Digital Deck 2 – Consumer Sentiment

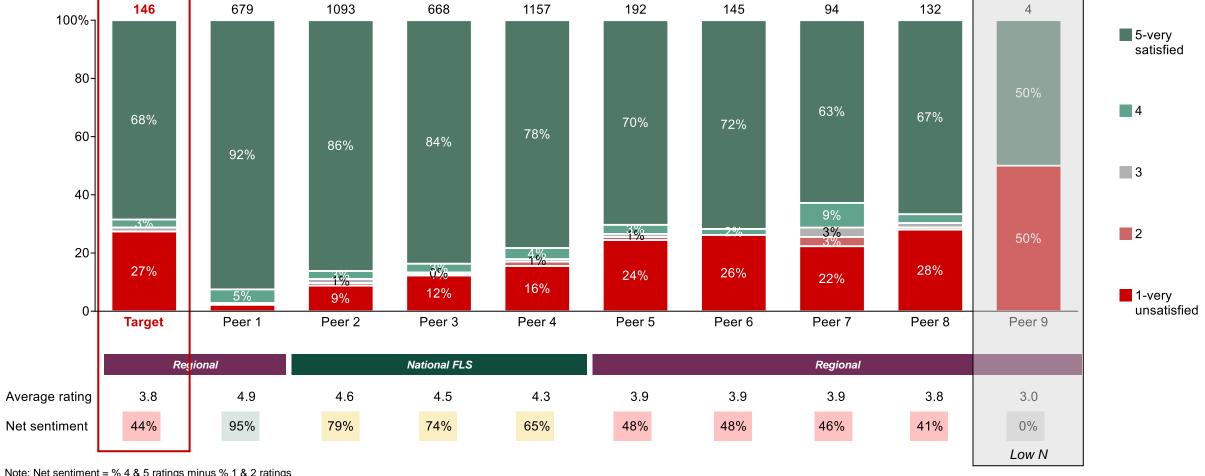
DRAFT



Brand ratings: Target mid of the pack on advocacy with a 3.8 avg. rating; Peer 1 leads with 4.9, followed by National-level brands

CONSUMER SENTIMENT

of ratings - all-time as of Dec 2024

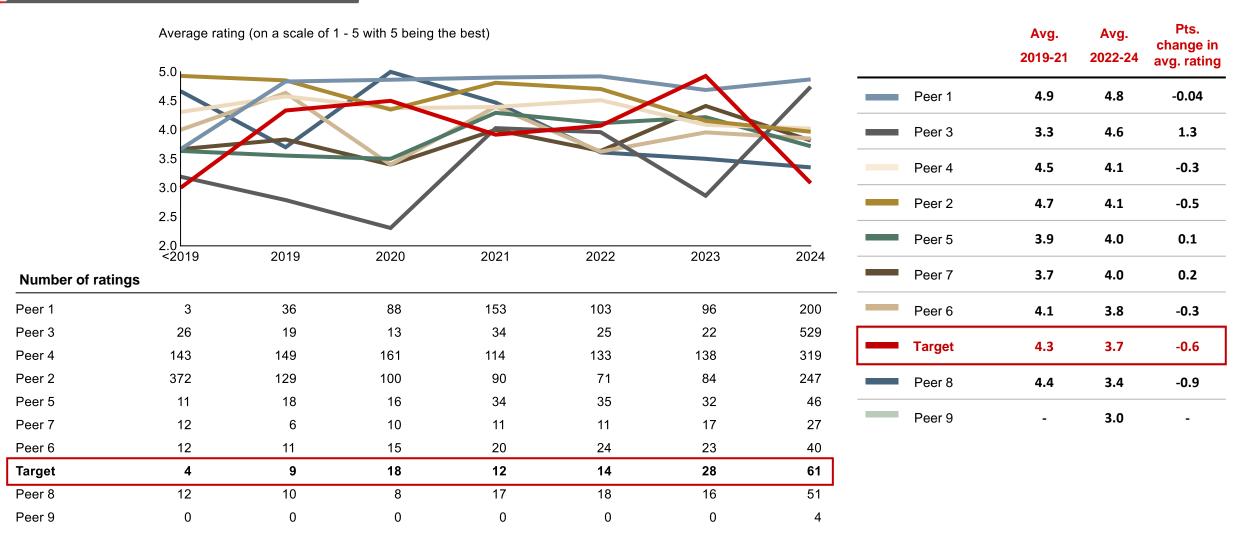


Note: Net sentiment = % 4 & 5 ratings minus % 1 & 2 ratings

Source: Google Reviews

Ratings overtime: After peaking in 2023, dip seen in Target's sentiment over the last year

ECONSUMER SENTIMENT



Source: Google Reviews

Sentiment drivers: Target rated net positive on the top-4 / key criteria; Peer 1 leads on advocacy on most of the themes

