



Disrupting the Status Quo



Introducing Numerator



Corporate HQ

Chicago, IL



Global Presence

U.S., Canada, UK, India, Australia



Employees

1,600



Backing

Vista Equity Partners



Customers

1,600

60%

of the
Fortune 500

40%

of the
Global 100



Differentiator

*Fastest, broadest set of
omni-channel market data insights
for consumer brands and retailers*



**Underlying consumer behaviors
explain what drives your sales**



**and are the leading indicators of
what might happen next.**



Numerator's modern consumer panel helps you quickly understand and connect with the people who drive your business.

Our modern **Consumer Panel** has higher engagement and compliance

Gamified consumer apps and proprietary passive collection technology create unprecedented participation and scale

AI and optical character recognition enables scale and accuracy

200M+

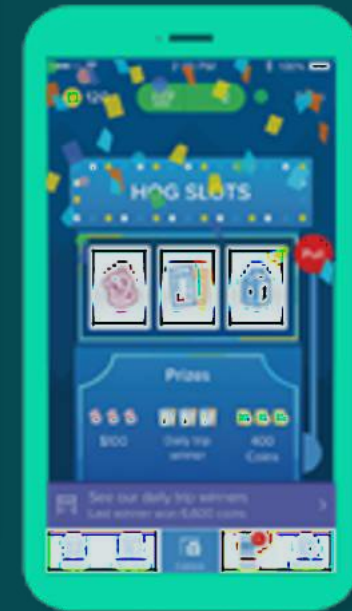
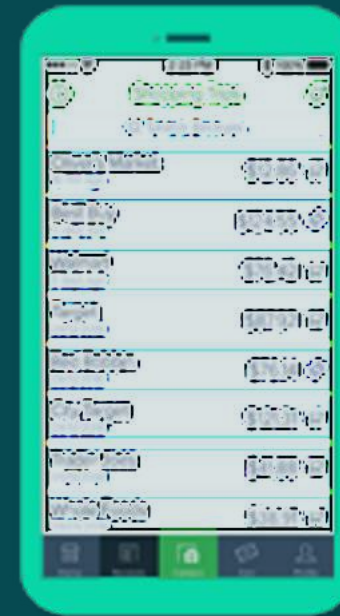
Annual receipt capture pace

+450,000

Active Panelists (4.5x nearest competitor)

Omnichannel Coverage

Including Amazon



We understand what others can't

Omnichannel Panelists

Each panelist is tracked across all channels → which is the only way to understand switching

eCommerce Coverage

Leading source of growth → 46% of all consumer buying is in non-traditional channels

Technology Driven Speed

We can report within days, using % of HHs reporting

The world is **different.**
We are **different.**

OUR HOMES

80%

Households have made an online purchase in the past 3 months

OUR ECONOMY

-3.7%

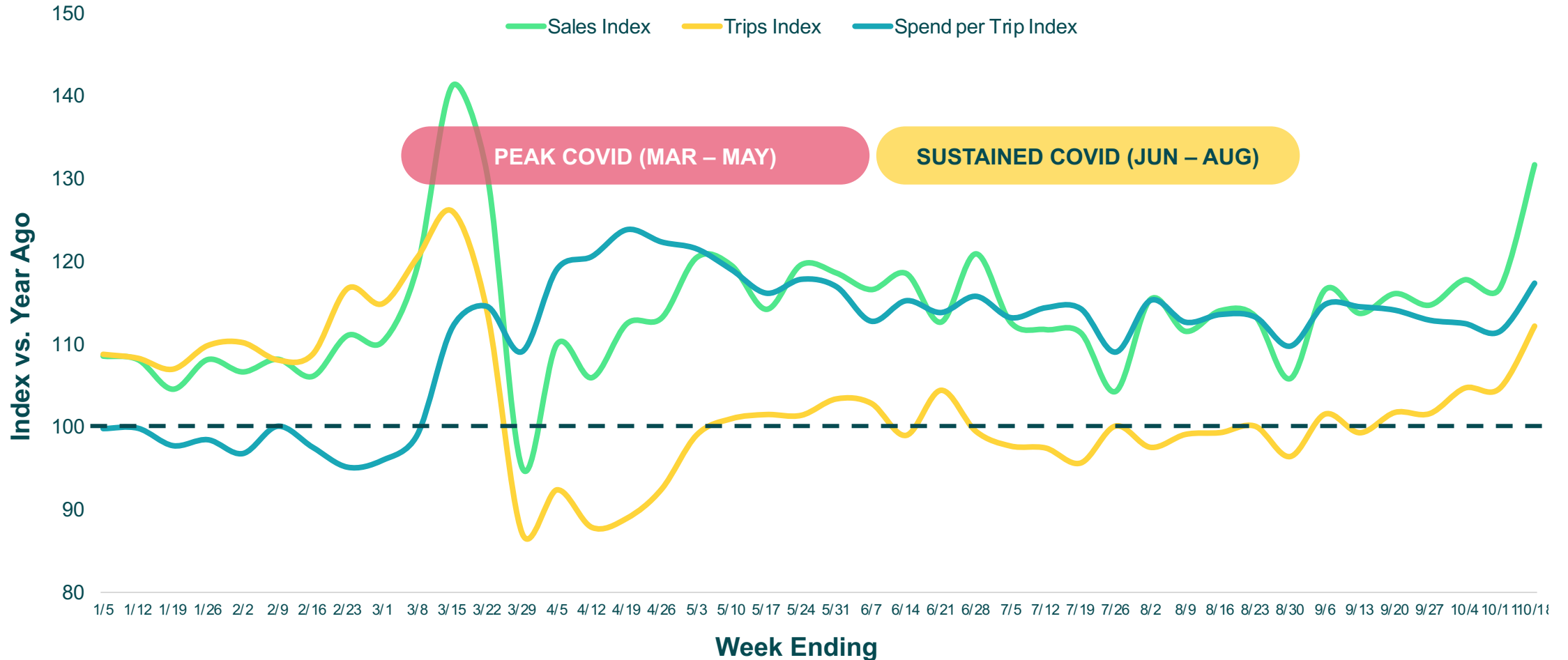
US GDP expected contraction in 2020, followed by 4% growth in 2021

OUR SOCIETY

77%

Shoppers claim a company's stance on social issues is important to them

Since the initial panic in March, we've sustained a steady rhythm of higher spend & larger baskets

