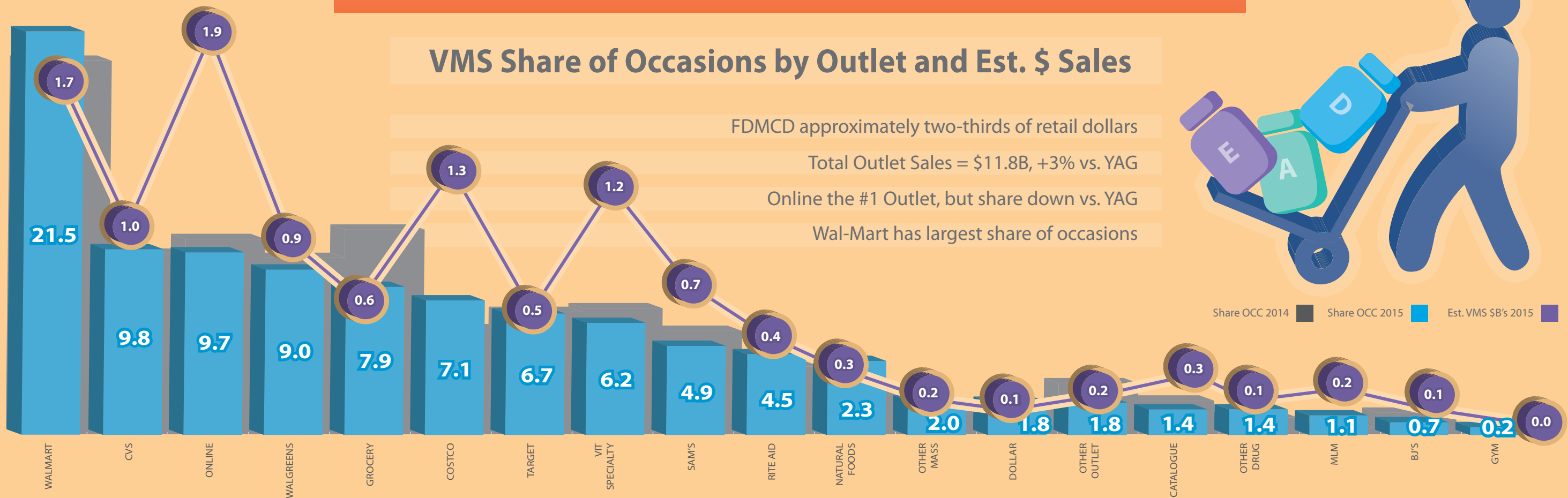
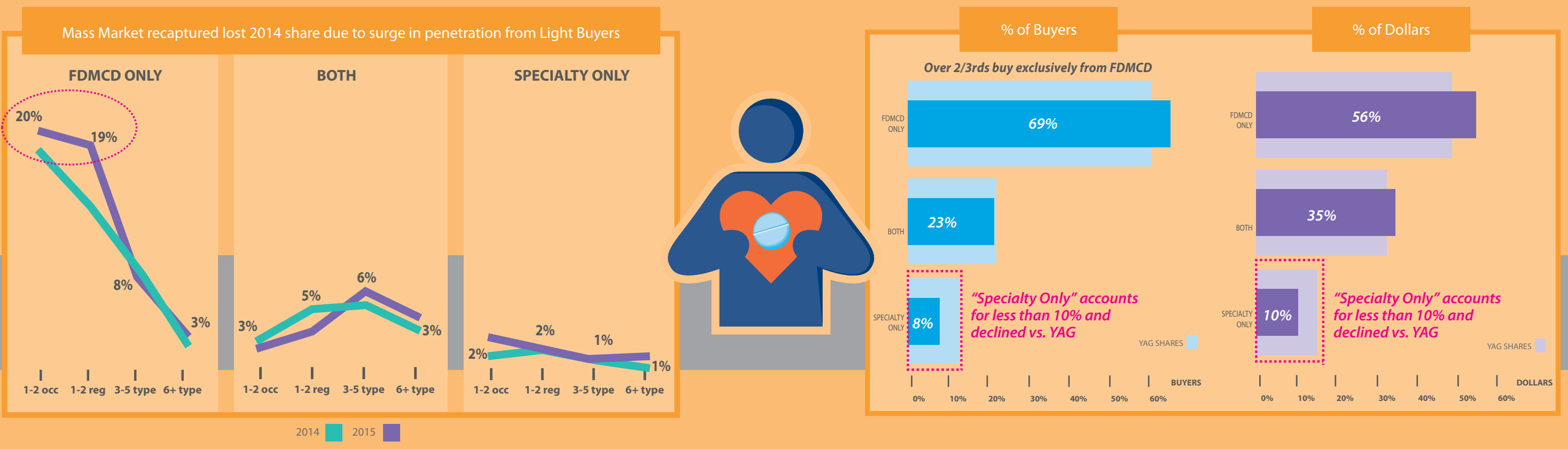


