

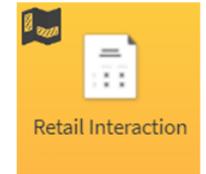
HOW TO READ

Retail Interaction Reports

The Retail Interaction report quantifies the options available for shoppers to choose between multiple retailers. The trade area for the focus stores overlaps with their competitive stores, the options available to the shoppers in that overlapping trade area is modeled. This allows for the identification of key areas of competitive pressure for a retailer and rank the dollars at risk. Stores, banners and accounts can be grouped as focus and competitive stores to understand the larger dollars at risk. This output does not determine where shoppers decide to go, only the options available. Dollars in this report are indicative of the competitive pressure, the relative share (index, percent) is more important than the specific dollar value.

Situations & Applications

- Which store faces the most competitive pressure?
- Who are the competitors around my store? Which are the largest threats that I should develop a competitive strategy for?
- Which banner is my largest threat?
- Which of my stores are impacted by a specific competitor?
- Is there cannibalization within my organization?



The Retail Interaction tool is only found in a Spectra Workspace

✓ Retail Interaction



Key Findings



Focus Trade Area Detail



Focus Account Summary



Focus Banner Summary



Competitor Account Overview



Competitor Banner Overview

There are 6 reports within the Retail Interaction output. You can select which reports you require.

1. Key Findings

- Ranking of focus stores based on their relative threat index

2. Focus Trade Area Detail

- Store level detail on the competition

3. Focus Account Summary

- Competition summed at Account level—not needed if only one Account

4. Focus Banner Summary

- Competition summed at Banner level—not needed if only one Banner

5. Competitor Account Overview

- Focus store competitive set is summed to the Account and Channel level

6. Competitor Banner Overview

- Focus store competitive set is summed to the Banner and Channel level

HOW TO READ

Report 1: Key Findings

This report (example below) shows a one-line summary for each store that was included in the analysis. The first four column headings come from TDLinx.

Column 1 SRCID – Stands for Source ID, it is the unique code for the store or banner provided by TDLinx

Column 2 Store Detail – the store name and number, if available

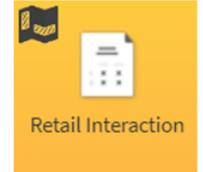
Column 3 Address – store address location

Column 4 Total Store ACV is All Commodity Volume. Created by TDLinx, it represents total store sales and is expressed in a range of values

Column 5 Total Dollars at Risk to Competitor refers to the total Focus Store ACV dollar amount that the competitors could have access to. The competitive universe was set by the minimum thresholds in the report, between 2% and 15% of the ACV of the focus store. This total sum of pressure is usually larger than the ACV of the store.

Column 6 Relative Threat Index is the relative threat of the selected stores in relation to each other. Total Dollars at Risk to Competitor/Average of set of focus stores, this is dependent on the focus store set and threshold selected.

Column 7 Total # of Competing Stores is a count of competing stores that interact with the Focus stores Trade Area



The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Key Findings

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
SRCID	Store Detail	Address	Store ACV	Total Dollars at Risk to Competitor	Relative Threat Index	Total # of Competing Stores
1509785	NO FRILLS - 3136	1450 LAWRENCE AVE E: NORTH YORK ON: M4A2S8	\$29,900,000	\$286,968,091	765	23
0990614	FOOD BASICS - 629	1277 YORK MILLS RD: NORTH YORK ON: M3A1Z5	\$19,500,000	\$170,264,787	454	18
1511557	VALUMART - 417	83 UNDERHILL DR: NORTH YORK ON: M3A2J8	\$10,400,000	\$95,105,184	254	15
7473085	SHOPPERS DRUG MART - 1498	1285 YORK MILLS RD BLDG A: NORTH YORK ON: M3A1Z5	\$4,680,000	\$42,016,162	112	18
1487737	SHOPPERS DRUG MART - 895	51 UNDERHILL DR: NORTH YORK ON: M3A2J8	\$4,680,000	\$39,378,237	105	17
1487742	SHOPPERS DRUG MART - 919	6205 BATHURST ST: NORTH YORK ON: M2R2A5	\$7,800,000	\$27,368,551	73	9
1845845	SHOPPERS DRUG MART - 899	5998 BATHURST ST: NORTH YORK ON: M2R1Z1	\$4,680,000	\$25,459,871	68	14

Index Legend Under 80 Over 110

In this example, No Frills – 3136 has a store ACV in the \$29,900,000 range. The Total Dollars at Risk for that store is \$286,968,091. This store experiences the highest relative competition of all focus stores because they have the most dollars at risk to 23 competitors. The dollars at risk are more than seven times higher than the average level of competitive pressure to the focus stores (Relative Threat Index = 765). The high dollars at risk and number of competing stores suggests that this store will need to be diligent with their in store experience and pricing to maintain customer satisfaction and retention.