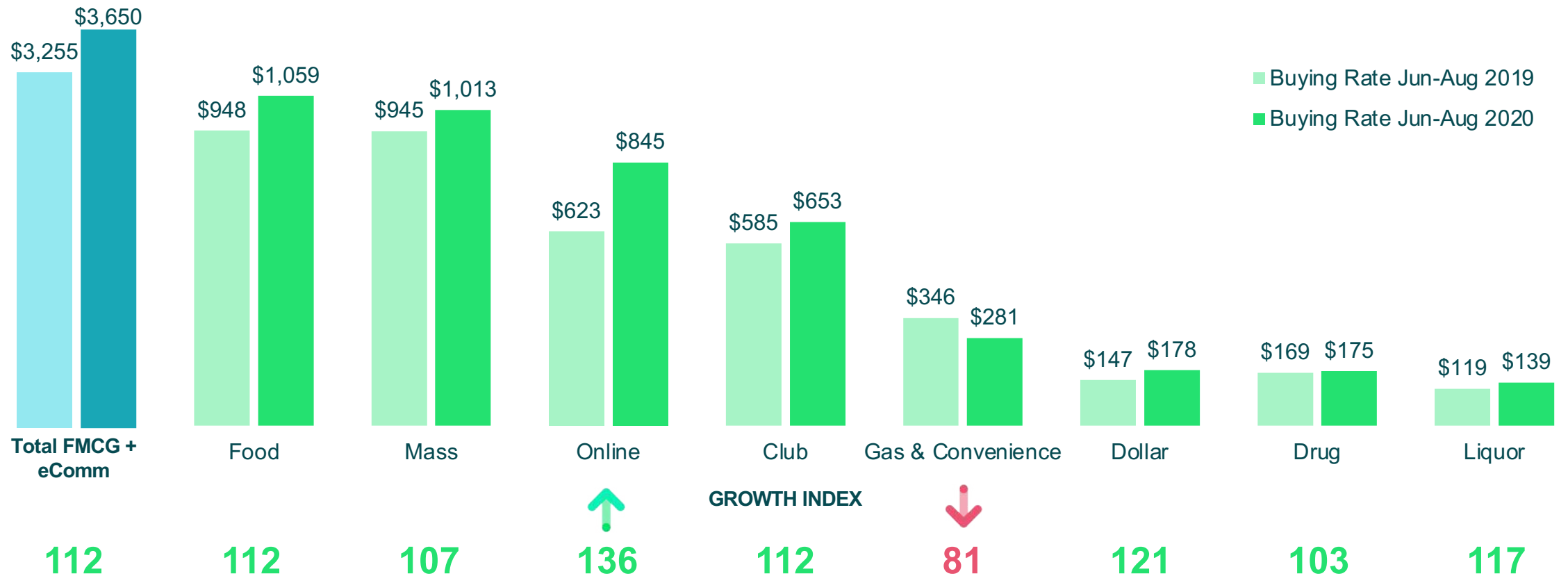


Source: Numerator Insights Weekly Metrics for In Store & Online Channel Shoppers Ending 9/6/2020

Shoppers are sustaining increased spend – across retail channels and online

Household Spending Across Channel

Buy Rate June – August vs. Prior Year

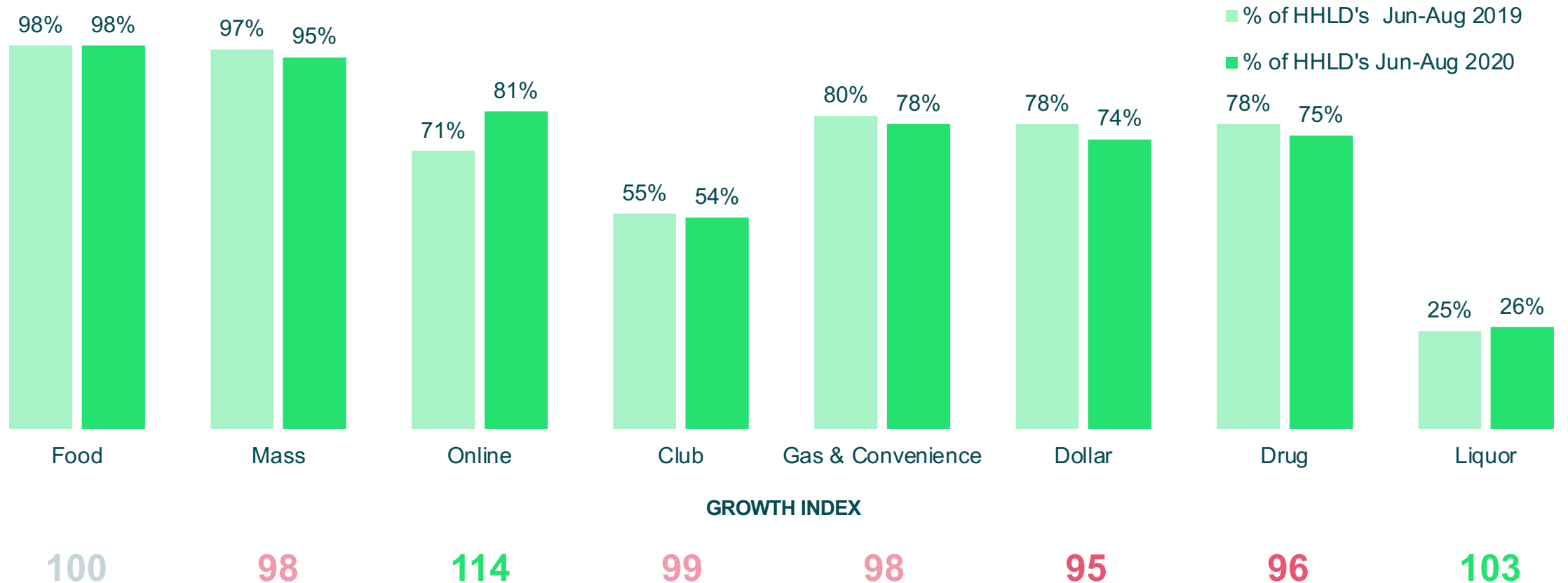


Numerator Insights June – August 2020 vs. Prior Year

Online growth is sustaining through increased spending and attracting new households

Household Penetration Across Channel

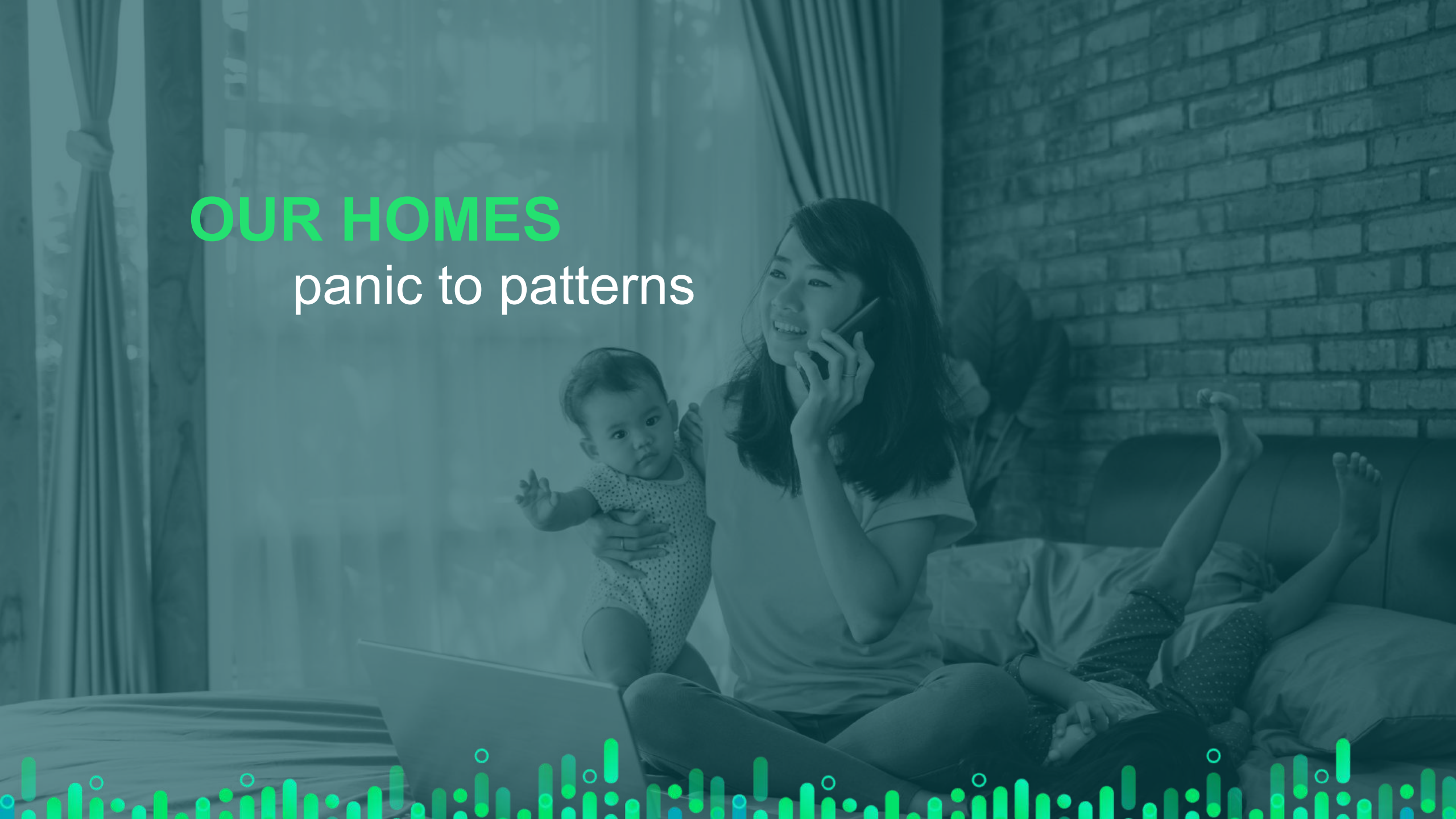
% Households June – August vs. Prior Year



Numerator Insights June – August 2020 vs. Prior Year

OUR HOMES

panic to patterns



At the peak of the pandemic, consumers purchased more brands at fewer stores.

