

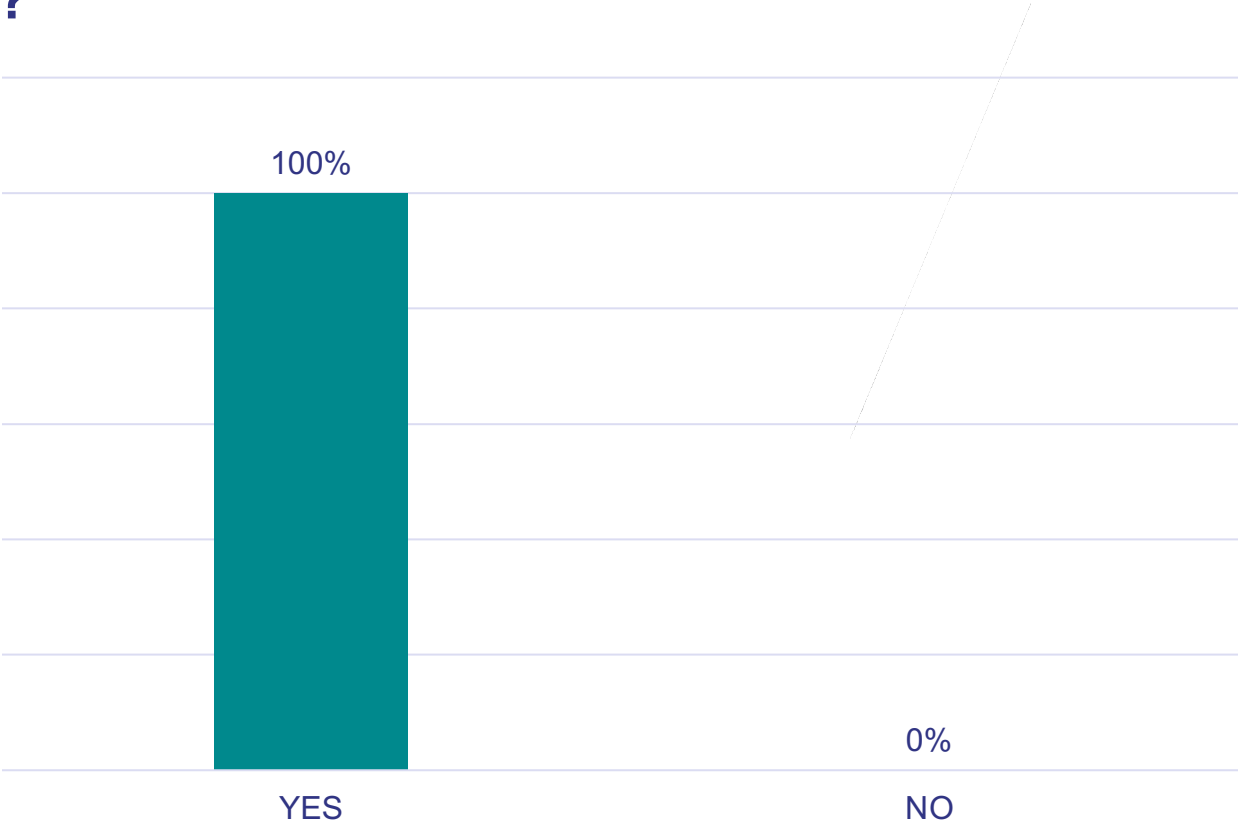


INMAR INTELLIGENCE B2B COUPON FRAUD SURVEY OVERVIEW

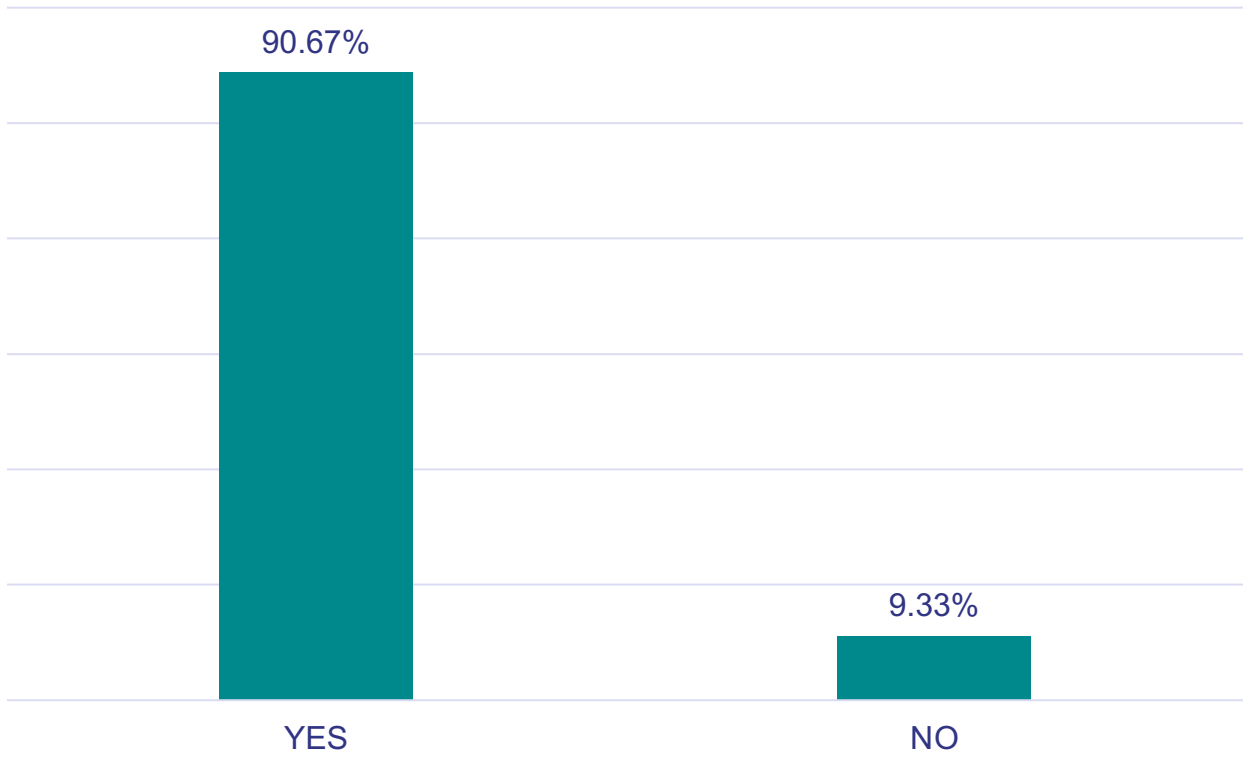
Inmar Intelligence B2B Coupon Fraud Survey

- **300 US Adults**
- **Career Filters: Finance and Insurance,
Marketing/Sales**
- **March 9, 2021**

