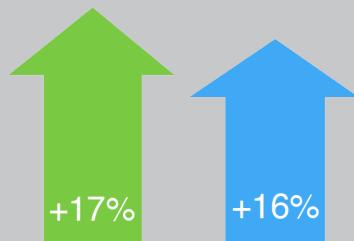


Retail Report Card

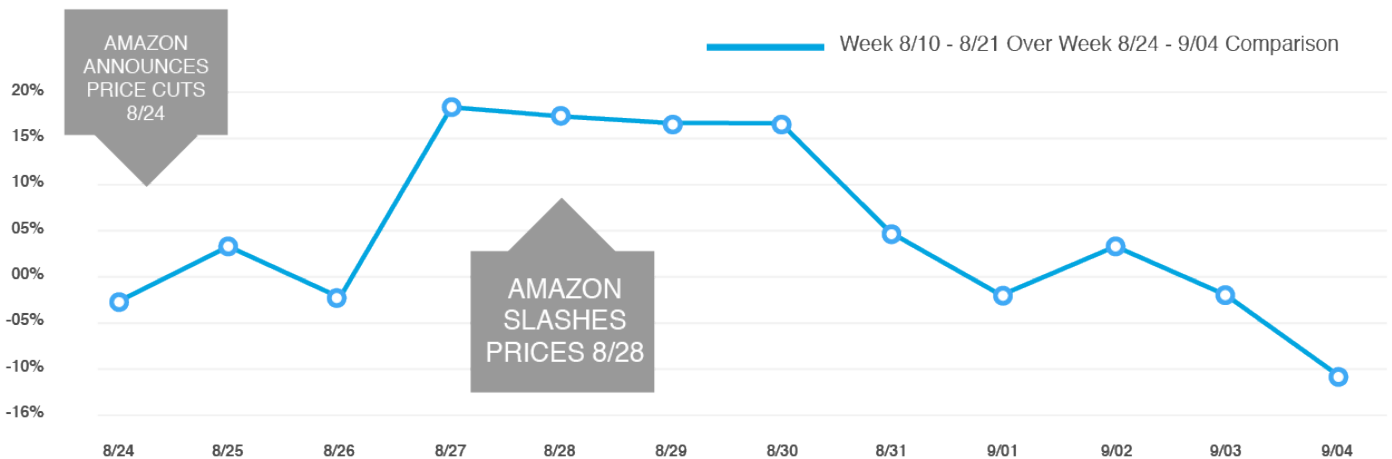


Amazon took control of Whole Foods on Monday, 8/28, slashing prices storewide. How has this impacted foot traffic at Whole Foods and other grocers? inMarket Location Data* tells the story:



Whole Foods share of visits (SOV) -- its stake of total grocery traffic in the U.S. -- was up over 17% week-over-week on 8/28, the first day of discounted pricing.

SOV on 8/29 and 8/30 were also up over 16% week-over-week, making the first three days of new pricing and Amazon control the busiest of the month.



Over the same time period, competitive retailers have lost share of visits. Trader Joe's SOV has decreased by 1.12% since new pricing went into effect at Whole Foods, while Kroger SOV has decreased by 2.67%.

TRADER JOE'S

-1.12%



-2.67%