+8.9 brands shopped on average
Peak Pandemic (March – May) vs. YAGO



-1.1 stores shopped on average
Peak Pandemic (March – May) vs. YAGO



As the pandemic continues, shoppers are dropping brands but not returning to lost stores.

-14.5 brands shopped on average
Since peak pandemic (March – May)



+/- 0 stores shopped on average
Since peak pandemic (March – May)



There has been a sustained shift to hygiene & home cooking, likely to last beyond the pandemic.

Top Growing Major Categories during COVID-19

Change in Avg. Spend per US Household



First Aid

1.7x



Hand Sanitizer

2.5x



Herbs & Spices

1.6x



All-Purpose Cleaners

1.7x



Cleaning Wipes

1.9x



Cleaning Supplies

1.6x

High chance of long-term behavioral change



Shelf Stable Sides

1.6x



Canned Milk

1.7x



Flour

1.8x



Instant Air Fresheners

1.8x



Refrigerated Dough

1.5x



Canned Soups

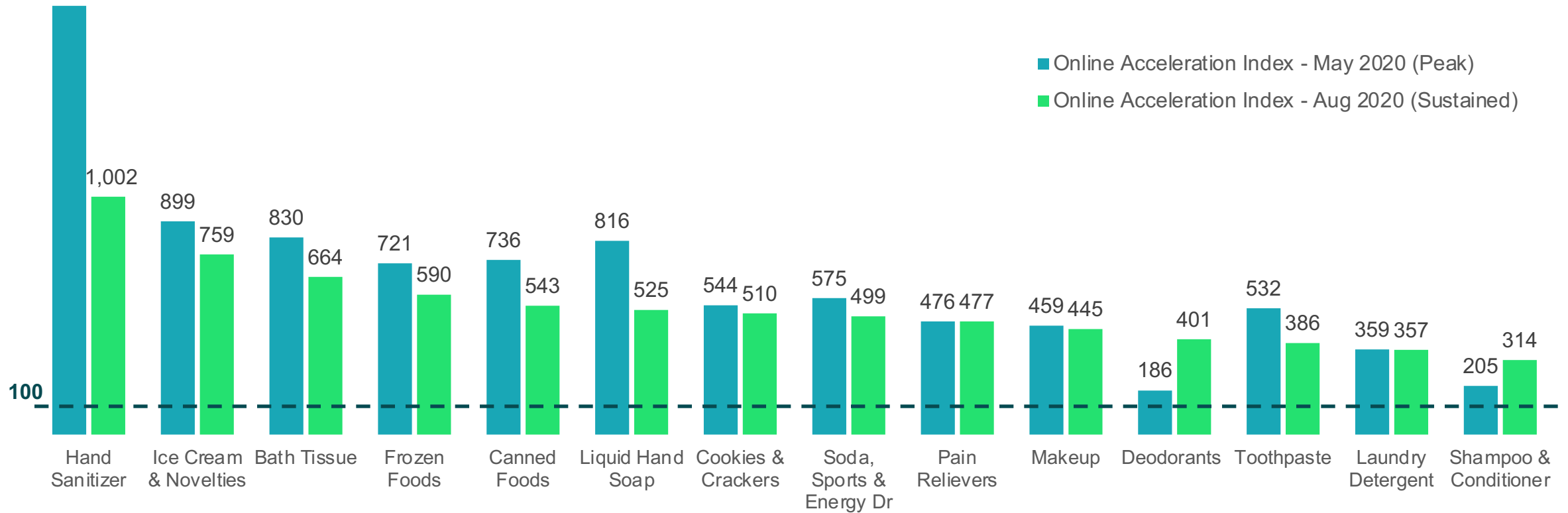
1.5x

Low chance of long-term behavioral change

Category adoption online has accelerated at an unprecedented, sustained rate.

Online Acceleration Index

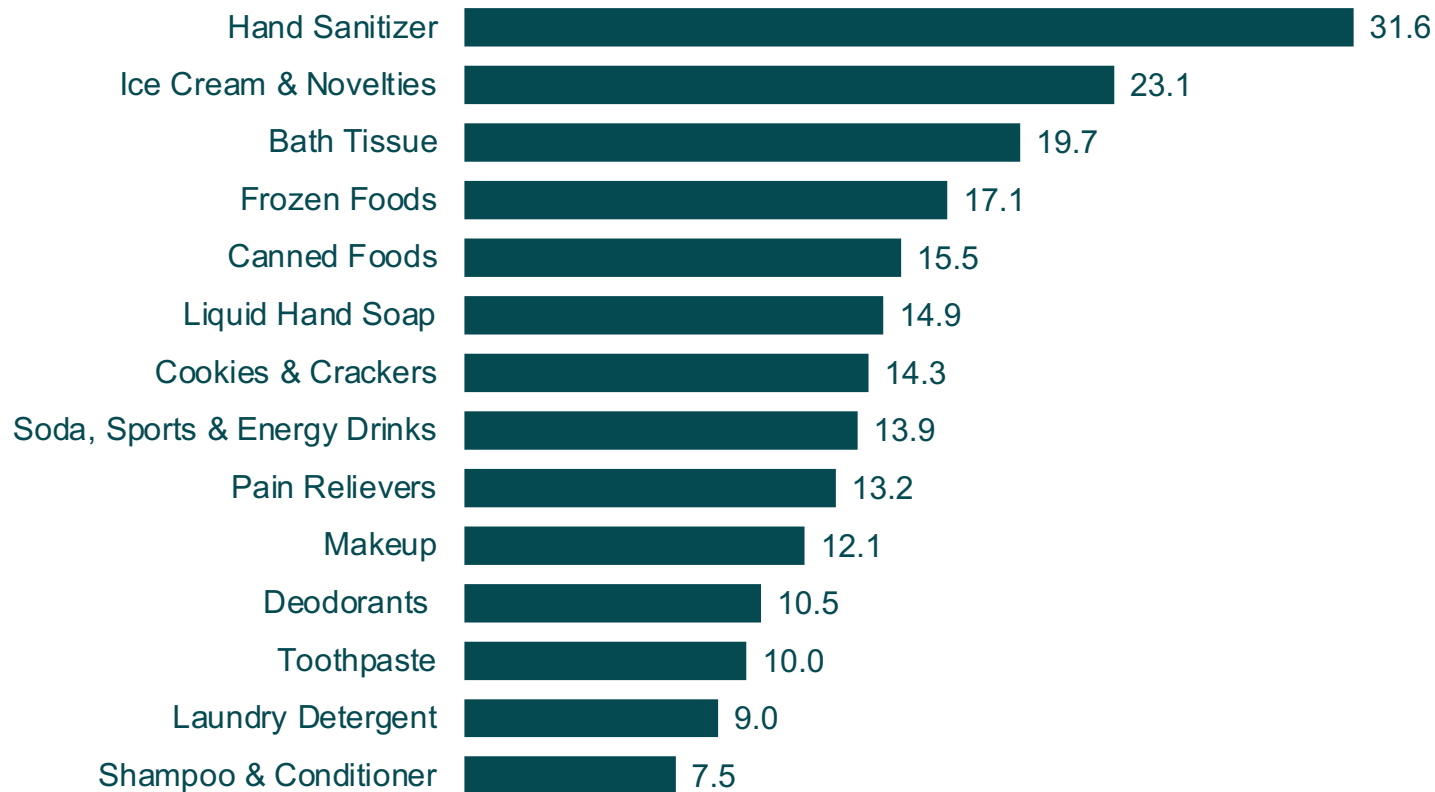
Rate of HH's purchasing category online vs. multi-year pre-COVID baseline



Online growth has accelerated by roughly two years in the past six months alone.

