

GrabOne HEY BIG SPENDER

Overall spending in the Christmas period in 2012

Men's Favourite Purchases

November 2012 **VS** November 2013

- | | |
|----------------------------|---------------------------|
| 1 General Activities | 1 General Activities |
| 2 Home & Living | 2 Casual Dining |
| 3 Tourist Activities | 3 Home & Living |
| 4 Casual Dining | 4 Auto Repairs & Services |
| 5 Hotels | 5 Sporting Goods |
| 6 Home & Trade Services | 6 Hotels |
| 7 Apple Products | 7 Holiday Package |
| 8 Asian Food | 8 Beauty Services |
| 9 Beauty Services | 9 Home & Trade Services |
| 10 Auto Repairs & Services | 10 Fine Dining |

\$20MIL

Sales (incl GST)

The difference between male and female spending

26%
Male Market Share

74%
Female Market Share

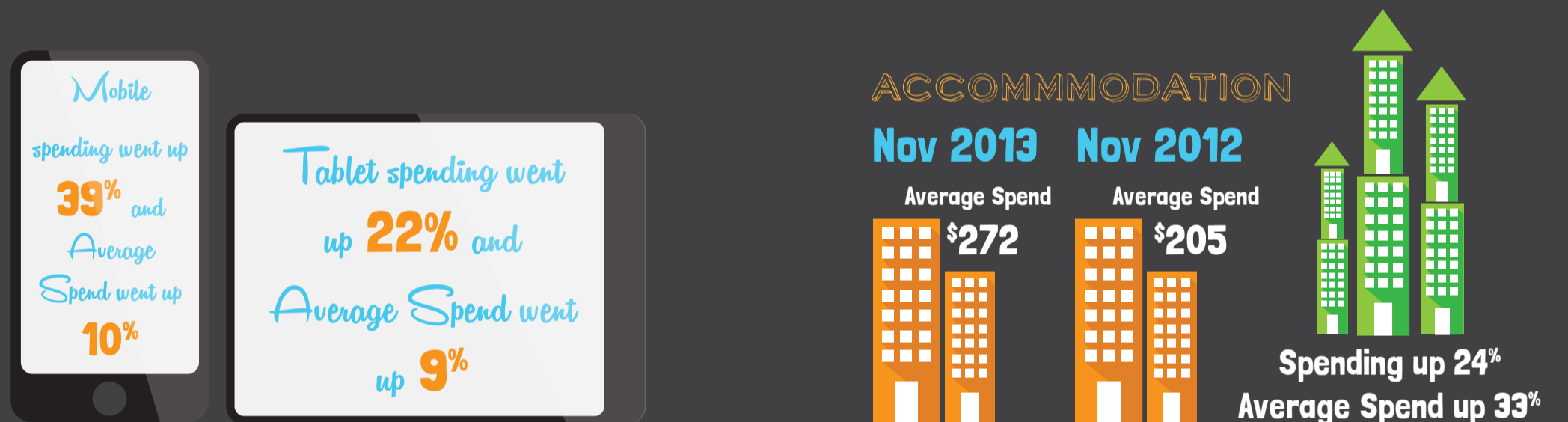
Women's Favourite Purchases

November 2012 **VS** November 2013

- | | |
|-------------------------|-------------------------|
| 1 Home & Living | 1 Beauty Services |
| 2 Beauty Services | 2 Home & Living |
| 3 Tourist Activities | 3 Casual Dining |
| 4 General Activities | 4 General Activities |
| 5 Casual Dining | 5 Fine Dining |
| 6 Photography | 6 Sporting Goods |
| 7 Hotels | 7 Home & Trade Services |
| 8 Home & Trade Services | 8 Holiday Package |
| 9 Hairdressing | 9 Hotels |
| 10 Apple Products | 10 Dental |



What did consumers use to make purchases in November 2013, compared to November 2012?

