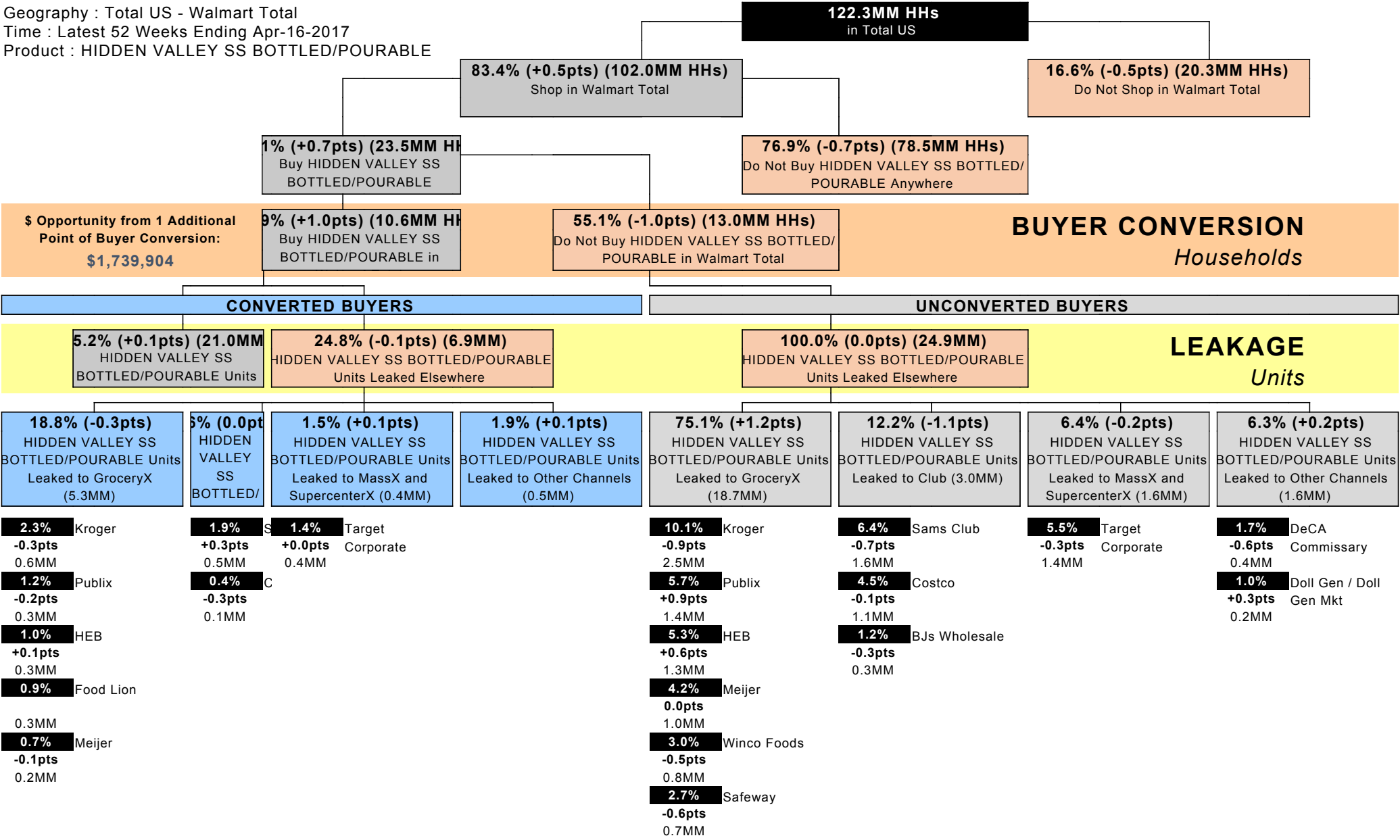


Geography : Total US - Walmart Total
 Time : Latest 52 Weeks Ending Apr-16-2017
 Product : HIDDEN VALLEY SS BOTTLED/POURABLE



\$ Opportunity from 1 Additional Point of Buyer Conversion: \$1,739,904

BUYER CONVERSION
Households

CONVERTED BUYERS

UNCONVERTED BUYERS

LEAKAGE
Units

| Category | Percentage | Points | Units | Leaked To | Units |
|----------------------------------|------------|---------|--------|-------------------------|-------|
| Leaked to GroceryX | 18.8% | -0.3pts | 5.3MM | Kroger | 2.3% |
| Leaked to GroceryX | 18.8% | -0.3pts | 5.3MM | Publix | 1.2% |
| Leaked to GroceryX | 18.8% | -0.3pts | 5.3MM | HEB | 1.0% |
| Leaked to GroceryX | 18.8% | -0.3pts | 5.3MM | Food Lion | 0.9% |
| Leaked to GroceryX | 18.8% | -0.3pts | 5.3MM | Meijer | 0.7% |
| Leaked to Other Channels | 1.9% | +0.1pts | 0.5MM | Target | 1.4% |
| Leaked to MassX and SupercenterX | 1.5% | +0.1pts | 0.4MM | Kroger | 1.9% |
| Leaked to MassX and SupercenterX | 1.5% | +0.1pts | 0.4MM | Publix | 0.4% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | Kroger | 10.1% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | Publix | 5.7% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | HEB | 5.3% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | Meijer | 4.2% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | Winco Foods | 3.0% |
| Leaked to GroceryX | 75.1% | +1.2pts | 18.7MM | Safeway | 2.7% |
| Leaked to Club | 12.2% | -1.1pts | 3.0MM | Sams Club | 6.4% |
| Leaked to Club | 12.2% | -1.1pts | 3.0MM | Costco | 4.5% |
| Leaked to Club | 12.2% | -1.1pts | 3.0MM | BJ's Wholesale | 1.2% |
| Leaked to MassX and SupercenterX | 6.4% | -0.2pts | 1.6MM | Target | 5.5% |
| Leaked to Other Channels | 6.3% | +0.2pts | 1.6MM | DeCA | 1.7% |
| Leaked to Other Channels | 6.3% | +0.2pts | 1.6MM | Doll Gen / Doll Gen Mkt | 1.0% |