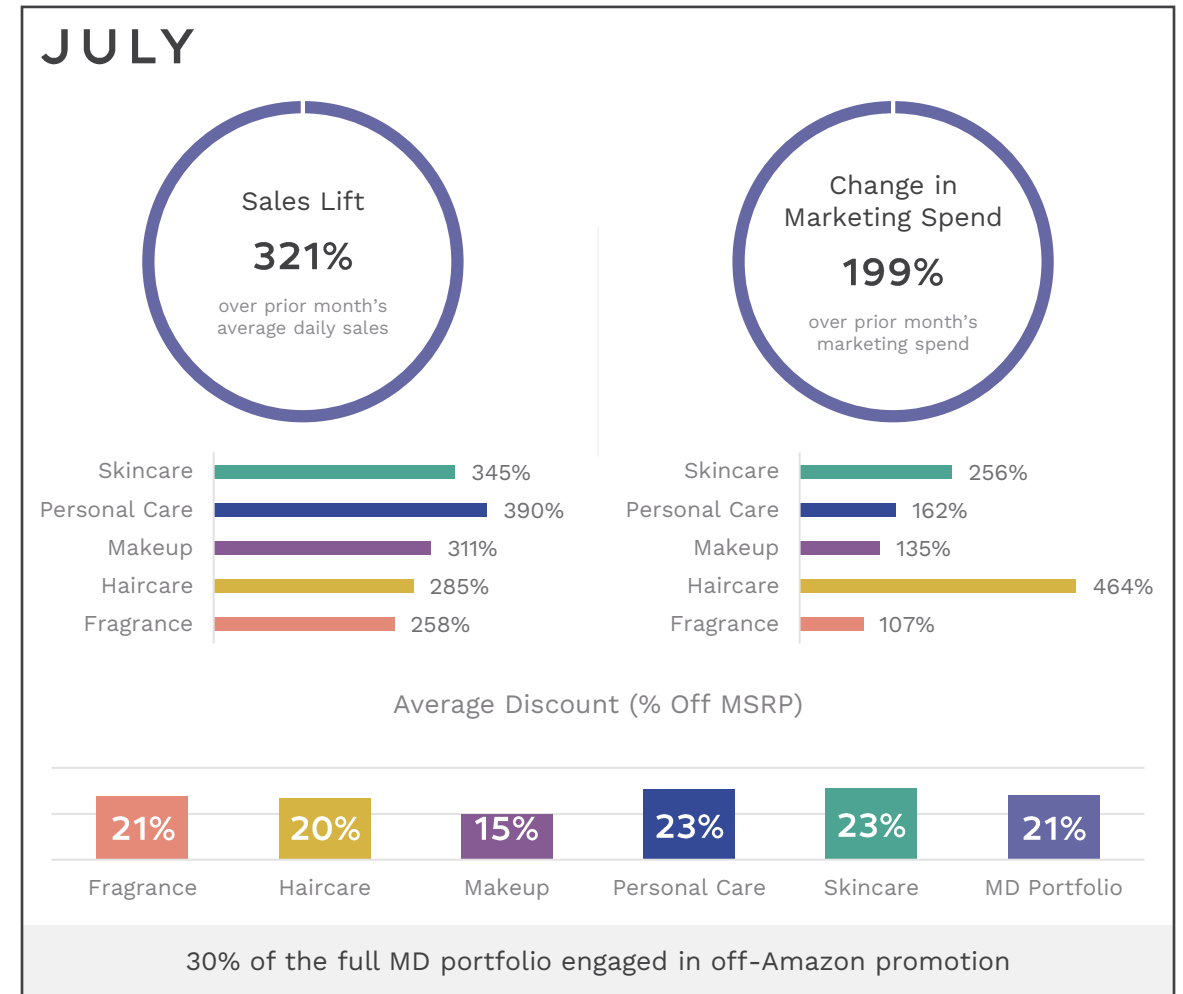
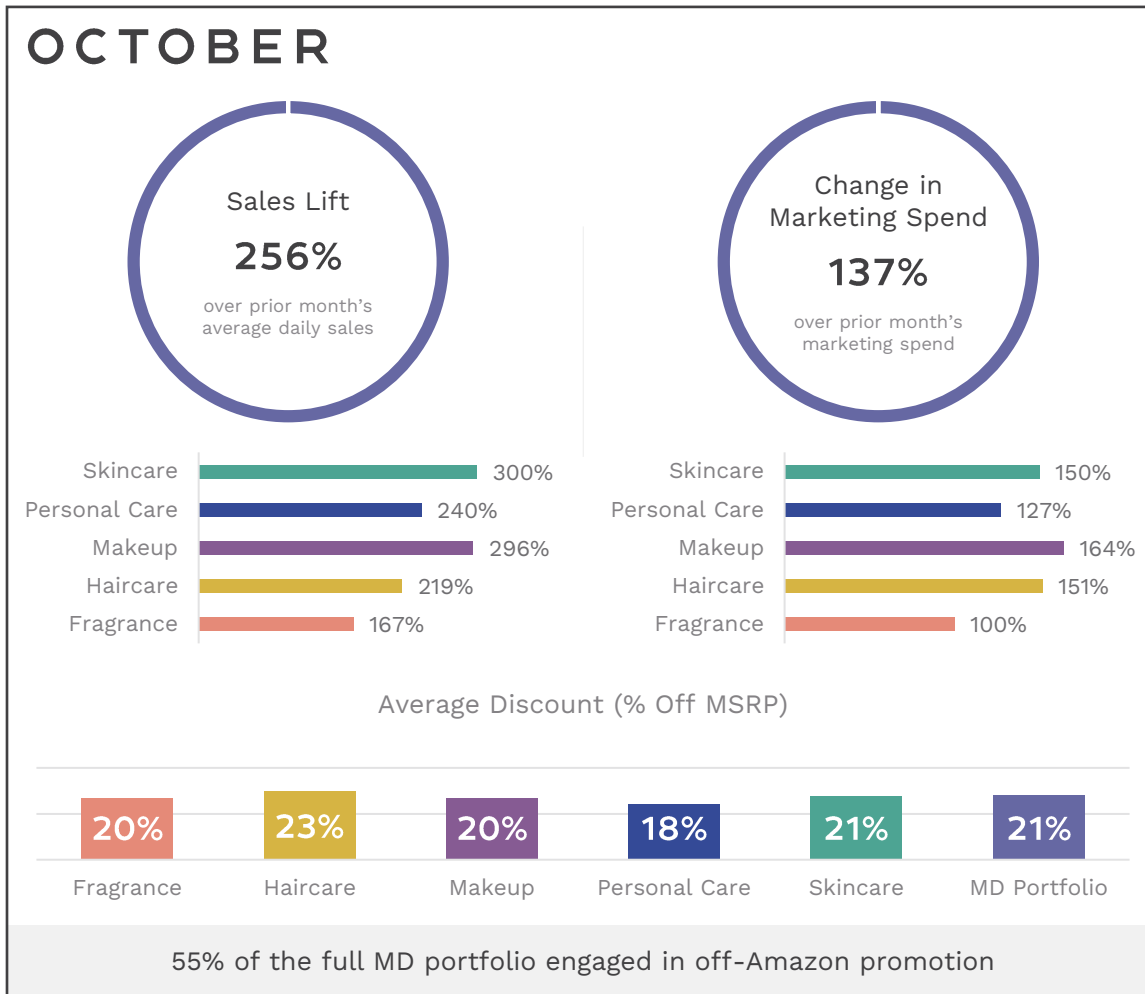