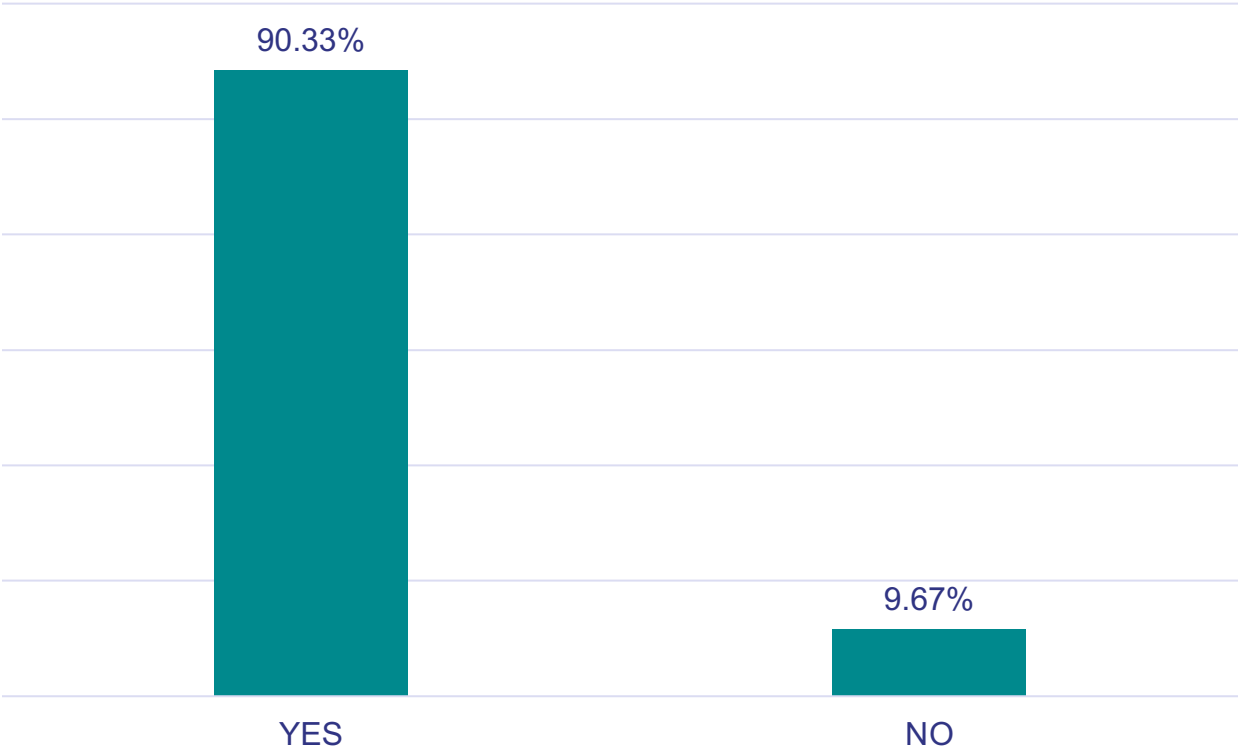
SCREENER QUESTION: ARE YOU EMPLOYED BY A CPG COMPANY?



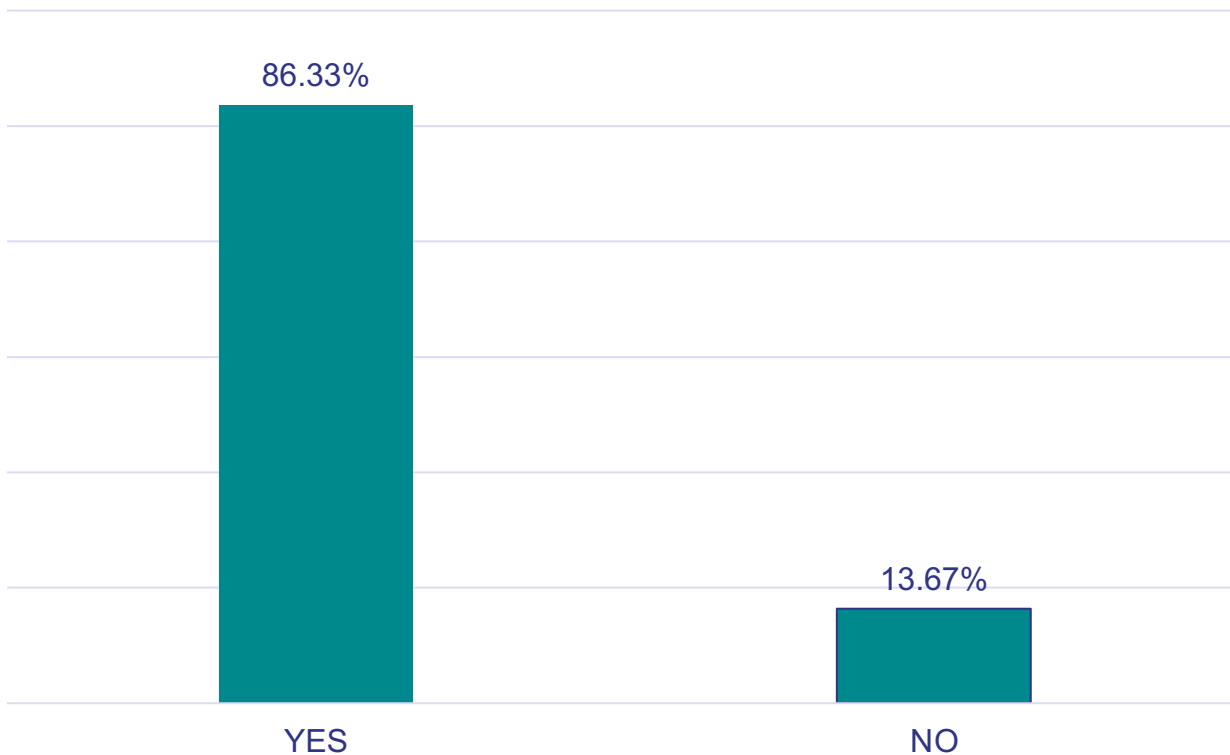
ARE YOU CONCERNED ABOUT COUPON FRAUD?



