

Hi Julia,

Hope you are doing well.

I am pleased to advise that we have completed the analysis for the category, with a focus on consumer behavior and the trial store layouts. Please find attached the report for your review.

At a high level we have found that:

- Mainstream Young Singles & Couples remain the primary shoppers of chips
- Opportunities have been identified with Young and Older Families
- Trial store performance was increased as a result of the new store layout

We are looking forward to discussing these results further next week.

Warm regards,

Taranpal Singh