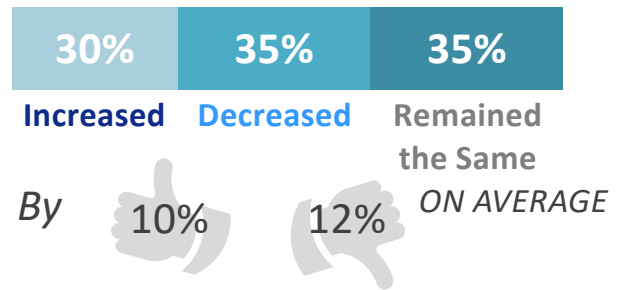
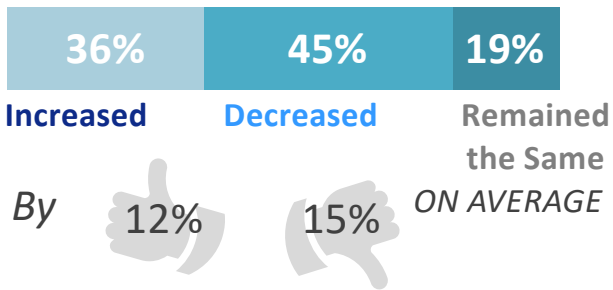


Shop Insights™

Retail Council of Canada 2019 PULSE CHECK

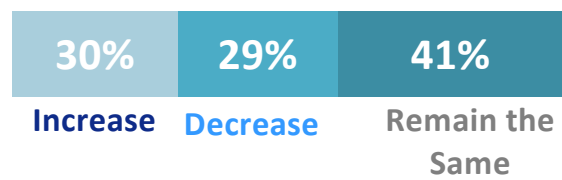
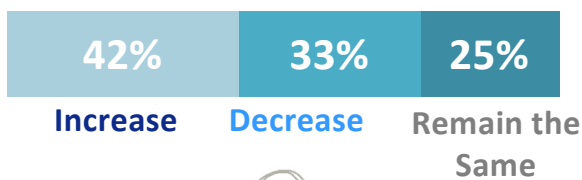
Sales Q1 2019 Vs. Q1 2018

Gross Margin Q1 2019 Vs. Q1 2018



In the remainder of 2019 SALES will...

GROSS MARGIN will...



SALES will INCREASE



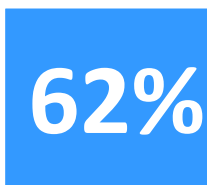
SALES will DECREASE

Because of changes in...

Because of changes in...



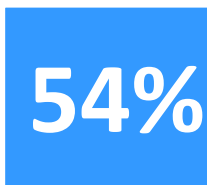
MARKETING STRATEGY



LOCAL/REGIONAL ECONOMY



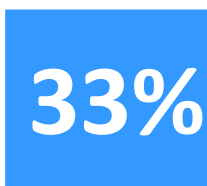
STORE OPERATIONS



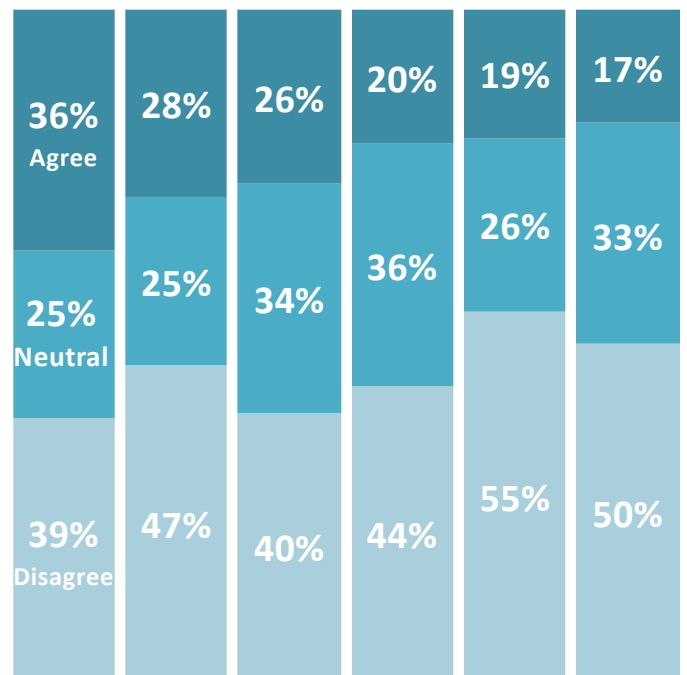
COMPETITION FROM OTHER RETAILERS



LOCAL/REGIONAL ECONOMY



GOVERNMENT REGULATIONS



Overall, I feel more optimistic in 2019

I am seeing a larger number of customers in my store in 2019

Customers appear to be purchasing more in each transaction on average

Overall, customers seem more optimistic in 2019

Customers appear to be spending more freely in 2019

Customers appear to be purchasing more frequently

2019 PULSE CHECK

EXPECTED CHANGES IN INVESTMENT

