Introduction
How Placer.ai Works


For any location in the U.S., Placer.ai observes a portion of the visiting customers. Akin to a statistical survey, this observed data is aggregated and used to generate insights into any venue. Placer.ai then extrapolates a range of metrics that provide visibility into consumer behavior.

01 - Observe
Anonymized location data from tens of millions of mobile devices used as a core panel.

• Visitation Trends
• Trade Area Analysis
• Customer Demographics

02 - Analyze
Accurate and reliable estimations on activity across the entire U.S. population.

• Extrapolated Panel Data
• Normalized & Debiased
• “Ground Truth” Validated

03 - Present
A wealth of detailed reports containing critical insights into what is truly happening offline.

• 30M Active Devices
• 1.5B Monthly Retail Visits
• 500 Mobile Apps w/ SDK

Telling The Full Story of Any Location

Looking Back
Grocery Performance

Change in Monthly Visits | Grocery Vs. Overall Retail

Year-Over-Year Comparison

Jan. '23: Grocery -0.7%, Overall Retail 2.8%
Feb. '23: Grocery 1.9%, Overall Retail 1.6%
Mar. '23: Grocery 2.4%, Overall Retail 0.3%
Apr. '23: Grocery 0.7%, Overall Retail -2.5%
May '23: Grocery -1.2%, Overall Retail -3.3%
Jun. '23: Grocery 1.9%, Overall Retail 0.5%
Jul. '23: Grocery 0.2%, Overall Retail -0.9%
Contextual Awareness

Change in Monthly Visits to the Grocery Sector

<table>
<thead>
<tr>
<th></th>
<th>Year-Over-Year</th>
<th>Year-Over-Four-Years</th>
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<tbody>
<tr>
<td>Jan. '23</td>
<td>-0.7%</td>
<td>2.9%</td>
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<tr>
<td>Feb. '23</td>
<td>1.9%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Mar. '23</td>
<td>2.4%</td>
<td>-1.8%</td>
</tr>
<tr>
<td>Apr. '23</td>
<td>0.7%</td>
<td>1.1%</td>
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<tr>
<td>May '23</td>
<td>-1.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Jun. '23</td>
<td>1.9%</td>
<td>2.6%</td>
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<tr>
<td>Jul. '23</td>
<td>6.1%</td>
<td>0.2%</td>
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Looking Back
Increasing Competition

Change in Monthly Visits to Grocery Stores, Superstores, and Dollar Stores

Year-Over-Year Comparison

-10% 0 5% 10%

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<tbody>
<tr>
<td>Grocery</td>
<td>Superstores</td>
<td>Dollar Stores</td>
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Monthly Visit Share Across Groceries, Superstores, and Dollar Stores

- Q2 2019: 44.8% (9.5% Grocery, 45.7% Superstores)
- Q2 2020: 45.5% (10.0% Grocery, 44.5% Superstores)
- Q2 2021: 44.9% (9.9% Grocery, 45.3% Superstores)
- Q2 2022: 44.2% (10.0% Grocery, 45.7% Superstores)
- Q2 2023: 44.6% (10.6% Grocery, 44.8% Superstores)
A Different Consumer

July 2023 Office Visits Down 37.0% From Pre-Pandemic Levels
Monthly Visits to Offices Nationwide, Compared to July 2019 Baseline
A Different Visit

Grocery Chains See Increase in Evening Visits
Share of 6pm to 9pm Visits

Grocery Chains See Increase in Longer Stays
Year-over-Year Comparison of Share of 30 to 59 Minute Visits
Looking Ahead
The Value in Value

Change in Weekly Visits to Discount Grocers and Overall Grocery

Year-Over-Year Comparison

-5% 0 5% 10% 15% 20%

Jun 5, 2023  Jun 12, 2023  Jun 19, 2023  Jun 26, 2023  Jul 3, 2023  Jul 10, 2023  Jul 17, 2023  Jul 24, 2023  Jul 31, 2023  Aug 7, 2023  Aug 14, 2023

Grocery Outlet Bargain Market  Aldi  WinCo Foods  Food 4 Less  Smart & Final  Overall Grocery
The Power of Membership

Change in Monthly Visits to the Costco

<table>
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<th>Month</th>
<th>Year-Over-Year</th>
<th>Year-Over-Four-Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. '23</td>
<td>3.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Feb. '23</td>
<td>0.8%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Mar. '23</td>
<td>0.8%</td>
<td>5.4%</td>
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<tr>
<td>Apr. '23</td>
<td>0.2%</td>
<td>8.8%</td>
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<tr>
<td>May. '23</td>
<td>-1.6%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Jun. '23</td>
<td>3.6%</td>
<td>12.6%</td>
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<tr>
<td>Jul. '23</td>
<td>4.3%</td>
<td>15.8%</td>
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Specialty Strength

Change in Monthly Visits to Specialty Grocers
Year-Over-Year Comparison


- El Super
- Vallarta Supermarket
- Cardenas Market
- Fiesta Mart
- Northgate Gonzalez Markets
A Lesson From C-Store

C-Stores See Upward Trending Visits with Strong Seasonality
Change in Monthly Visits to C-Stores and Gas Stations | Compared to January 2019 Baseline

Looking Ahead

Chain Formats On the C-store - Travel Stop Spectrum
Share of Visitors Going Home or to Shops & Services Following C-Store Visit | H1 2023

- Sheetz
- Wawa
- Cumberland Farms
- Circle K
- QuikTrip
- Jacksons
- Kum & Go
- Maverik
- Buc-ee's
- Love's Travel Stop
- Flying J Travel Center
Regional Effects

Food Lion and Giant Food Outperformed the Wider Grocery Segment For Most of This Year

Visits to Food Lion and Overall Grocery Sectors in Maryland and Virginia, Compared to 2022
Consequences of Consolidation

Chain Trade Area Coverage, Nationwide

January - June 2023
What to Expect Moving Forward?

Change in Weekly Visits to Full Service Restaurants, QSR, and Grocery

Year-Over-Year Comparison

- Jul 3, 2023: Full Service Restaurants -3.6%, QSR 4.2%, Grocery 5.9%
- Jul 10, 2023: Full Service Restaurants -3.6%, QSR 1.7%, Grocery 1.3%
- Jul 17, 2023: Full Service Restaurants 1.7%, QSR -0.4%, Grocery 0.1%
- Jul 24, 2023: Full Service Restaurants -4.7%, QSR -0.1%, Grocery 1.7%
- Jul 31, 2023: Full Service Restaurants -5.0%, QSR -0.4%, Grocery -0.4%
- Aug 7, 2023: Full Service Restaurants -4.7%, QSR -1.4%, Grocery -0.3%
- Aug 14, 2023: Full Service Restaurants -3.7%, QSR -1.4%, Grocery -2.1%
Questions?
Thank you for joining us!

www. Placer.ai

June 2023