Months Ahead of Expected

Based on Online Acceleration Index



EXAMPLE:

This is

6.5 Million

additional bath tissue
shoppers online:

a **75%** increase

Mar-Aug 2019 vs Mar-Aug 2020

OUR HOMES

panic to patterns

- ➔ Adjust to patterns in behavior that have sustained past the initial March panic
- ➔ Invest in your ecommerce business and give consumers positive experiences both on and offline
- ➔ Understand the driving forces behind your customers' decisions and purchases



OUR ECONOMY

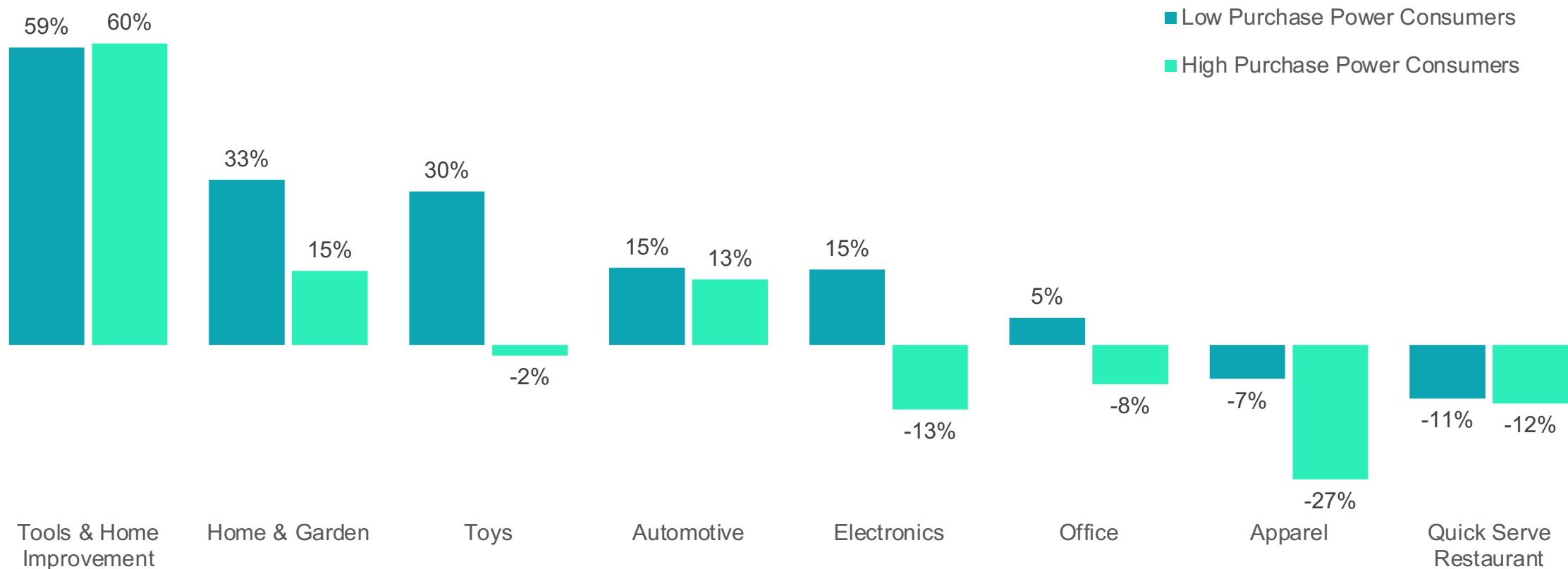
retreat, reset, recover



Standard predictors like purchase power are not good indicators of behavior or spending this year

COVID Spending by Purchase Power

% Sales Change March – August vs. Year Ago



...Which means an understanding of consumer sentiment is essential to recession planning

Numerator Recession Planning Segmentations

take into account consumer...



Concerns



Shopping Habits



Buying Habits



Views



Unbothered
29%

Full Speed Ahead

Scared & Struggling

Anxious
33%

Living my Frugal Life

16%

17%

Glass Half-Full

13%

16%

Pushing Forward

19%

19%

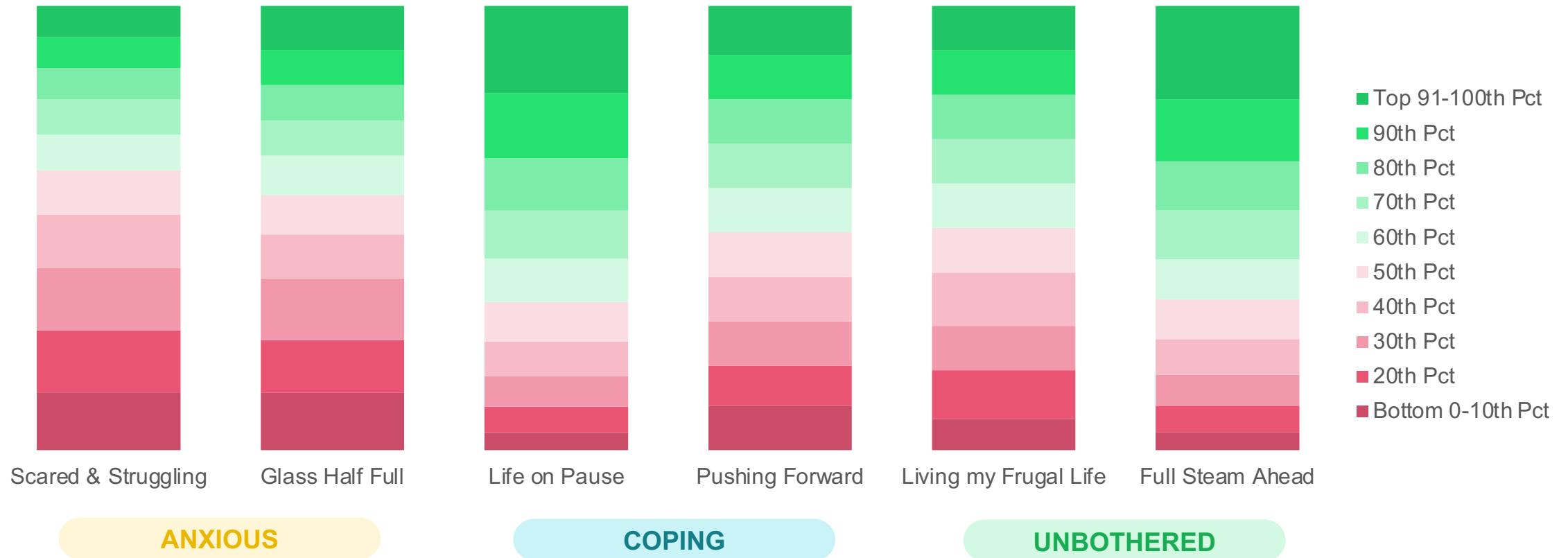
Life on Pause

Coping
37%

Stressed shoppers are also the most financially vulnerable with diminished purchase power.