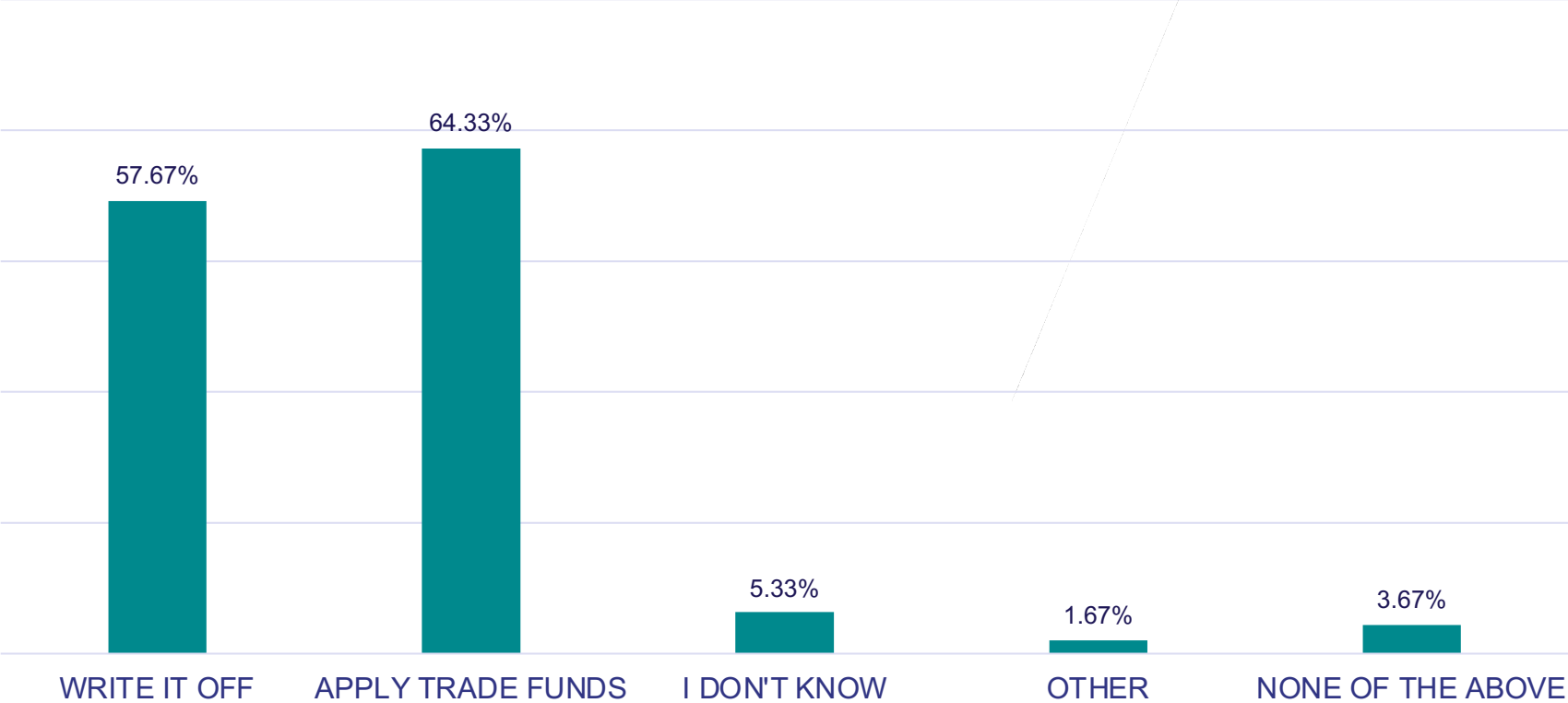
ARE YOU FAMILIAR WITH COUPON GLITTERING, GLITCHING AND BALANCING?



