### NCH Year-End 2017 Coupon Facts: At a Glance

#### Total Consumer Packaged Goods Coupons (Print & Digital)

- **293 Billion**
  - Coupons Distributed: -1.2%
  - Share of Distribution:
    - 1.3% Digital *
    - 93.7% FSI
    - 5.0% All Other

#### Discounts Are on the Rise

- Coupons Distributed:
  - $1.95
    - Average Face Value +5.4%
  - $1.13
    - Food -2.6%
  - $2.28
    - Non-Food +6.0%

- Total Savings Offered: $573 Billion

#### 2017 Share by Industry Segment

<table>
<thead>
<tr>
<th></th>
<th>Coupons Distributed</th>
<th>Coupons Redeemed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COUPONS DISTRIBUTED</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Food</td>
<td>72%</td>
<td>49%</td>
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<tr>
<td>Food</td>
<td>28%</td>
<td>51%</td>
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<tr>
<td><strong>COUPONS REDEEMED</strong></td>
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</tbody>
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#### Eight Out of Ten Coupons Are Redeemed From Traditional Print Media

- **2.065 Billion**
  - Coupons Redeemed: 9.2%
- **$3.1 Billion**
  - Savings Achieved: 6.1%

Marketer Media Shift Mix Caused Redemption Activation Imbalance

<table>
<thead>
<tr>
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<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>-270 Million in Print</td>
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<tr>
<td>+60 Million in Digital*</td>
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#### Share of Redemption:

- 41.3% All Other
- 40.5% FSI
- 6.4% Print at Home
- 18.2% Digital *

*Digital includes Print At Home, Paperless and Blended digital media coupons.
Projections based upon NCH measurements and proprietary modeling of market activity.
For more information contact 847.317.5500 or visit www.nchmarketing.com
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