Recession Segmentations by Spending Power

% of group in each spending percentile*



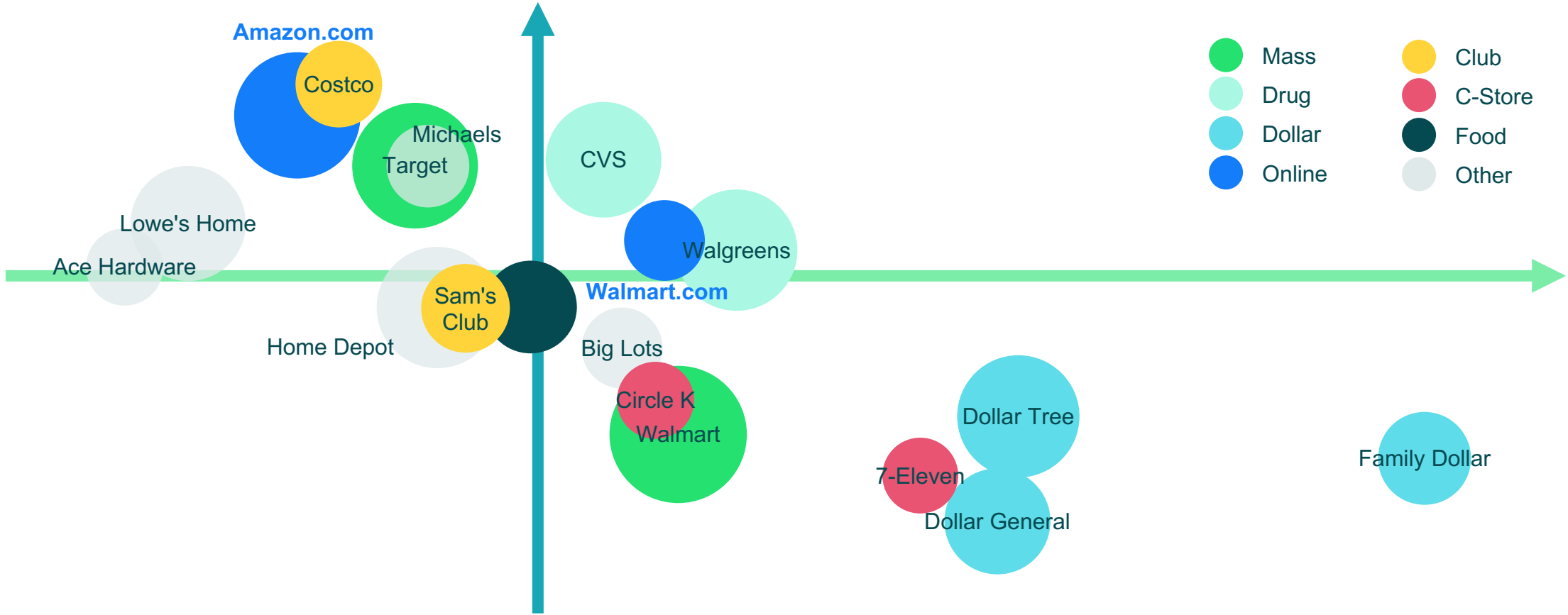
Source: Numerator Insights | 12 m/e December 2019 (Buying Power prior to COVID-19)

* HH Income controlling for HH size and relative cost of living in state of residence

And this has potential implications for the retailers they like to shop

More Reliant on the Financially Impacted

More Reliant on Lifestyle Changers



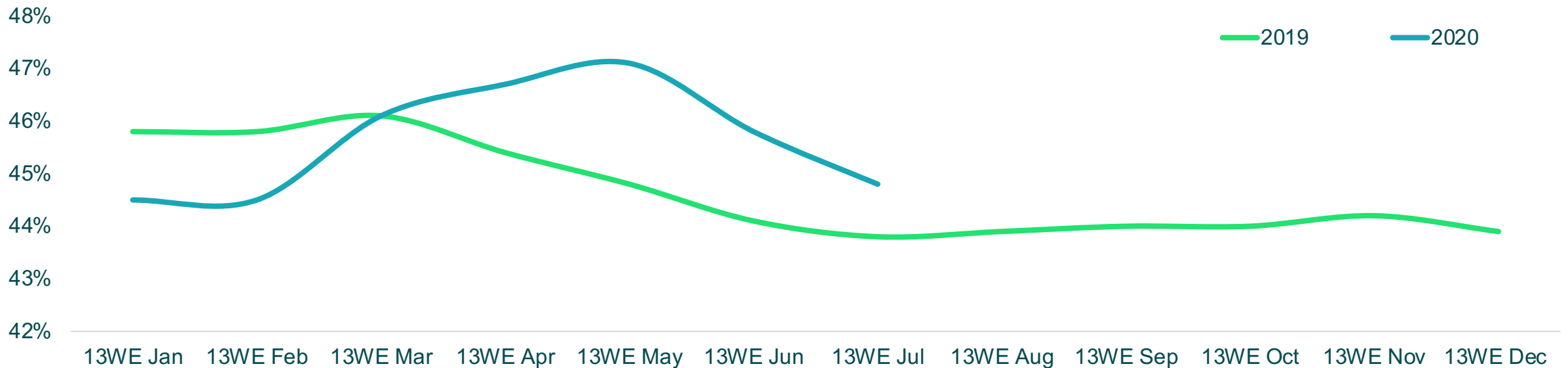
It also impacts what they buy – with consumers turning to lower-cost options like private label

4x the YoY increase in repeat rates after 1st purchase

vs. branded, in the 3 months post trial

Private Label Trips

% of trips including private label



Understanding when products are at high-risk of attrition can help you manage through the recession

Growth of Private Label's share of Trips within the category

Private Label's share of Trips within the category

	Fast declining -5pp	Slow declining -3pp	Stable	Slow growing +3pp	Fast growing +5pp
Large 50%+	Frozen Juice	Food Storage Bags	Eggs	Cheese	Fabric Deodorizers & Refreshers
Medium 20-50%	Cleaning Supplies	Cleaning Wipes	Bath Tissue	Frozen Vegetables	Baking Chips & Bars
Small <20%	Dish Detergent	Toothbrushes	Yogurt & Yogurt Drinks	Storage Containers	Yogurt Covered Snacks

OUR ECONOMY

retreat, reset, recover

- ➔ Prepare for an extended period of disrupted behaviors and shifting needs
- ➔ Understand your consumer's immediate fears and desires in order to best serve their needs.
- ➔ Monitor consumer behavior and attitudes to stay on top of changing trends

A person with a raised fist in a crowd. The person is wearing a white t-shirt, a black face mask, and round sunglasses. They have their right arm raised with a clenched fist. The background is a blurred city street with many people. The entire image has a teal overlay.