DO YOUR RETAIL AND/OR WHOLESALE VENDORS DEDUCT THE COST OF COUNTERFEIT COUPONS FROM YOU?

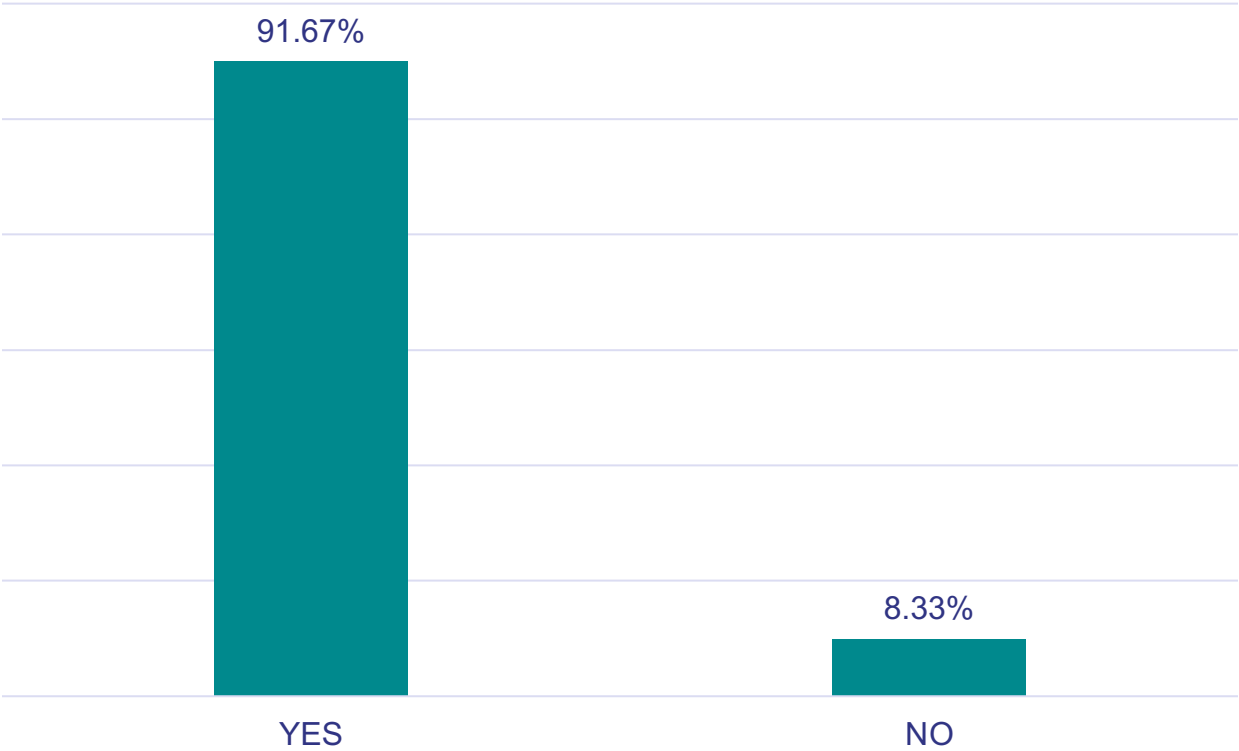


HOW DOES YOUR COMPANY COVER THIS DEDUCTION?

