

TOTAL CAMPAIGN GENERATED A RETURN ON ADVERTISING SPEND OF \$3.09 FOR SAN/S. PELLEGRINO PORTFOLIO

		TOTAL CAMPAIGN (SAN/S. PELLEGRINO PORTFOLIO)	BAU A25-54 CELL (SAN/S. PELLEGRINO PORTFOLIO)	A25+ CELL (SAN/S. PELLEGRINO PORTFOLIO)
ESTIMATED CAMPAIGN HH REACH		58,521,959	29,090,431	29,226,957
INCREMENTAL SALES PER EXPOSED HH*	×	\$0.07 (2.7%)	\$0.06 (2.2%)	\$0.08 (3.3%)
TOTAL INCREMENTAL SALES FROM CAMPAIGN**	=	\$4,091,522	\$1,624,807	\$2,438,799
MEASUREABLE CAMPAIGN SPEND	÷	\$1,326,222	\$663,111	\$663,111
INCREMENTAL SALES PER \$1 SPENT (ROAS)		\$3.09	\$2.45	\$3.68

Analysis Period: March 14, 2023 – June 24, 2023
Data Source: NCS Frequent Shopper Panel

*Reflects All-Outlet Adjustment
*Adjustment of Incremental \$/Test HH to Est. \$/Exposed HH
(Assuming Zero Lift Due to Advertising from Non-Exposed Test HHs)
**Incremental Sales Per Exposed HH = Total Incremental Sales ÷ Total Exposed Households (including Non-Buying Households)