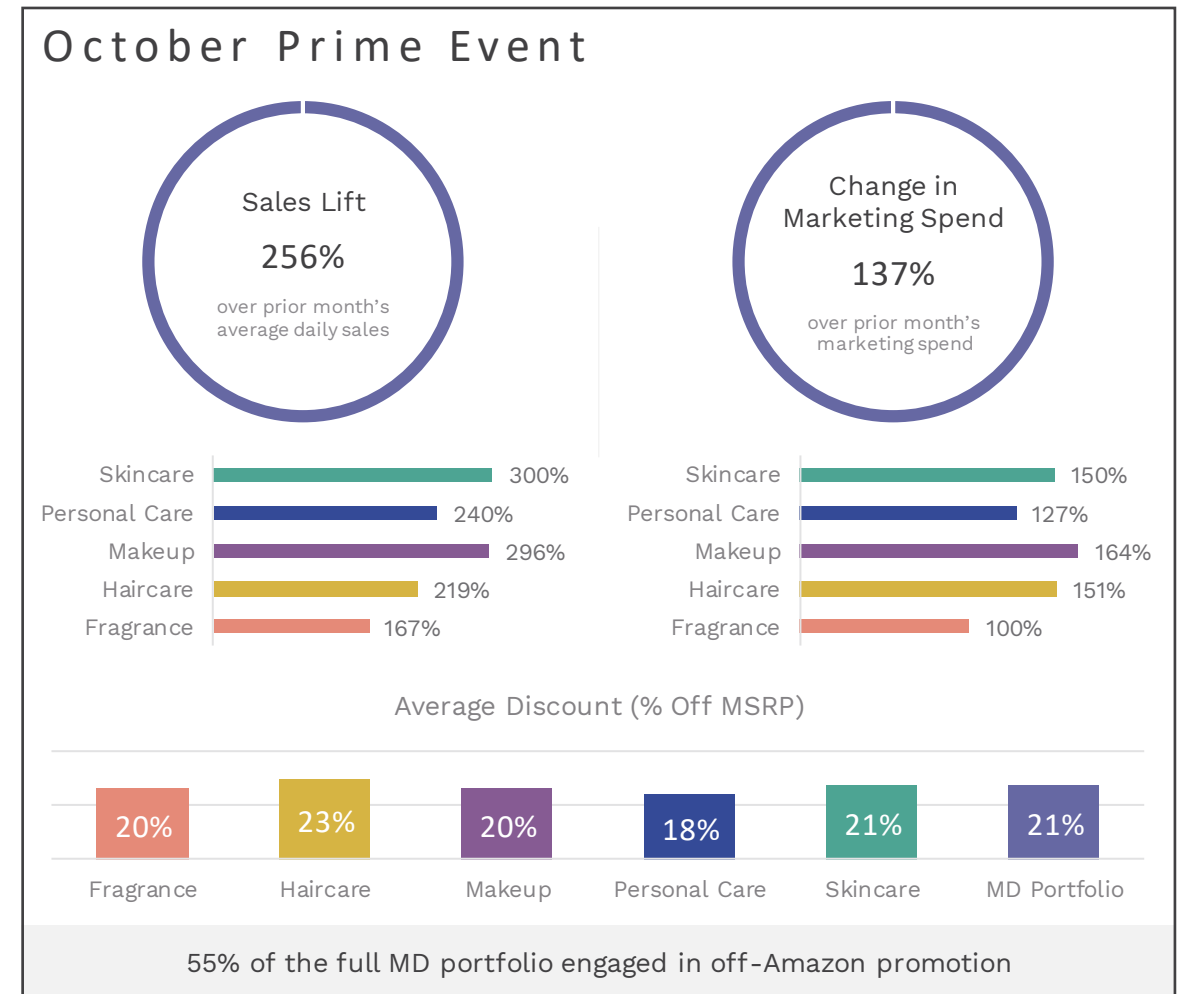
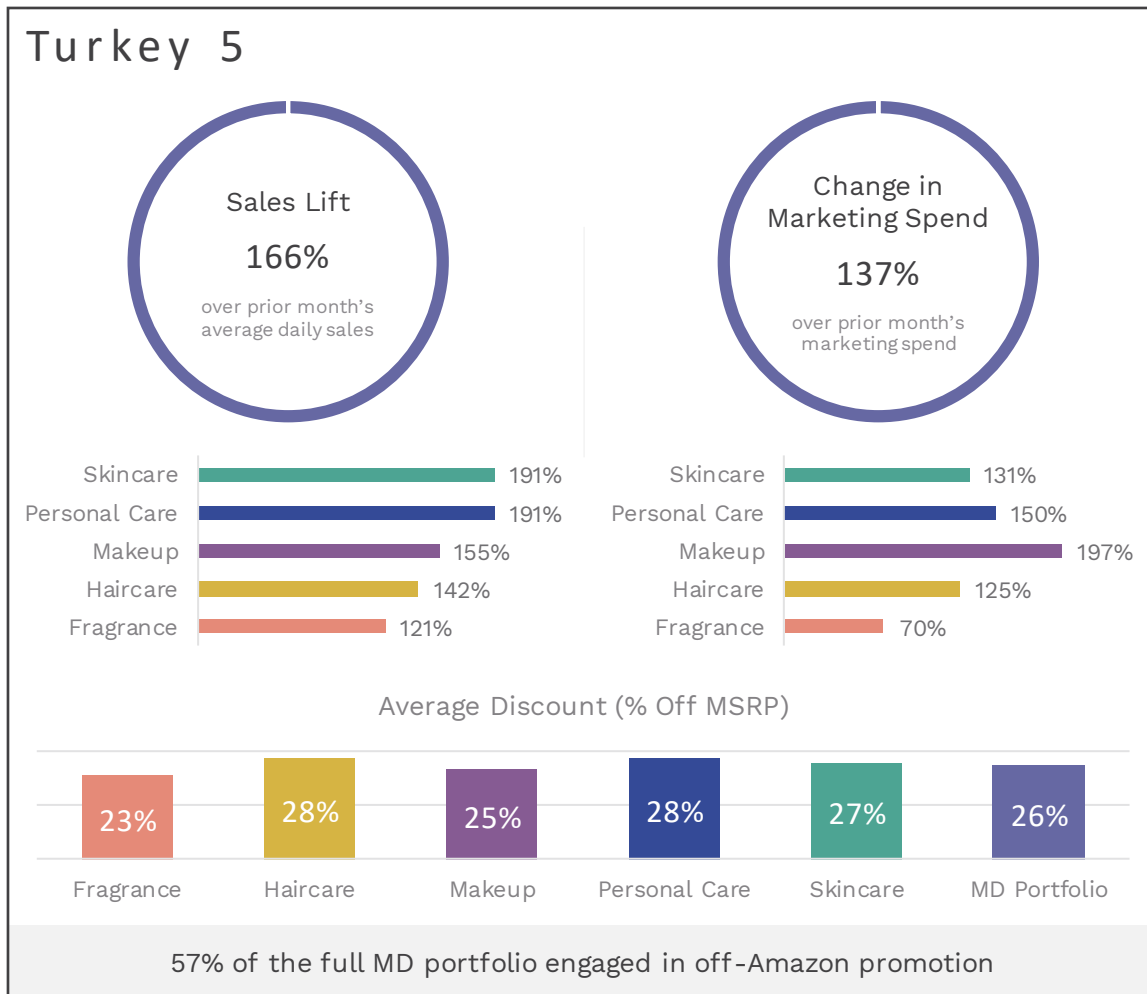


