 | 2,689 | 6/22/2019 | 180,810 | \$98,174.45 | 8,667 | | | |
| TrackChart + | | | | | | | | | | | |



Summary



Distributor Advantage

Competitive Pricing

Return On Investment

Questions







Thank You & Stay Safe and Healthy!

Thomas Baldwin Product Manager, InfoMetrics tbaldwin@msa.com 412-924-3663