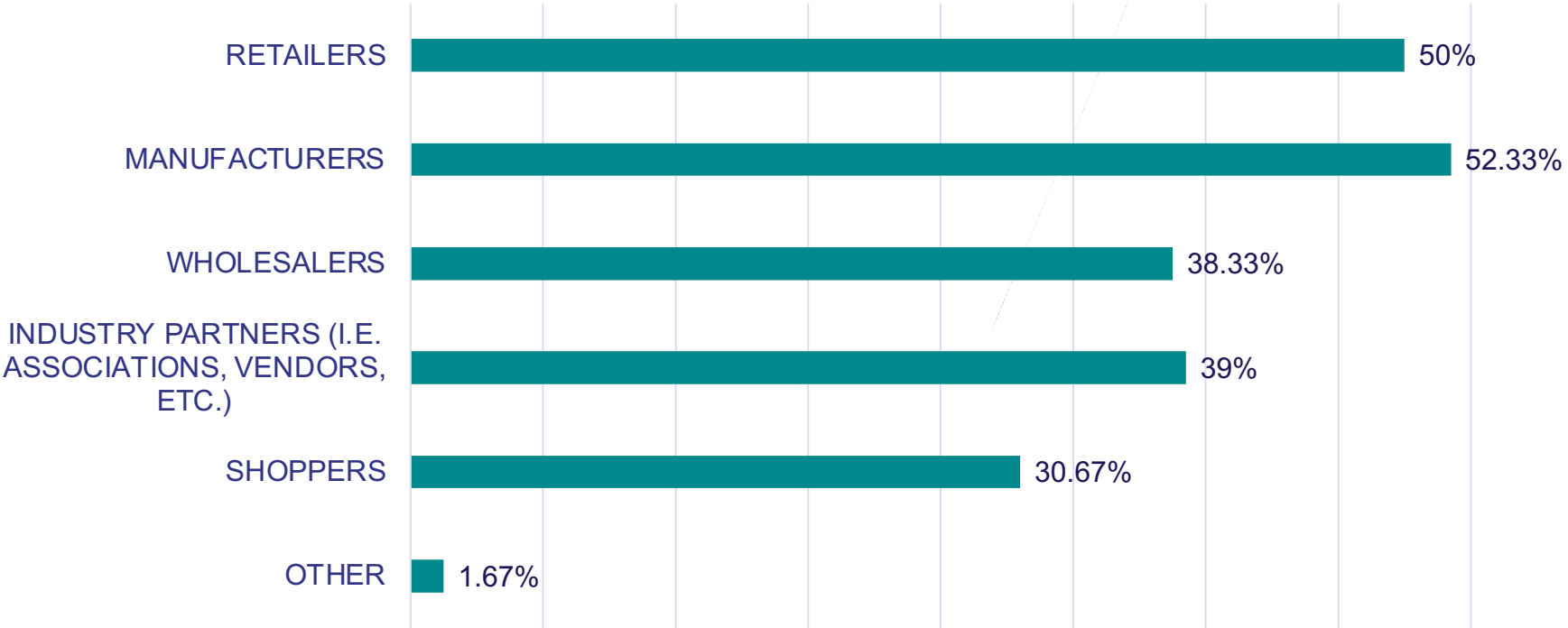


Percentages above represent total respondents

DO YOU KEEP TRACK OF RETAILERS THAT ACCEPT AND CHARGE YOU FOR COUNTERFEIT COUPONS?