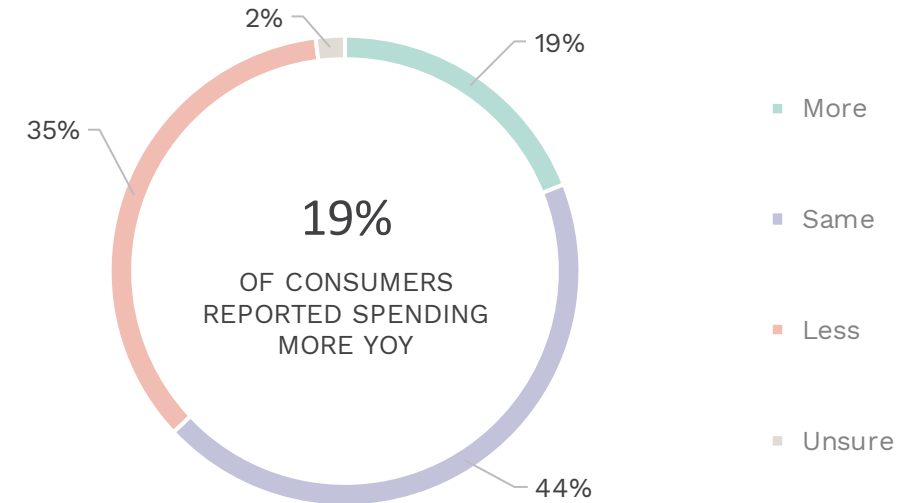
The Market Defense portfolio delivered Turkey 5 sales volumes equal to 166% MoM.



Amazon announced its biggest T5 ever with independent retailer sales exceeding \$1B.

Key Consumer Insights

- Total online sales reached \$25.7 between Thanksgiving, Black Friday, and Cyber Monday
- Turkey 5 sales in the Health & Beauty category grew 14% YoY.
- 41% of shoppers reported shopping mostly or exclusively online, with the majority citing convenience as their reason
- 48% of online sales were mobile orders, up from 44% last year
- 62% of Amazon shoppers placed more than one order during T5
- Shoppers looked at an item an average of 14 times before buying
- 50% of beauty orders were fifth-time buyers
- 33% of gift shoppers purchased beauty products



Price per item skews slightly to the right, averaging \$31.49 with an average of 1.8 units per order

