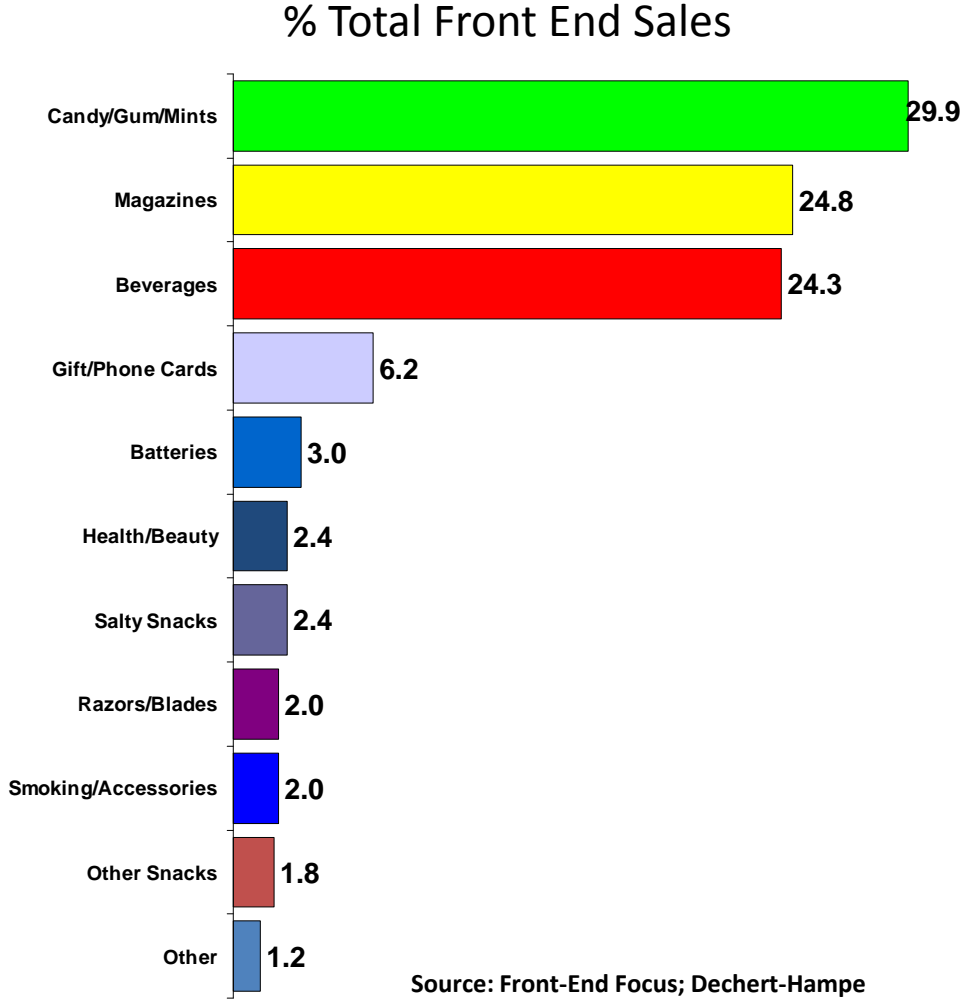


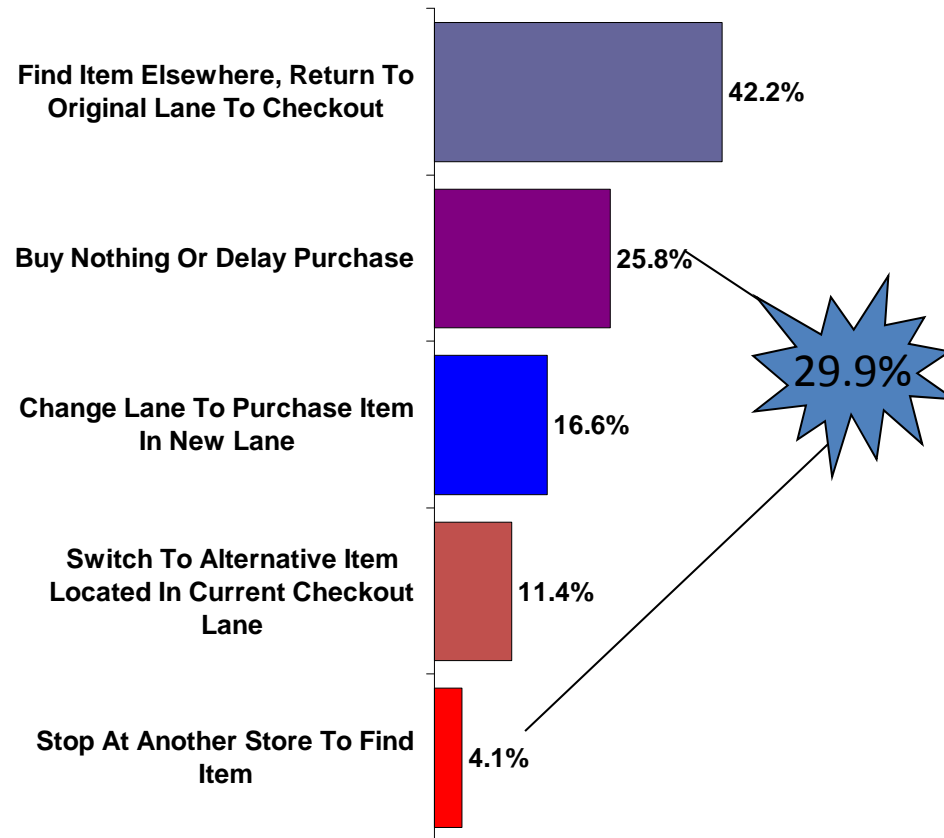
Confectionery, Magazines and Beverages Account for 79% of All Front-End Sales



Source: Front-End Focus; Dechert-Hampe
Analysis of Retailer Data.

Almost One In Three Shoppers Would “Walk Away” If The Item They Wanted Was Not Available at the Checkout

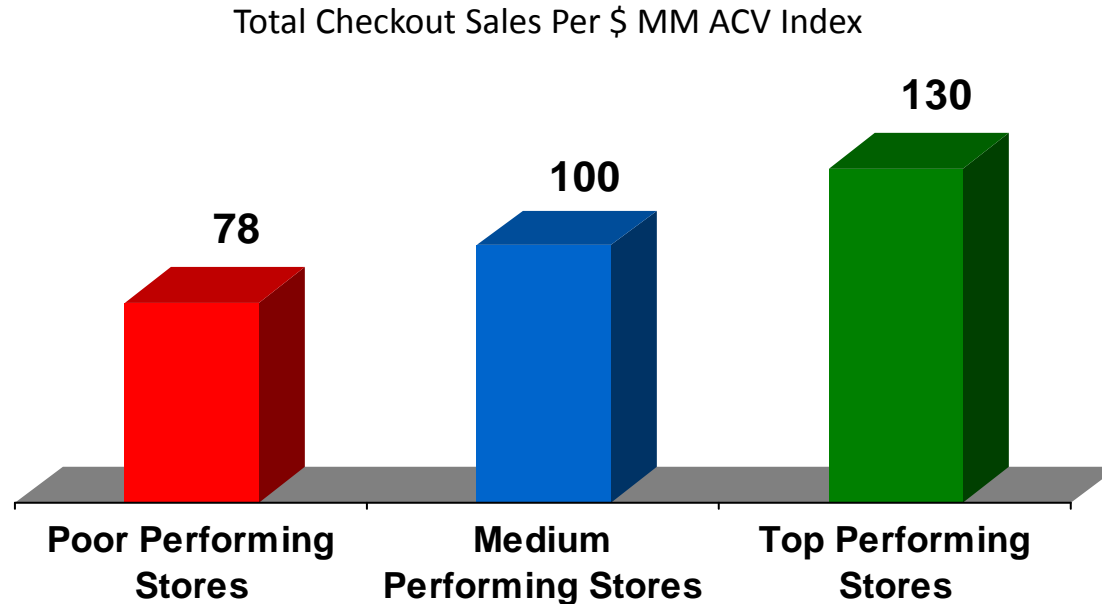
If Item Was Not Available, What Would You Most Likely Do?
(% Of All Respondents)



Source: Front-End Focus Shopper Interviews

The Opportunity For Improved Performance at the Front-End Checkout Is Huge

Top performing retailers enjoy a 30% advantage in store performance at Front-Ends



Source: Front-End Focus ; Dechert-Hampe Analysis of Retailer Data.