

NCH MID-YEAR 2018 COUPON FACTS: AT A GLANCE

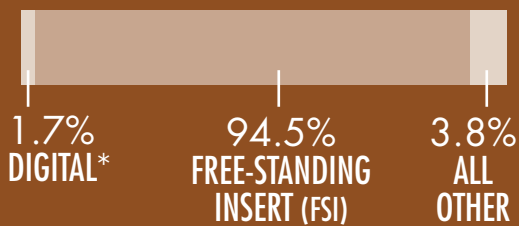
CPG Marketer Media Mix Scale Affects Redemption Activation

TOTAL CONSUMER PACKAGED GOODS COUPONS [PRINT & DIGITAL*]

143 BILLION

Scale of Consumer Reach -12.3%

Share of Coupons Distributed:



TOP TEN LARGEST RETAILERS BY CONSUMER REDEMPTION

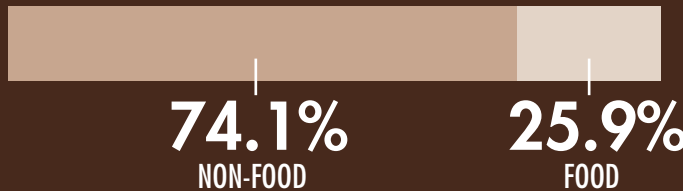
First Half 2018 Coupon Rank

1	KROGER	6	PUBLIX
2	WALMART	7	WALGREENS
3	CVS	8	DOLLAR GENERAL
4	AHOLD DELHAIZE	9	ALBERTSONS COS.
5	TARGET	10	MEIJER

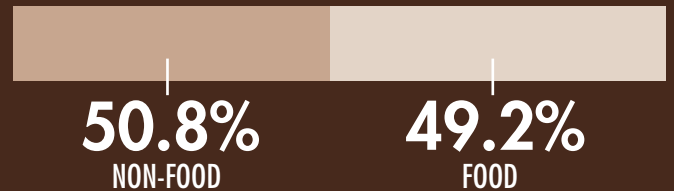
The Top 10 Retailers Represent Approximately 65% Of All CPG Coupons Redeemed.

SHARE BY INDUSTRY SEGMENT

COUPONS DISTRIBUTED



COUPONS REDEEMED



FOUR OUT OF FIVE COUPONS ARE REDEEMED FROM TRADITIONAL PRINT MEDIA

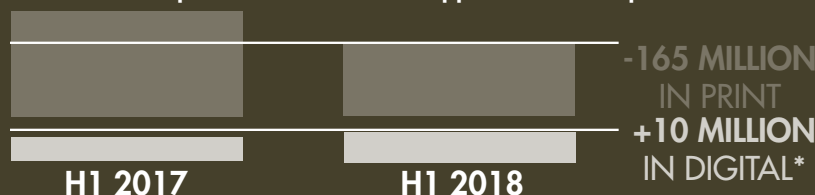
925 MILLION

COUPONS REDEEMED -14.4%

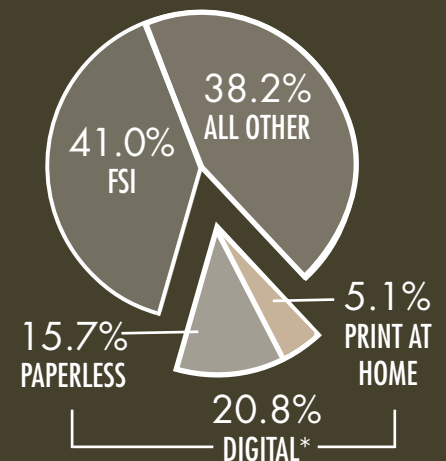
\$1.4 BILLION

SAVINGS ACHIEVED -12.5%

Scale of Coupon Media Mix Shift Suppressed Redemption Activation



SHARE OF REDEMPTION:



*Digital includes Print At Home, Paperless and Blended digital media coupons.
 Source: NCH U.S. CPG Coupon Facts: Mid-Year 2018 [YOY Percent Change vs. Mid-Year 2017]
 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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