HOW TO READ

Report 2: The Focus Trade Area Detail Report

This shows the store level detail for each store that was selected for analysis. The first 5 columns come from TDLinx.

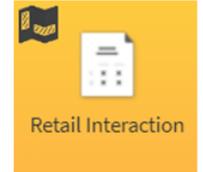
Column 1 SRCID – Stands for Source ID, it is the unique code for the store or banner provided by TDLinx

Column 2 Store Detail – the store name and number, if available

Column 3 Address – store location

Column 4 Retail Channel Classification – Channels available, i.e. 01 Grocery, 02 Mass, 03 Drug, 04 Club, 05 Convenience & Gas.

Column 5 Store ACV— All Commodity Volume. Created by TDLinx, it represents total store sales and is expressed in a



The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Focus Trade Area Detail



Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7	Column 8	Column 9	Column 10
SRCID	Store Detail	Address	Retail Channel Classification	Store ACV	Total Dollars at Risk to Competitor	% of Dollars at Risk to Competitor	Total Dollars at Risk to Focus	% Dollars at Risk to Focus	Distance (km)
0990614	Total Interaction: FOOD BASICS - 629	1277 YORK MILLS RD: NORTH YORK ON: M3A1Z5	01: GROCERY	\$19,500,000	\$170,264,787	873.15	--	--	--
7473085	SHOPPERS DRUG MART - 1498	1285 YORK MILLS RD BLDG A: NORTH YORK ON: M3A1Z5	03: DRUG	\$4,680,000	\$18,030,905	92.47	\$4,680,000	100.00	0.06
0807758	COSTCO WHOLESALE - 537	1411 WARDEN AVE: SCARBOROUGH ON: M1R2S3	04: CLUB	\$319,800,000	\$18,020,204	92.41	\$130,476,309	40.80	2.07
0990583	METRO - 475	15 ELLESMERE RD: SCARBOROUGH ON: M1R4B7	01: GROCERY	\$19,500,000	\$17,403,628	89.25	\$16,043,075	82.27	0.98
1487702	SHOPPERS DRUG MART - 851	85 ELLESMERE RD STE 22: SCARBOROUGH ON: M1R4B7	03: DRUG	\$7,800,000	\$16,453,133	84.38	\$6,356,243	81.49	1.11
1520641	FOOD BASICS - 692	2452 SHEPPARD AVE E: NORTH YORK ON: M2J1X1	01: GROCERY	\$19,500,000	\$14,748,931	75.64	\$10,637,280	54.55	1.55

Column 6 Total Dollars at Risk to Competitor— the total focus store dollar amount that is at risk between the focus store and competitor

Column 7 % of Dollars at Risk to Competitor—the percentage of total dollars at risk vs the focus store ACV. (Column 6/Column 5)

Column 8 Total Dollars at Risk to Focus—refers to the competitor dollar amount that the focus store could have access to.

Column 9 % Dollars at Risk to Focus—the percentage of total dollars at risk vs the total competitor ACV.

Column 10 Distance (km) - a straight line measure between the focus store and the competitor

In this example, focus store Food Basics #629 has an ACV in the \$19,500,000 range. Overall, they have \$170,264,787 at risk to the stores with overlapping trade areas (capped at the threshold set for the report, between 2% -15% of the focus store ACV). As a percentage, this is 873% of their ACV. While this sounds impossible, the dollars at risk speak to the many options available to potential shoppers when they live in overlapping trade areas. The competition between Food Basics #629 to Costco #537 is almost all (\$18,020,204, 92.41%) of the Food Basics ACV. Costco is a much larger store, they have more dollars at risk to Food Basics, but it is a lower percentage of the Costco ACV.

HOW TO READ

Report 3: Focus Account Summary Report

This shows all focus stores rolling up to a one-line summary for each account. The first 2 column headings come from TDLinX.

Column 1 Focus Account – the account name

Column 2 Store ACV– is All Commodity Volume. Created by TDLinX, it represents total store sales and is expressed in a range of values.

Column 3 Total Dollars at Risk to Competitor refers to the total Focus Store dollar amount that is at risk between the two competitors.

Column 4 Relative Threat Index is the relative threat of the selected stores in relation to each other. Total Dollars at Risk to Competitor/Average of set of focus stores, this is dependent on the focus store set and threshold selected.

Column 5 Total # of Store Interactions is the number of stores impacted by the account.

