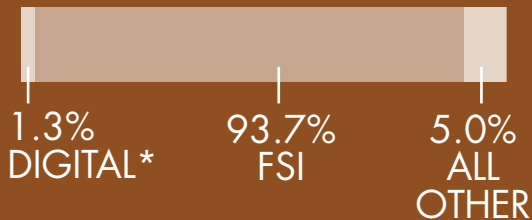


# NCH YEAR-END 2017 COUPON FACTS: AT A GLANCE

## TOTAL CONSUMER PACKAGED GOODS COUPONS [PRINT & DIGITAL]

**293 BILLION**  
Coupons Distributed -1.2%

Share of Distribution:



## 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:

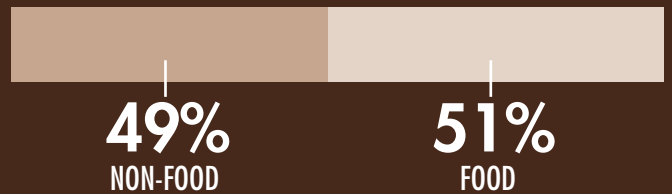
**\$573 BILLION**

## 2017 SHARE BY INDUSTRY SEGMENT

### COUPONS DISTRIBUTED



### COUPONS REDEEMED

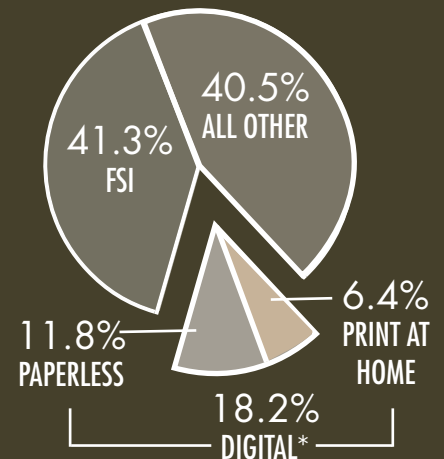


## EIGHT OUT OF TEN COUPONS ARE REDEEMED FROM TRADITIONAL PRINT MEDIA

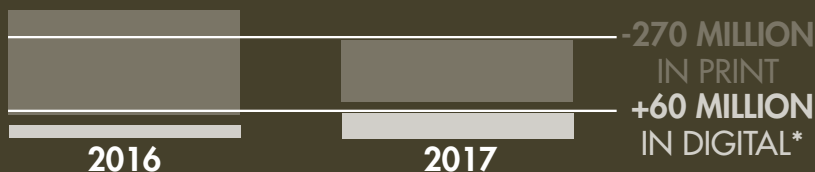
**2.065 BILLION**  
COUPONS REDEEMED -9.2%

**\$3.1 BILLION**  
SAVINGS ACHIEVED -6.1%

### SHARE OF REDEMPTION:



### Marketer Media Shift Mix Caused Redemption Activation Imbalance



\*Digital includes Print At Home, Paperless and Blended digital media coupons.  
Source: NCH U.S. CPG Coupon Facts: 2017 [YOY Percent Change vs. 2016]  
Projections based upon NCH measurements and proprietary modeling of market activity.  
For more information contact 847.317.5500 or visit [www.nchmarketing.com](http://www.nchmarketing.com)  
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