

COUPON TRENDS

YTD Q3 2014



251 BILLION
Coupons Distributed

Distribution down
1.7%
from same period
in 2013

2.14 BILLION
Coupons Redeemed

Redemption down
-2.5%
from same period
in 2013

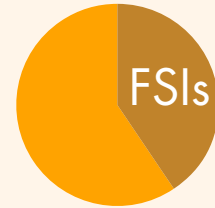
POPULAR REDEMPTION METHODS (% OF TOTAL)

22%
INSTANT REDEEMABLE & INSTANT CROSS-RUFF

8%
ELECTRONIC CHECKOUT

5.7%
SHELF PAD

3.8%
PRINT-AT-HOME



FSIs accounted for
40.8% of all
redeemed coupons

LOAD-TO-CARD
COUPON
REDEMPTION **up**



650 MILLION
CLIPPED

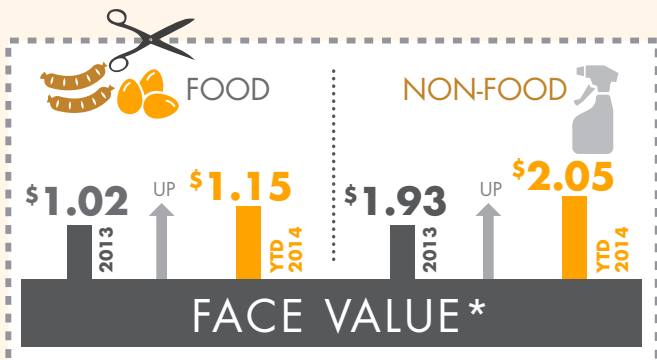


Share of redemption
2x Greater than 2013

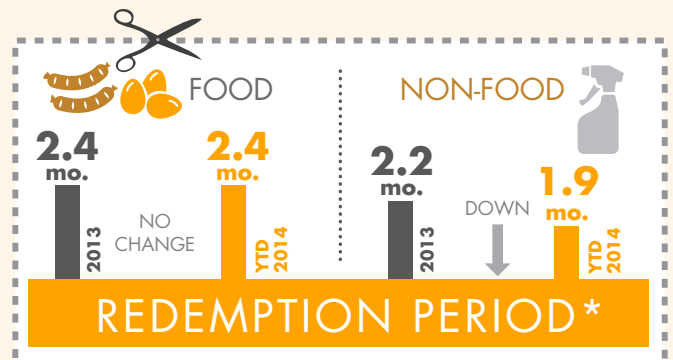
600 MILLION
PRINTED



Print-at-Home (PAH)
11.23% AVERAGE
REDEMPTION RATE



*COUPONS DISTRIBUTED



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All data YTD Q3 2014, YTD Q3 2013 where applicable

SOURCE: Inmar