Column 6 # of Unique Competitive Stores is a count of competitors within the Trade Area



Retail Interaction

The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Focus Account Summary

Column 1 Focus Account	Column 2 Store ACV	Column 3 Total Dollars at Risk to Competitor	Column 4 Relative Threat Index	Column 5 Store Interactions	Column 6 Competitive Stores
LOBLAW COMPANIES LTD	\$62,140,000	\$516,296,096	574	96	51
METRO INC	\$19,500,000	\$170,264,787	189	18	18
DOLLARAMA CORPORATION	\$5,200,000	\$51,372,511	57	56	43
ALIMENTATION COUCHE TARD INC	\$4,680,000	\$32,816,784	36	29	25
SHELL CANADA PRODUCTS LTD	\$2,860,000	\$31,010,272	34	30	28
KITCHEN FOOD FAIR	\$3,120,000	\$25,640,813	28	30	25
MAIN DRUG MART GROUP LTD	\$2,080,000	\$18,979,144	21	19	19
KATZ GROUP CANADA	\$2,080,000	\$18,327,291	20	13	13
SUNCOR ENERGY PRODUCTS INC	\$1,820,000	\$18,282,265	20	16	16
NO GROUP ASSIGNMENT	\$2,080,000	\$17,220,505	19	20	16

Index Legend Under 80 Over 110

In this example, Loblaw Companies Ltd has a Relative Threat Index of 574, the highest amount of pressure of all the focus accounts. There are 96 store interactions and 51 are unique indicating some stores are competing with multiple locations.

HOW TO READ

Report 4: The Focus Banner Summary

This report shows a one-line summary for each banner associated with the Focus Stores. The first 2 column headings come from TDLinx.

Column 1 Focus Banner – a code assigned by TDLinx

Column 2 Total Store ACV– is All Commodity Volume. It represents total store sales but is expressed in ranges of values

Column 3 Total Dollars at Risk to Competitor refers to the total Focus Store dollar amount that is at risk to all competitors

Column 4 Relative Threat Index is a score which uses dollars at risk in its calculation. The Retail Threshold setting of risk was assigned when the report was created. The Retail Threshold value must be between 2% and 15%. Two percent will give more dollar comparison results and 15% will give fewer results.

Column 5 Total # of Store Interactions is the number of focus stores impacted by the competitors

Column 6 # of Unique Competitive Stores is a count of competitors within the Trade Area



The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Focus Banner Summary



Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Focus Banner	Store ACV	Total Dollars at Risk to Competitor	Relative Threat Index	Total # of Store Interactions	# of Unique Competitive Stores
NO FRILLS	\$29,900,000	286,968,090.87	383	23	23
FOOD BASICS	\$19,500,000	170,264,787.18	227	18	18
SHOPPERS DRUG MART	\$21,840,000	134,222,822.02	179	58	41
VALUMART	\$10,400,000	95,105,183.52	127	15	15
DOLLARAMA	\$5,200,000	51,372,511.49	68	56	43
CIRCLE K	\$4,680,000	32,816,783.78	44	29	25
SHELL SELECT	\$2,860,000	31,010,272.21	41	30	28
KITCHEN FOOD FAIR	\$3,120,000	25,640,813.20	34	30	25
MAIN DRUG MART	\$2,080,000	18,979,144.32	25	19	19
IDA	\$2,080,000	18,327,290.79	24	13	13
PETRO CANADA SUPERSTOP EXPRESS	\$1,820,000	18,282,264.57	24	16	16
VARIETY PLUS	\$2,080,000	17,220,504.69	23	20	16

Index Legend	Under 80	Over 110
--------------	----------	----------

In this example, No Frills has a Relative Threat Index of 383, the highest amount of pressure of all the focus banners. There are 23 store interactions and all are unique competitors.

HOW TO READ

Report 5: Competitor Account Overview

This report shows the detail for each focus store and their Account level competitors. The first 3 column headings come from TDLinX.

Column 1—SRCID – a code assigned by TDLinX

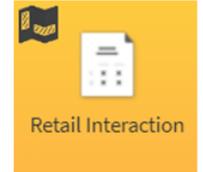
Column 2—Account Overview – the focus store name and address and competitors by account, then competitors summed by channel

Column 3 - Store ACV – is All Commodity Volume. It represents total store sales but is expressed in ranges of values in TDLinX and not the specific store sales

Column 4—Total Dollars at Risk to Competitor refers to the total Focus Store dollar amount that is at risk between the focus store and competitive account/channel

Column 5—Average Competition is Total Dollars at Risk to Competitor divided by Total # of Store Interactions

