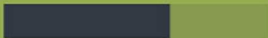




THE STATE OF CONVENIENCE

The bar has been raised in the minds of consumers for what constitutes "convenience." Consumers want holistic time-and-energy saving solutions that fit their lifestyles. Regarding major and minor purchases, they want exactly what they want, when they want it

69% of Americans are looking for ways to simplify their lives



74% of Americans agree: "If I am getting bad service, I will walk out of a store even if they have exactly what I am looking for"



45% of U.S. consumers say they are somewhat/very likely to pay for a service that provides extra convenience in their lives

CONSUMERS VALUE TIME, AND THEREFORE CONVENIENCE, BECAUSE THEY FEEL BUSIER:

54% of consumers today agree with the statement, "No matter how hard I try, I never seem to have as much time to do the things I want to do. Despite steep advances in technology, it was virtually identical the last two years."

71% of millennials agree with the same statement

