

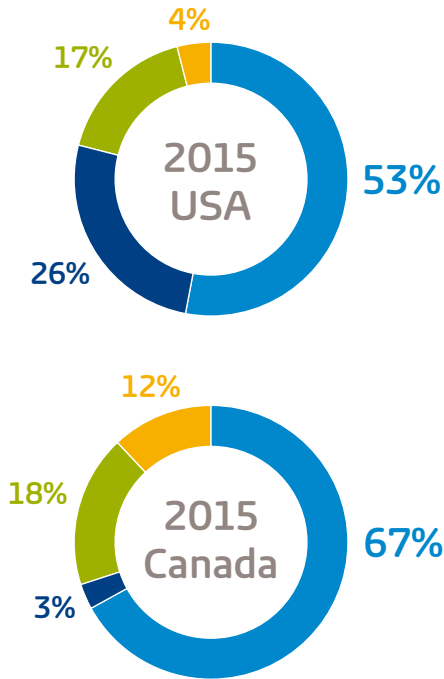
REFRIGERATOR ADVERTISING – 3 KEY TRENDS

1. French doors vs. side by side

In the USA, just over half of all refrigerator advertising is for French Door, a share that has remained consistent for the past 2 years.

In Canada, the shares are also consistent, but with a contrast. Canadian retailers promote French Door refrigerators much more at the expense of Side by Side.

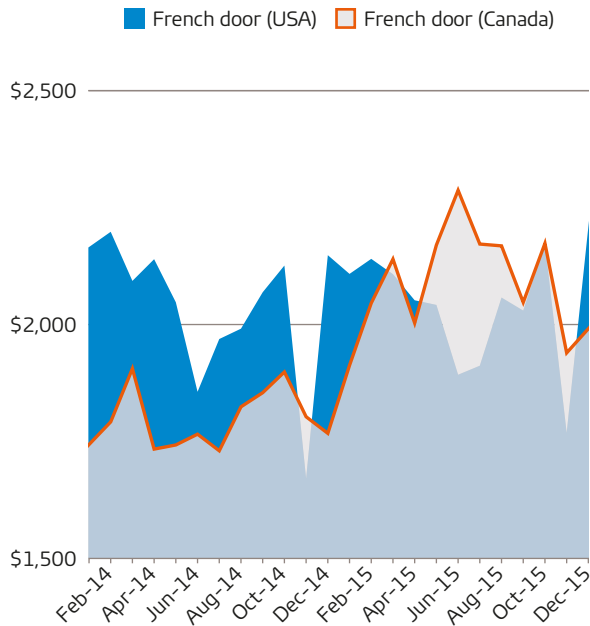
■ Side by side ■ Freezer top ■ Freezer bottom ■ French door



2. Pricing – what’s shifted?

During much of 2015, exchange rates fluctuated, bringing the value of the Canadian dollar from \$0.80 USD at the beginning of the year to about \$0.72 USD at the end of the year.

In 2014, the average advertised price of a French Door refrigerator in Canada was \$1,798 compared to the USA at \$2,045. However, during 2015, prices changed drastically. The average advertised price of a refrigerator in Canada jumped up \$293.00, while in the USA pricing remained flat.



3. French door refrigerator models

The majority of French Door refrigerator advertising is still based on a 3-door model. While 4-door units take the remainder of the share, 5-door models are beginning to flood the market as we move into 2016.

72%

of French Door refrigerators advertised during 2015 in the USA were for 3-door.



89%

of French Door refrigerators advertised during 2015 in Canada were for 3-door.