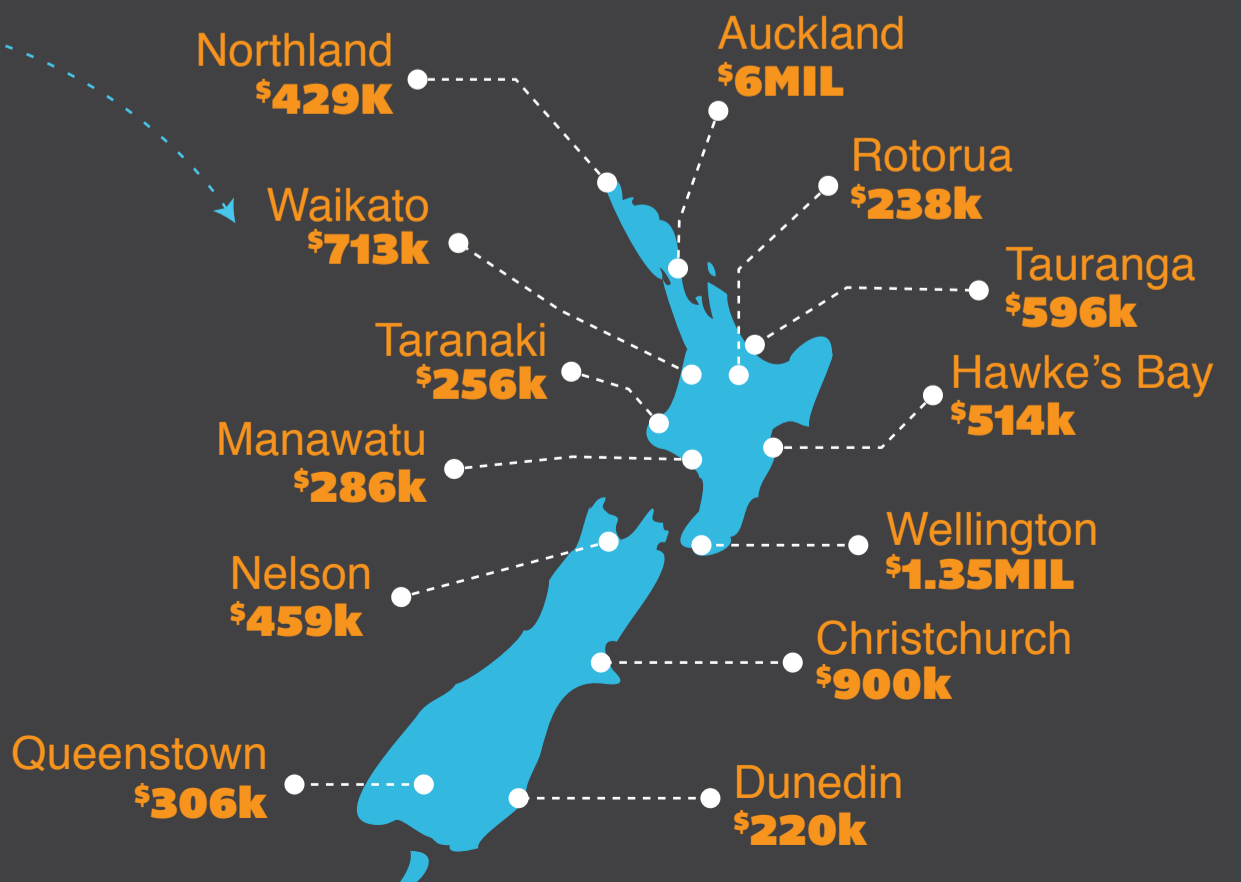


HOW ARE WE SPENDING? **Compared to November 2012**

AVERAGE SHOPPING CART VALUE: Predicted percentage increase up **8%**

*Prediction based on November 2013

CHRISTMAS SPENDING AROUND NEW ZEALAND



Change in consumer habits

How much does an average user spend on wine per order?

Percentage increase **17%**

