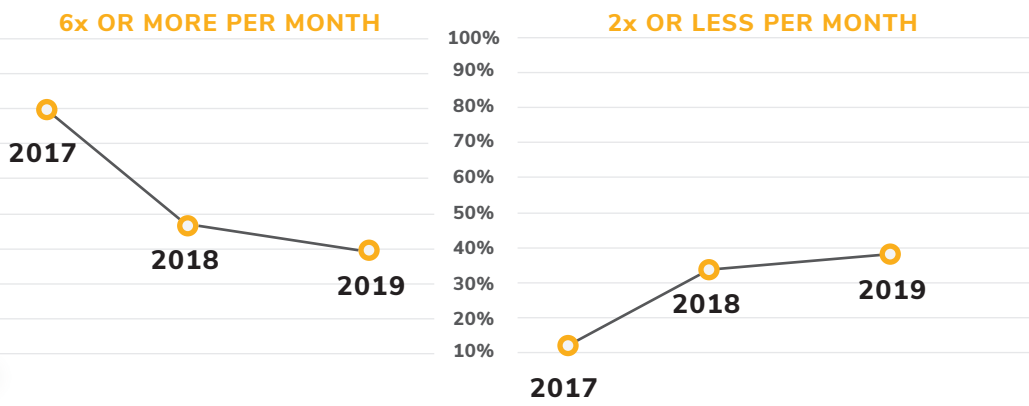


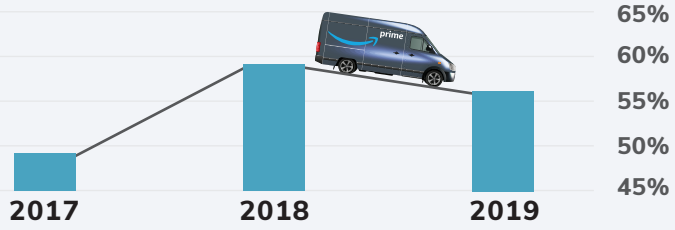
AMAZON: PAST ITS PRIME



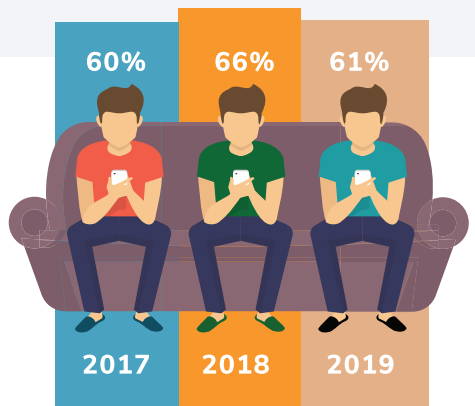
The frequency of consumers shopping on Amazon is **dropping**



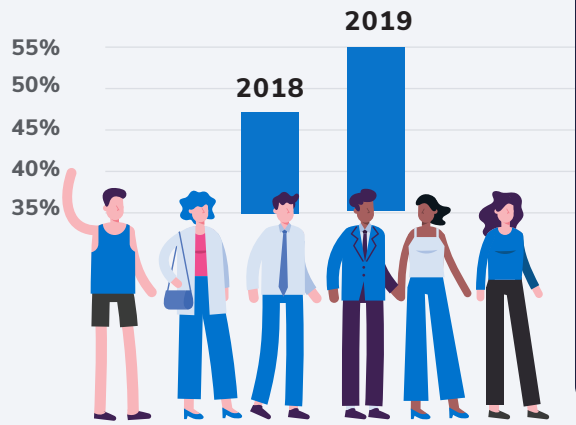
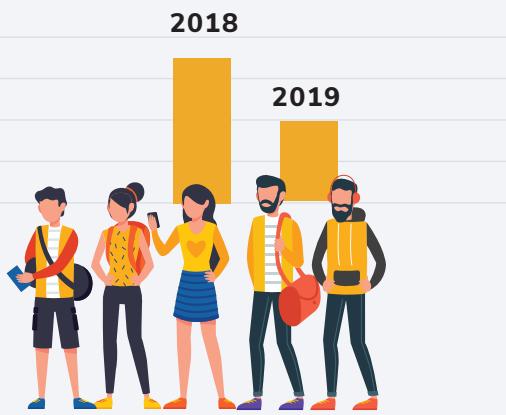
Amazon Prime membership is **dropping**



Consumers who check Amazon.com for products/pricing before buying elsewhere **dropped year-over-year**



The majority of U.S. consumers **prefer to shop at Walmart** (online, in-store or both) versus Amazon; **a flip from a year ago**



The frequency of **in-store visits at Walmart** is also **increasing** year-over-year



Has the number of purchases you make on Amazon...

INCREASED OR **DECREASED**