OUR SOCIETY

appeal to ideals



Retailers and brands are increasingly taking social stances



Sephora Signs '15 Percent Pledge' to Carry More Black-Owned Brands

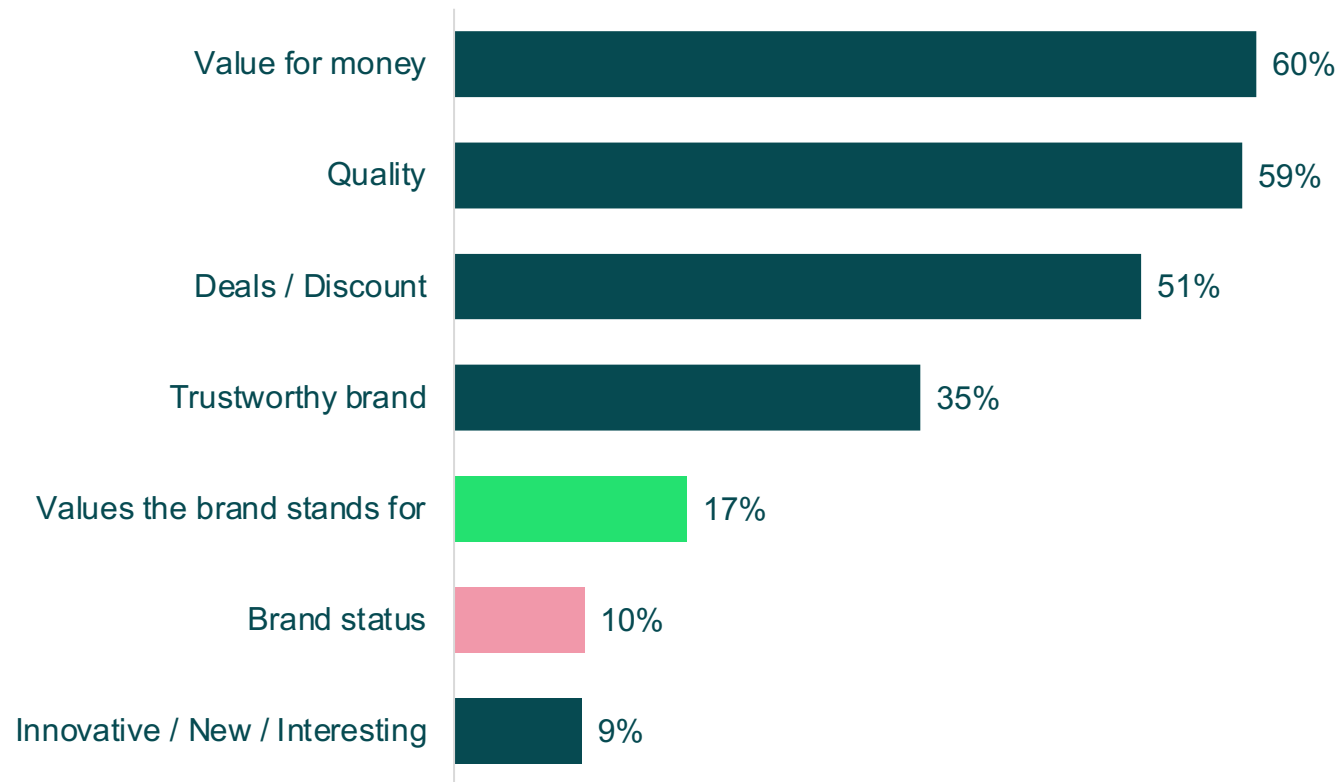
A movement spearheaded by a black creative director in Brooklyn is urging major retailers to commit to devoting a set amount of their shelf space to black-owned businesses.



Consumers identify brand values as more important than brand status.

What issues are most important in choosing a product or service?

Select all that apply

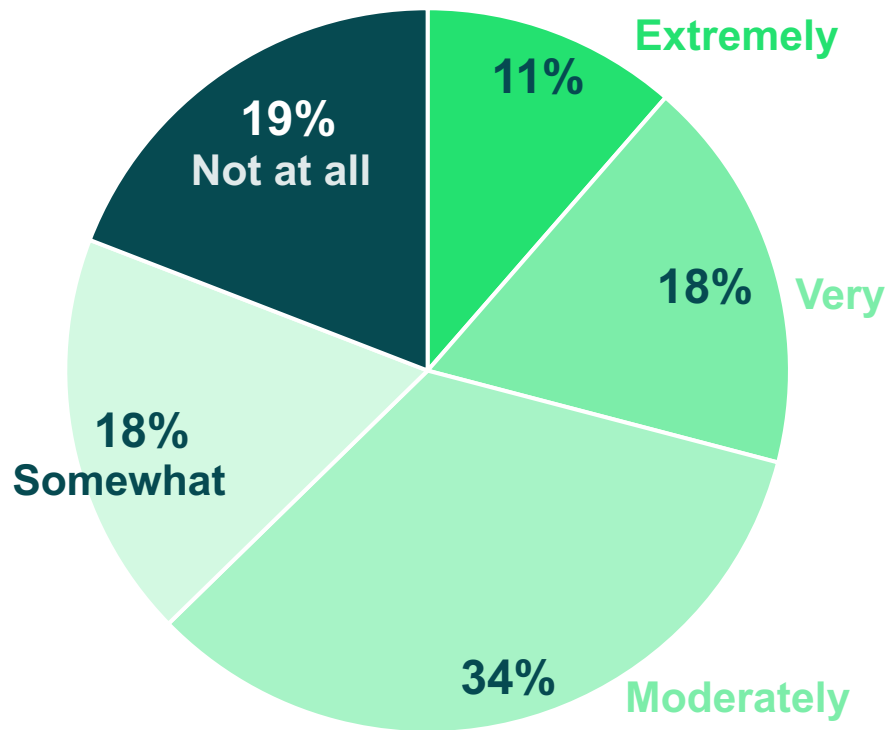


“I love to support companies that help members of my community.”

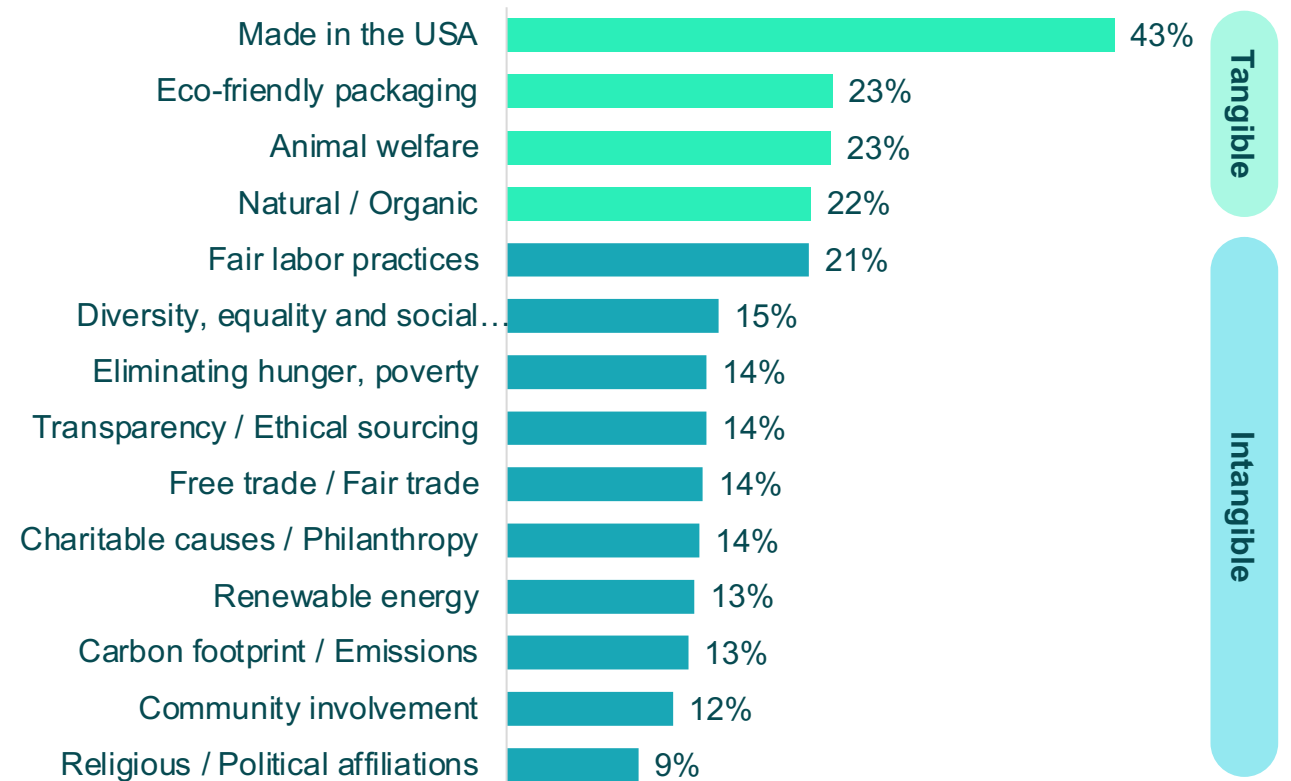
“Companies that show they stand for good values always stand up and show you they are good.”