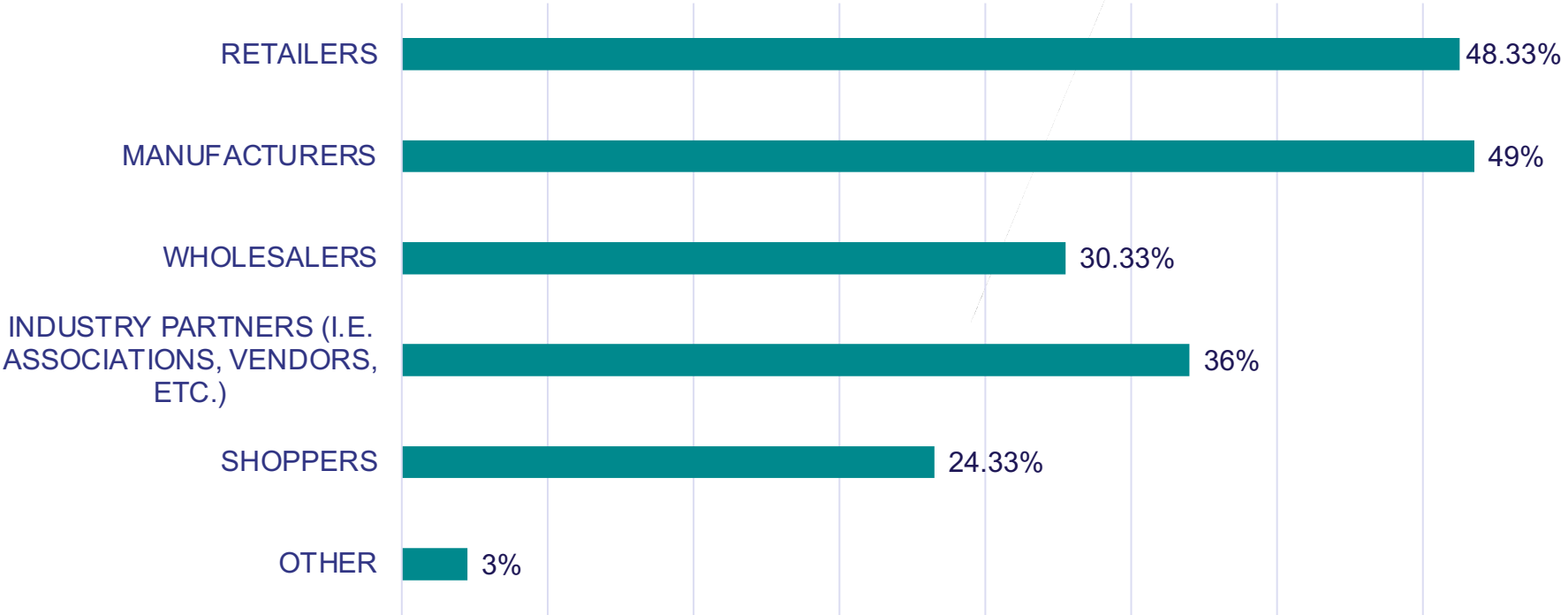


WHO DO YOU THINK IS RESPONSIBLE FOR MITIGATING COUPON FRAUD?



Percentages above represent total respondents

WHO DO YOU THINK SHOULD BE RESPONSIBLE FOR COVERING THE COSTS OF COUNTERFEIT COUPONS?



Percentages above represent total respondents

HOW MUCH TIME PER WEEK DOES YOUR COMPANY SPEND ON INVESTIGATING, PROCESSING AND ACCOUNTING FOR COUNTERFEIT COUPONS?

