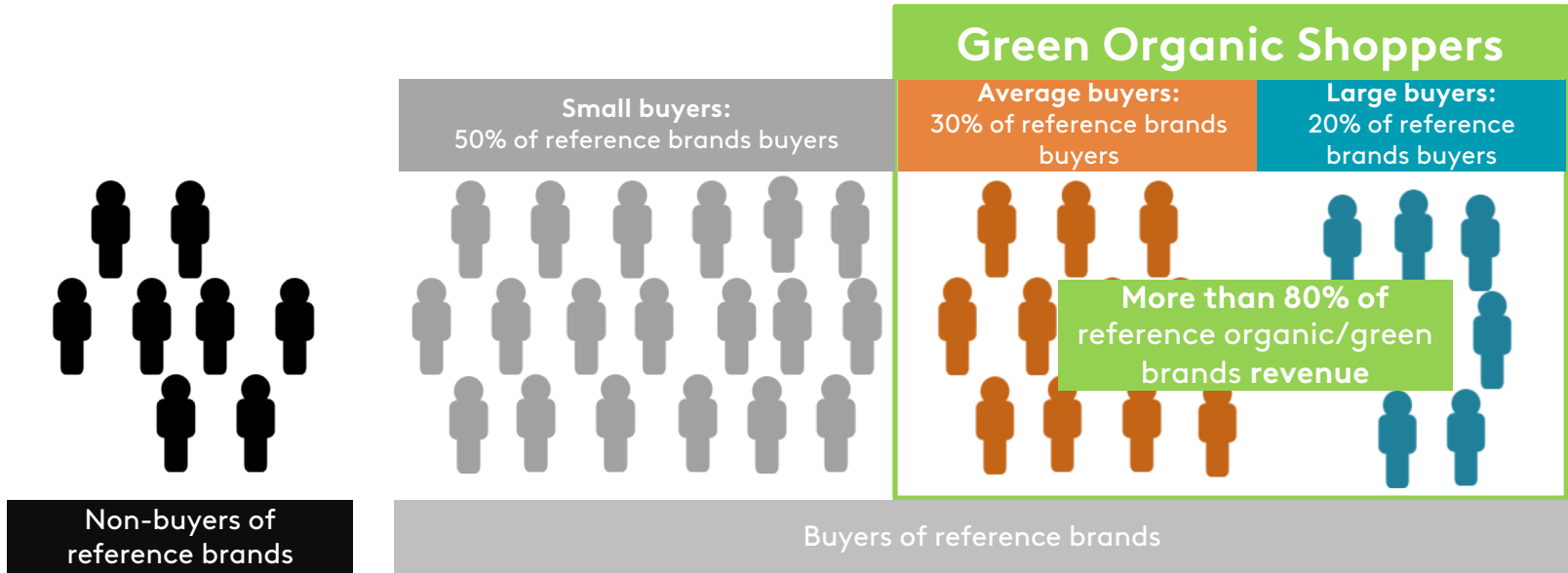


Organic/green shoppers account for more than 80% of reference brands revenue



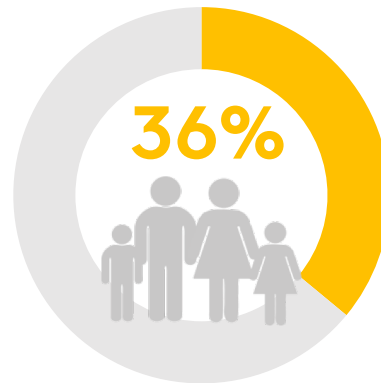
Shoppers make a very strong contribution to value impact

Organic / Green Shoppers target



40% of the primary shopper population

Media target



40% of the primary shopper population



Incremental revenue doubled per contact point



INCREMENTAL REVENUE BY CONTACT POINT

X 1.9

vs MEDIA TARGET

In 88% of campaigns, data targets are more effective than their socio-demographic equivalent