Many consumers are aware of corporate values, and they're most concerned with tangible ones

How aware are you of the corporate values behind products you purchase?



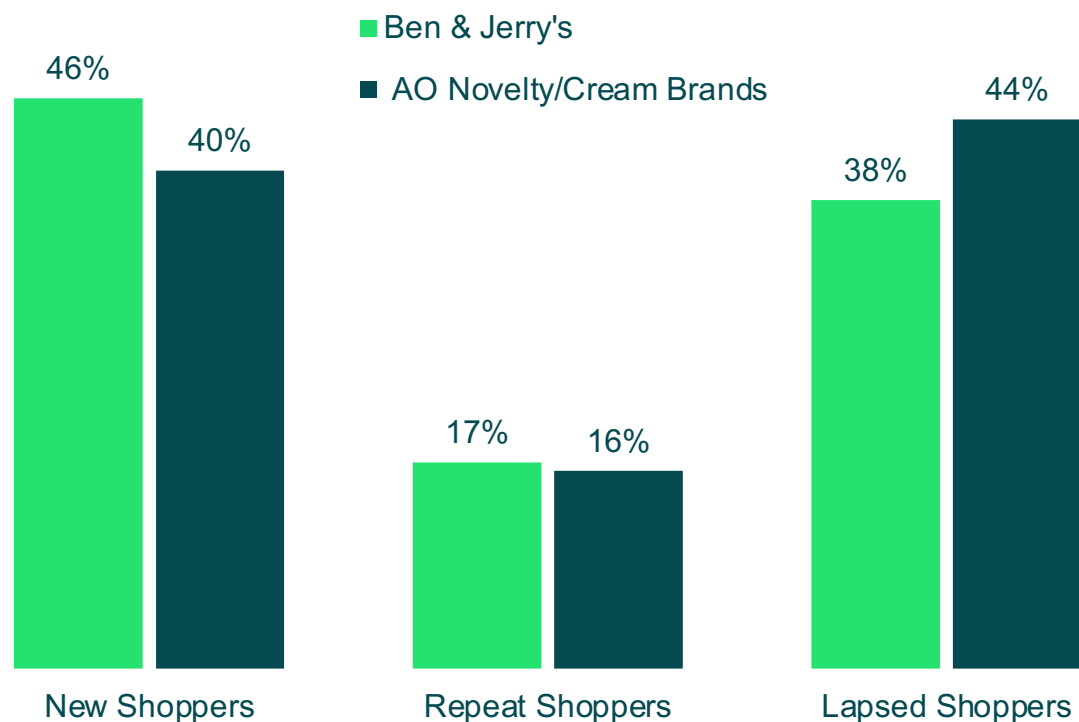
What issues are most important to you when choosing a product or service?



Ben & Jerry's stance has driven an outperformance in the ice cream category.

New, Lapsed, Repeat Shoppers

% of shoppers, June – Aug 2020 vs. previous year



MORE NEW SHOPPERS

*"They spend part of their profits supporting causes I support and that makes me **more likely to spend money on them**"*

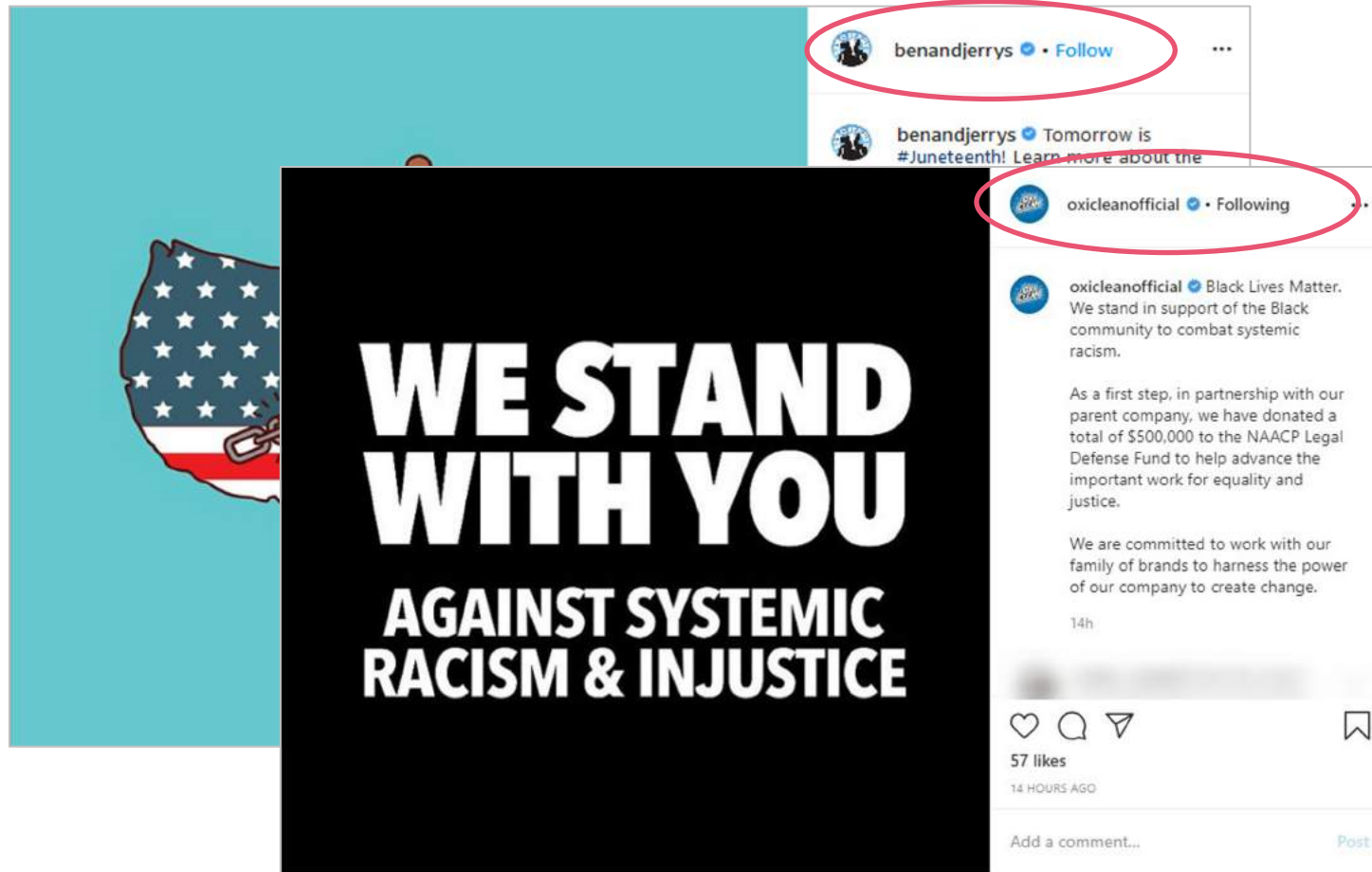
REPEAT SHOPPERS SPENDING MORE

*"I have started **supporting their products more** since they have come out in support of BLM"*

FEWER LAPSED SHOPPERS

*"I **stopped buying other brands** of ice cream because Ben and Jerry's has been fighting social injustice since (approx. 1999), and not just because of BLM, but for other heritages too"*

Brands are active on social media, putting their credibility– and dollars– towards racial justice



WE STAND WITH YOU AGAINST SYSTEMIC RACISM & INJUSTICE

benandjerrys • Follow

benandjerrys Tomorrow is #Juneteenth! Learn more about the

oxicleanofficial • Following

oxicleanofficial Black Lives Matter. We stand in support of the Black community to combat systemic racism.

