

DOLLAR VOLUME DECOMPOSITION (PG 1 of 2)

Product : PC S-L CC RTL CAP LARGE BAG
 Geography : Kroger Corp-RMA - Food
 Time : Latest 13 Weeks Ending 07-12-15

| TOTAL DOLLAR VOLUME | |
|---|-------------|
| TTL. Sales | \$2,642,878 |
| % Chg. | 6.9 |
| Chg. in \$ Vol. | \$170,412 |
| Ttl. Dollar Vol. = Base Vol. + Incr. Vol. | |

| INCREMENTAL DOLLAR VOLUME | |
|---|-----------|
| Incr. Vol. Sales | \$645,167 |
| % Chg. | 16.0 |
| Chg. in \$ Vol. | \$88,927 |
| Incr. Vol. = Tot. Dollar Vol. - Base Vol. | |

| BASE DOLLAR VOLUME | |
|--------------------|-------------|
| Base Vol. Sales | \$1,997,711 |
| % Chg. | 4.3 |
| Chg. in \$ Vol. | \$81,485 |

| PROMOTIONAL DOLLAR VOLUME | | |
|---------------------------|-------------|--------|
| | Current | % Chg. |
| Promo Vol. | \$2,014,782 | 21.8 |
| %ACV | 73.0 | 8.1 |
| Promo. Wks. | 9.5 | 8.2 |
| % of Vol. | 76.2 | 13.9 |
| % Lift | 47.1 | (7.0) |
| Promo Price | \$ 2.61 | (1.0) |
| Chg. in \$ Vol. | \$360,014 | |

| SUBSIDIZED DOLLAR VOLUME | | |
|--|-------------|--------|
| | Current | % Chg. |
| Subsidized Vol. | \$1,369,614 | 24.7 |
| Impact on Total \$ Vol. | (\$271,087) | |
| Sub. Vol. = Promoted Vol. - Incr. Vol. | | |

| BASE VELOCITY (/TDP) | | |
|----------------------|-----------|--------|
| | Current | % Chg. |
| Base Vel. Sales | \$3,601 | 12.7 |
| Chg. in \$ Vol. | \$229,569 | |

| DISTRIBUTION | | |
|--------------------|-------------|--------|
| | Current | % Chg. |
| Total Dist. Points | 555 | (7.5) |
| Chg. in \$ Vol. | (\$148,085) | |

| TPR Only Support | | |
|------------------|-------------|--------|
| | Current | % Chg. |
| Promo Vol. | \$1,723,620 | 28.6 |
| %ACV | 69.3 | 7.4 |
| Promo. Wks. | 9.0 | 7.5 |
| % of Vol. | 65.2 | 20.3 |
| % Lift | 47.1 | (7.0) |
| Promo Price | \$ 2.61 | (3.4) |
| Chg. in \$ Vol. | \$383,459 | |

| Display w/o Feature Support | | |
|-----------------------------|-------------|--------|
| | Current | % Chg. |
| Promo Vol. | \$133,141 | (45.6) |
| %ACV | 7.2 | (12.0) |
| Promo. Wks. | 0.9 | (11.8) |
| % of Vol. | 5.0 | (49.2) |
| % Lift | 47.1 | (7.0) |
| Promo Price | \$ 2.66 | 10.7 |
| Chg. in \$ Vol. | (\$111,819) | |

| Feature w/o Display Support | | |
|-----------------------------|-----------|--------|
| | Current | % Chg. |
| Promo Vol. | \$108,707 | 94.1 |
| %ACV | 2.3 | 1.4 |
| Promo. Wks. | 0.3 | 31.5 |
| % of Vol. | 4.1 | 81.6 |
| % Lift | 47.1 | (7.0) |
| Promo Price | \$ 2.51 | 11.6 |
| Chg. in \$ Vol. | \$52,701 | |

| Feature & Display Support | | |
|---------------------------|----------|--------|
| | Current | % Chg. |
| Promo Vol. | \$49,314 | 261.5 |
| %ACV | 1.0 | 102.5 |
| Promo. Wks. | 0.1 | 168.6 |
| % of Vol. | 1.9 | 238.2 |
| % Lift | 47.1 | (7.0) |
| Promo Price | \$ 2.43 | 16.6 |
| Chg. in \$ Vol. | \$35,674 | |

| Base Price / LB | | |
|-----------------|------------|--------|
| | Current | % Chg. |
| Price | \$ 6.86 | (1.5) |
| Chg in \$ Vol | (\$49,760) | |

| Lbs Velocity / TDP | | |
|--------------------|-----------|--------|
| | Current | % Chg. |
| Price | 535 | 14.6 |
| Chg in \$ Vol | \$279,329 | |

| % ACV Selling | | |
|---------------|------------|--------|
| | Current | % Chg. |
| % ACV | 87.5 | 0.4 |
| Chg in \$ Vol | (\$16,023) | |

| Avg. # Items | | |
|---------------|-------------|--------|
| | Current | % Chg. |
| ANI | 6.3 | (7.9) |
| Chg in \$ Vol | (\$132,061) | |