🖺 CONSUMER SENTIMENT

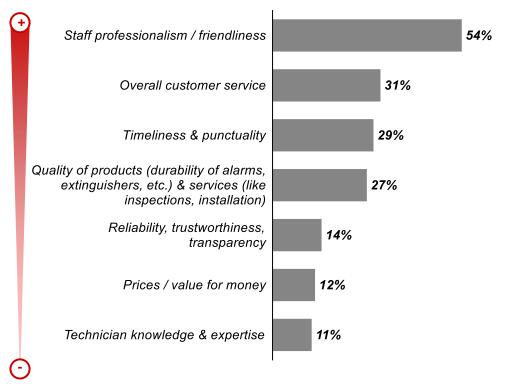
DRIVERS

DIRECTIONAL

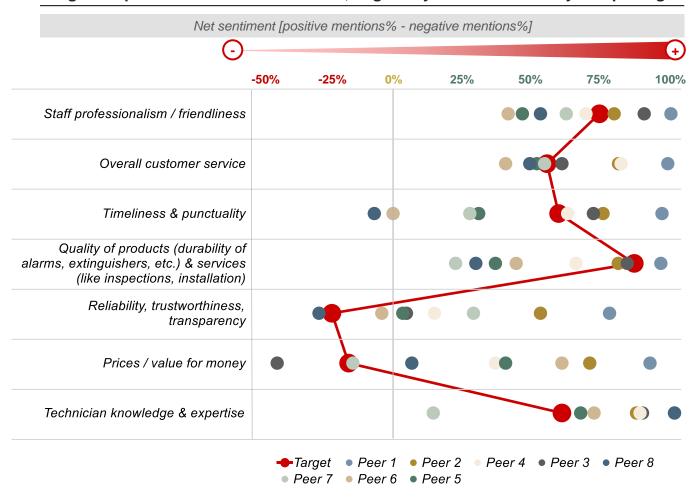
'Staff Professionalism / friendliness,' 'customer service,' 'timeliness,' & 'quality of product / service' are table stake drivers

Percentage of reviews mentioning criteria (N=3.1K)

Themes / drivers



Target net positive on 5/7 of the themes; negatively rated on reliability and pricing



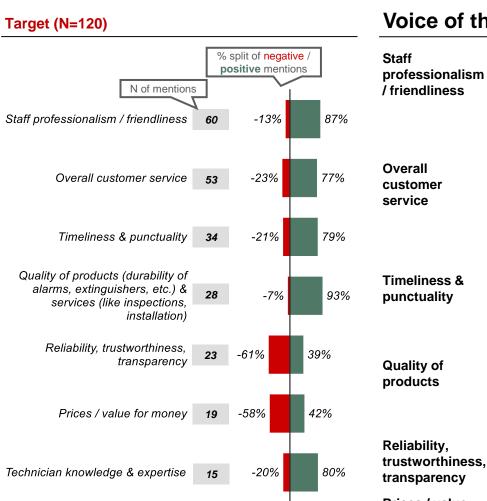
Note: There are no reviews for Peer 9 Source: Google Reviews; OpenAI GPT analysis

Target: Largely positive sentiment around staff professionalism, overall customer service, quality, and timeliness & punctuality; minor concerns on price and reliability

CONSUMER SENTIMENT

TARGET BRAND DRIVERS

DIRECTIONAL



Voice of the consumer

Prices / value for money

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"These quys deliver. No matter what the problem is, if it's fire related, they have you covered. The technicians that come on site are polite and respectful. And if they don't have the part or information you need with them they get it immediately."

"Super professional, explained everything to someone who knows nothing about the system. Was super helpful and spoke to the fire marshall on our behalf. They finished in a timely manner."

"Simply put Target has the best people. Everyone on the team strives for best in class performance day in and day out."

"Awful company- they gave me a date and told me I misheard it when they didn't show up. **Unbelievable and unprofessional.**"

You know you're working with a good vendor when they are great at communicating with you at all levels of their org. Target supplied skilled personnel to our facility who could get the job done, on time and on the day promised."

"Target is a new contractor for our business and so far has provided excellence in customer service. Communication has been outstanding and price accommodation per our budget has been met."

"Great service! Recertified my equipment at my shop. So convenient!."

"Wish I could rate the service a negative five. Absolutely horrible service. I am so disappointed Would not recommend this business to my worst enemy."

"Finally have a great company to check my three buildings with sprinklers. They communicate, are always on time and their reports are awesome."

"Been using Target for many years now, always professional, always on time. Thanks to all for your help."

"I signed a contract with them in Jan 30th and handed it to their representative and he told me it will be a week then kept calling him and texting him for 20 days till Feb 20th and even called the company to find out that the contract was never been submitted"

"Terrific advice and customer service. Get high quality extinguishers w/ all metal parts and brackets with straps for the same price as the plastic-handled junk at the big box stores. Highly recommended for your family's safety."

"I have used Target for 5+ years to fill CO2 tanks. Great service and fast too.."

"Just got the cellular installed for the fire alarm system. Installer was very professional and answered every question I had and did a good job!"

"I've been doing business with them for well over 20 years. Their service is reliable and dependable."

"They are a horrible company, overpriced, terrible service contracts and can't be trusted."

"Worst company to deal with. No professional resources, they don't stick with their commitment. Please don't waste your time"

"I went here to fill my CO2 tank ... They fill your tank or will exchange it for a very reasonable price. Half the price of some places.." "Do not use this company. Pricing is extremely high ... I was charged \$397 for a service that cost less than \$180 two years ago." "Wish I could leave zero stars! This year they **charged us double for our annual inspection** with no explanation as to why the price

went up so much"