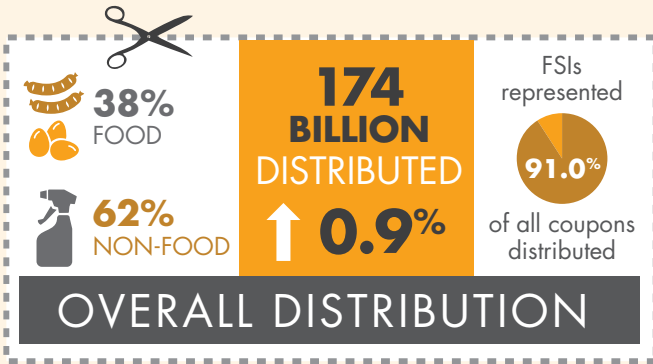
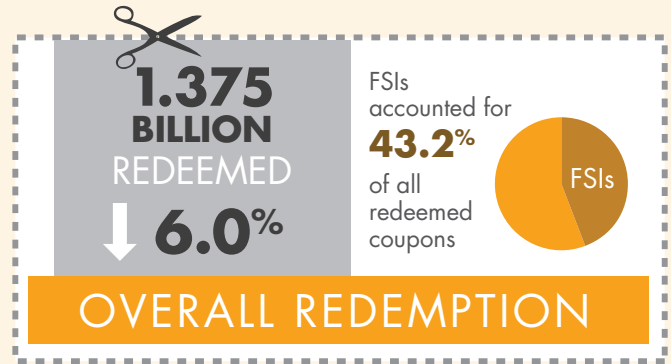


COUPON TRENDS

H1 2014 vs. H1 2013

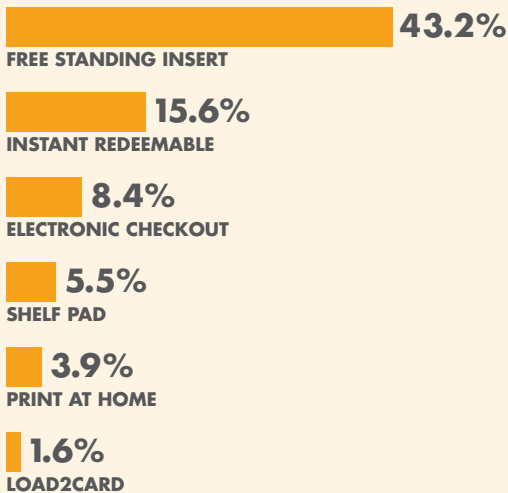


Inmar 2014



Inmar 2014

POPULAR REDEMPTION METHODS



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SHOPPERS ARE USING, ON AVERAGE

5.8

METHODS

TO ACQUIRE COUPONS

Inmar 2014 Shopper Behavior Study

TOP 6 METHODS USED



Inmar 2014 Shopper Behavior Study

96% REPORT USING COUPONS IN PRIOR 3 MONTHS



DIGITAL COUPON REDEMPTION up **45%**

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AVERAGE REDEMPTION RATES VARY