As a first step, in partnership with our parent company, we have donated a total of \$500,000 to the NAACP Legal Defense Fund to help advance the important work for equality and justice.

We are committed to work with our family of brands to harness the power of our company to create change.

14h

57 likes

14 HOURS AGO

Add a comment... Post



Walgreens @Walgreens

This Juneteenth, we pledge to work toward an anti-racist society & affirm our support of the Black Lives Matter movement. Today, we share our commitment to racial equality by investing in two Chicago-based organizations doing impactful work as we build a long-term action plan.

MY BLOCK MY HOOD MY CITY

Chicago Urban League

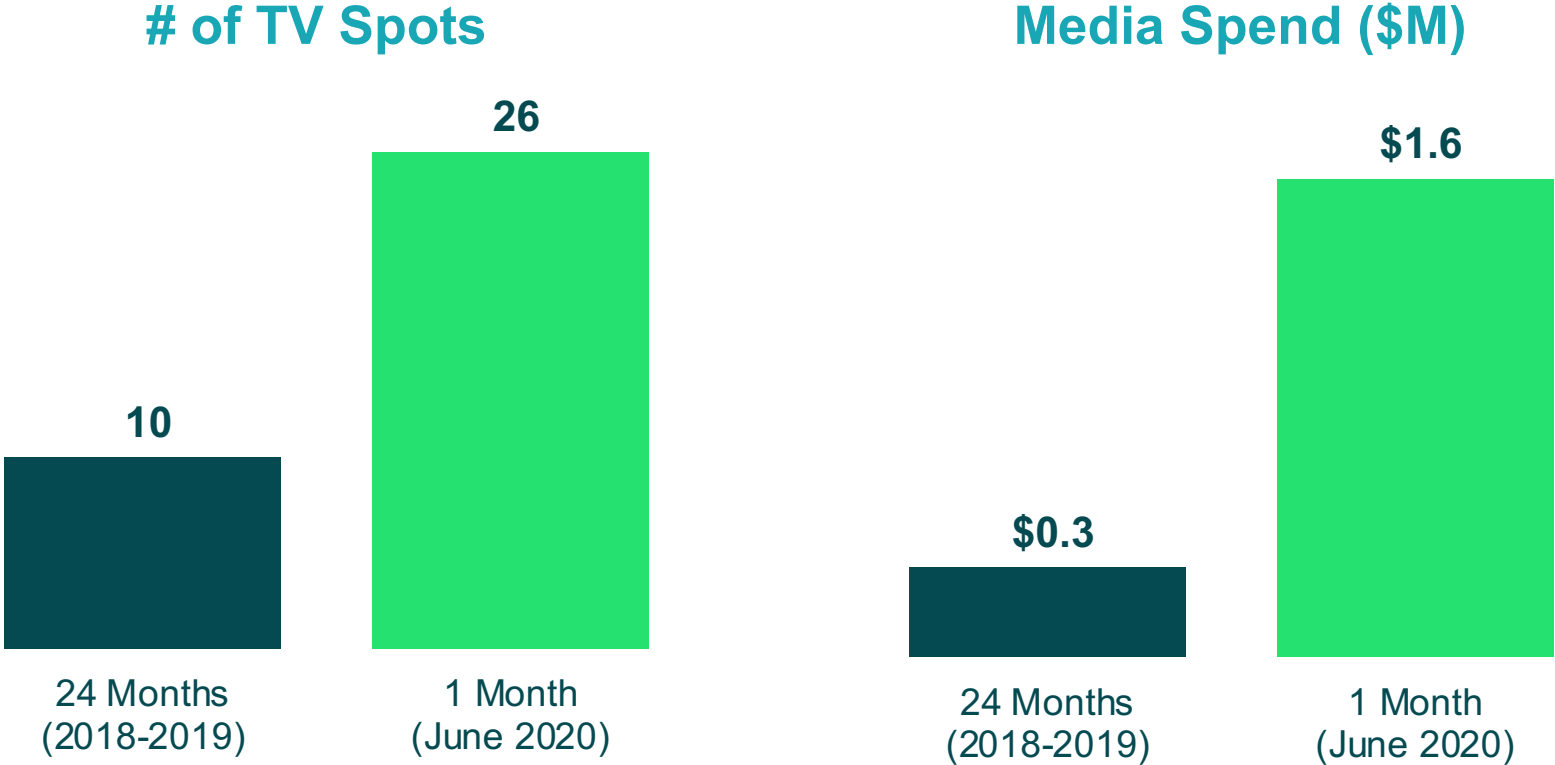
My Block, My Hood, My City and Chicago Urban League

10:15 AM · Jun 19, 2020 · Twitter Web App

2020 saw a step-change in brand investment in televised messages of support

TV Creative / Media With Racial Justice Messages

of TV Spots | Media Spend



McDonald's was one company who invested in a racial justice TV advertisement

**Trayvon Martin.
Michael Brown.
Sandra Bland.
Freddie Gray.
Alton Sterling.
Botham Jean.
Atatiana Jefferson.
Ahmaud Arbery.
George Floyd.**

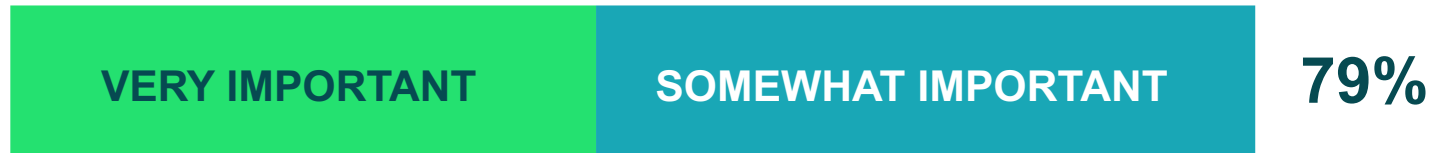
We see them in **our crew members.**

**Which is why we're donating to the
National Urban League and the **NAACP.****

Black lives matter.

4 in 5 consumers who have purchased McDonald's since June indicated a company's stance on social issues is important to them

IMPORTANCE OF COMPANY'S STANCE ON SOCIAL ISSUES



MORE LIKELY TO SHOP WITH COMPANIES SUPPORTING SIMILAR SOCIAL ISSUES



1 in 10

Recall the ad

1 in 6

Think they recall the ad, but are not entirely sure

It counts for companies to take a stance.

77%

claim that a company's stance on social issues is important to them

45%

Are more likely to purchase a product if the company supports similar social issues to them

24%

Ben & Jerry's shoppers purchased the product because of their stance on social issues

35%

Customers say McDonald's stance on racial justice & BLM improved their opinion of the brand

OUR SOCIETY

appeal to ideals

- Expect your competitors and competitive categories to increase their social justice voices
- Invest in understanding and aligning with the social justice priorities of *your* consumers
- Develop an authentic stance on social justice – an annual donation won't do it



Living in our **different** world.

OUR HOMES

The center of our lives in a new way – including how we fill them.



OUR ECONOMY

A dynamic cycle as jobs are lost, businesses reset, and we recover.



OUR SOCIETY

The search for meaning and purpose accelerates.

To find out more about your brand or category
has been affected, say hello@numerator.com

