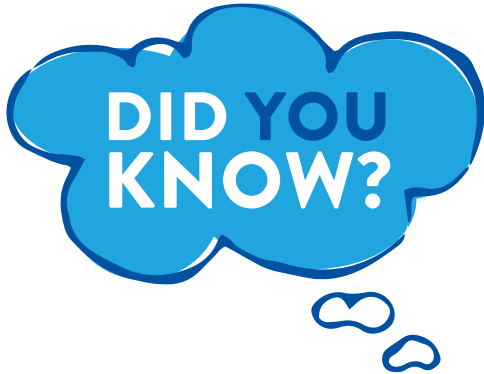


# PRIVATE BRANDS DRIVE & DIFFERENTIATION RETAILER LOYALTY

Daymon  
INSIGHTS



of a retailer's  
branded items assortment  
are also carried by

**THE COMPETITION**

## THE VALUE OF DIFFERENTIATING WITH PRIVATE BRANDS

### PRIVATE BRANDS AVERAGE

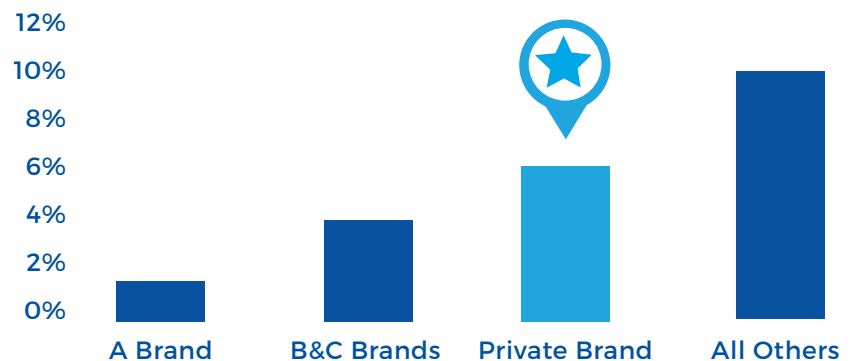
9% OF ITEMS  
& 20% OF SALES



### PRIVATE BRAND UNIQUENESS drives higher loyalty than NATIONAL BRAND UNIQUENESS



### 5 YEAR ANNUAL SALES GROWTH RATE



"A" Brands = \$1B+ or dominant #1 in a \$1B category  
 "B & C" Brands = \$500M+ or ranked #2-5 in \$1B categories  
 All Others = smaller national brands, regional brands, niche brands