Column 6—Total # of Store Interactions is a count of stores for the competitive account/channel impacting the focus store



The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Competitor Account Overview

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
SRCID	Account Overview	Store ACV	Total Dollars at Risk to Competitor	Average Competition	Total # of Store Interactions
0990614	FOOD BASICS - 629 :1277 YORK MILLS RD: NORTH YORK ON: M8A1Z5	\$19,500,000	--	--	--
23427	LOBLAW COMPANIES LTD	--	\$90,059,070	\$10,006,563	9
25181	METRO INC	--	\$32,152,559	\$16,076,279	2
91008	COSTCO COS INC	--	\$18,020,204	\$18,020,204	1
95902	KATZ GROUP CANADA	--	\$9,574,182	\$4,787,091	2
53050	DOLLARAMA CORPORATION	--	\$8,640,712	\$8,640,712	1
23784	LONGO BROTHERS FRUIT MARKETS INC	--	\$5,504,904	\$5,504,904	1
04706	SUNCOR ENERGY PRODUCTS INC	--	\$3,366,734	\$3,366,734	1
53571	FOODYMART CORP	--	\$2,946,423	\$2,946,423	1
	Class of Trade Summary	--	--	--	--
	03: DRUG	--	\$84,545,415	\$9,393,935	9
	01: GROCERY	--	\$55,691,722	\$9,281,954	6
	04: CLUB	--	\$18,020,204	\$18,020,204	1
	07: DISCOUNT MASS MERCHANDISER	--	\$8,640,712	\$8,640,712	1
	05: CONVENIENCE & GAS	--	\$3,366,734	\$3,366,734	1

In this example Food Basics #629 faces the most competitive pressure from Loblaw Companies Ltd. There are 9 stores competing with Food Basics, the competitive pressure averages to \$10,006,563 per competitor.

HOW TO READ

Report 6: Competitor Banner Overview

This report shows a one-line summary for each store that was selected for analysis and the competitive banners and summary by channel. The first 3 column headings come from TDLinx:

Column 1—SRCID – a code assigned by TDLinx

Column 2—Banner Overview – the store name and address for the focus store, the banner name or summary by channel for competitors

Column 3 - Total Store ACV is All Commodity Volume. It represents total store sales but is expressed in ranges of values in TDLinx and not the specific store sales

Column 4—Total Dollars at Risk to Competitor refers to the total Focus Store dollar amount that is at risk between the focus store and competitive banner/channel.

Column 5—Average Competition is Total Dollars at Risk to Competitor divided by Total # of Store Interactions

Column 6—Total # of Store Interactions is a count of stores for the competitive banner/channel impacting the focus store



The Retail Interaction tool is only found in a Spectra Workspace

Retail Interaction | Competitor Banner Overview



Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
SRCID	Banner Overview	Store ACV	Total Dollars at Risk to Competitor	Average Competition	Total # of Store Interactions
0990614	FOOD BASICS - 629 :1277 YORK MILLS RD: NORTH YORK ON: M5A1Z5	\$19,500,000	--	--	--
199492	SHOPPERS DRUG MART	--	\$74,971,234	\$10,710,176	7
199380	COSTCO WHOLESALE	--	\$18,020,204	\$18,020,204	1
199266	METRO	--	\$17,403,628	\$17,403,628	1
199159	FOOD BASICS	--	\$14,748,931	\$14,748,931	1
199281	NO FRILLS	--	\$9,759,074	\$9,759,074	1
199463	IDA	--	\$9,574,182	\$4,787,091	2
400144	DOLLARAMA	--	\$8,640,712	\$8,640,712	1
199265	LONGOS	--	\$5,504,904	\$5,504,904	1
199282	VALUMART	--	\$5,328,762	\$5,328,762	1
199797	PETRO CANADA SUPERSTOP EXPRESS	--	\$3,366,734	\$3,366,734	1
401867	FOODYMART	--	\$2,946,423	\$2,946,423	1
	Class of Trade Summary	--	--	--	--
	03: DRUG	--	\$84,545,415	\$9,393,935	9
	01: GROCERY	--	\$55,691,722	\$9,281,954	6
	04: CLUB	--	\$18,020,204	\$18,020,204	1
	07: DISCOUNT MASS MERCHANDISER	--	\$8,640,712	\$8,640,712	1
	05: CONVENIENCE & GAS	--	\$3,366,734	\$3,366,734	1

In this example, continuing with Food Basics #629, Shoppers Drug Mart is the largest competitor with 7 of 9 LCL locations impacting this location. This Food Basics may not be able to compete on the assortment for many OTC categories, but they can promote a price strategy for shared categories like hair care or paper products.