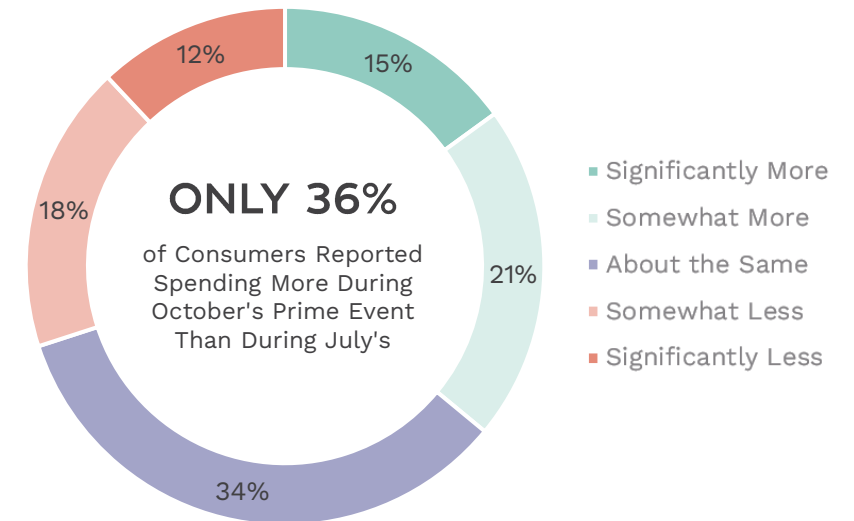
# The Market Defense portfolio delivered October Prime Day sales volumes equal to 92% of July's volumes. Amazon's guidance was 60%.



# Consumer behavior during the October event differed from July's as shoppers focused on essentials, holiday buys, & significantly lower price points.

## KEY CONSUMER INSIGHTS

- Consumers were looking for lower priced items, with 58% of products sold Cost less than \$20
- Consumers focused on October Prime Day for holiday shopping, with 71% saying they completed a portion of holiday shopping during the event and 95% saying they would "definitely" return for additional holiday purchases
- Average order size fell to \$46.68 during the October Prime event from \$60.29 during the July Prime event
- 25% of shoppers reported passing on a "great deal" because it wasn't a necessity
- 22% of consumers made purchases at competing retailers with similar promotions



## PRICE PER ITEM SKEWS HEAVILY TO THE RIGHT, AVERAGING ONLY \$30.06