TABS Group 2015 Vitamin Survey – Outlet Trends

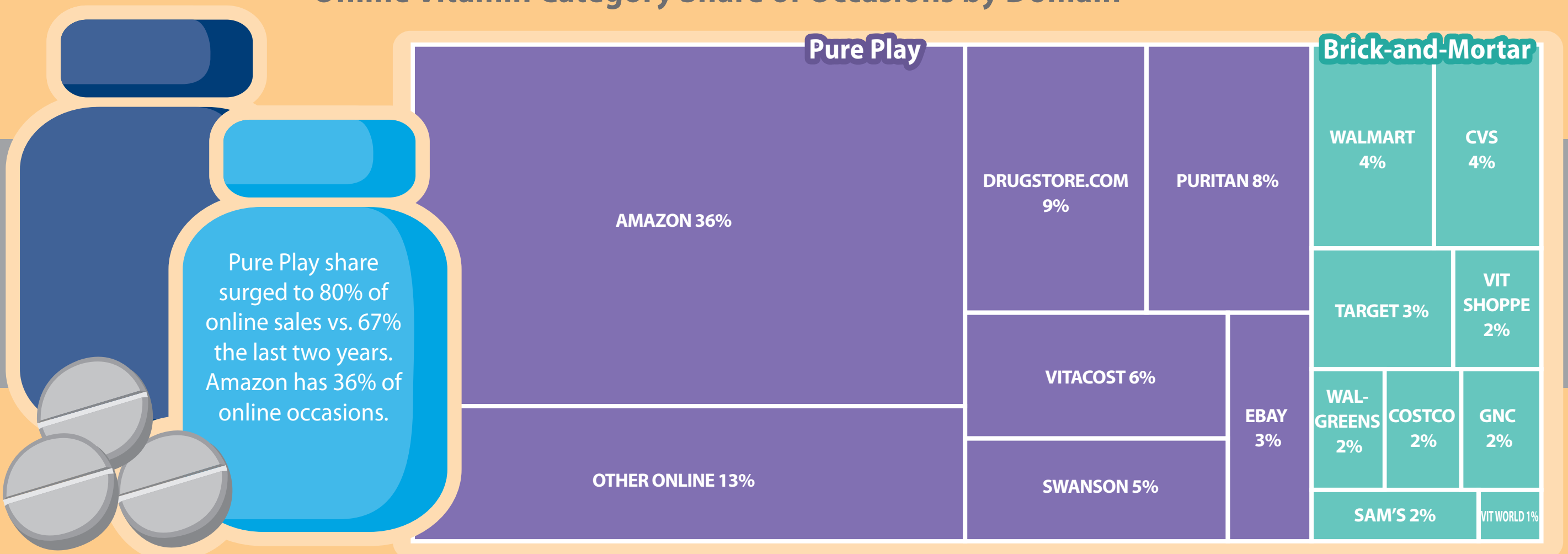
VMS Share of Occasions by Outlet and Est. \$ Sales



Outlets of Choice Among User Groups Stated as a % of US 18+ Population



Online Vitamin Category Share of Occasions by Domain



Research Specifications:
 Survey of 1,015 adults via Caravan Panel. Geographically and demographically dispersed and weighted.
 Each survey from 2010-2015 was fielded in April or May.
 Definitions: FDMCD (aka Mass Market) = Food + Drug + Mass + Club + Dollar
 Non-FDMCD (aka Specialty) = Nutr Specialty + Natural Food + Online + Catalogue + MLM + Other
 Meijer now classified as Mass (Other SuperCenter)
 Sports Nutrition = Performance and Protein Powders, Drinks and Pills. Energy Bars and Shots excluded.