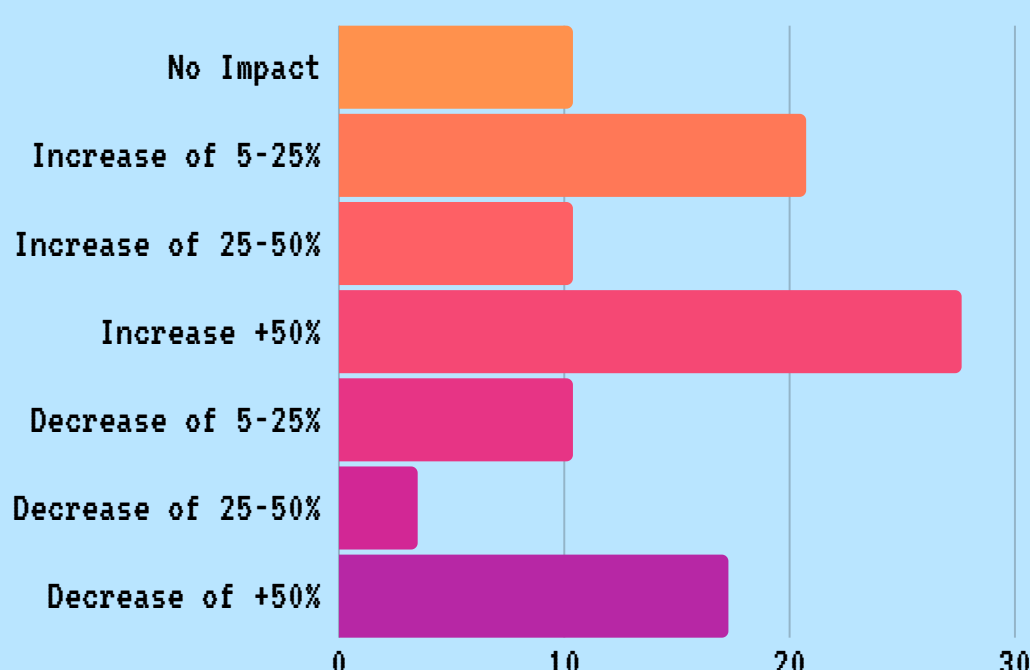


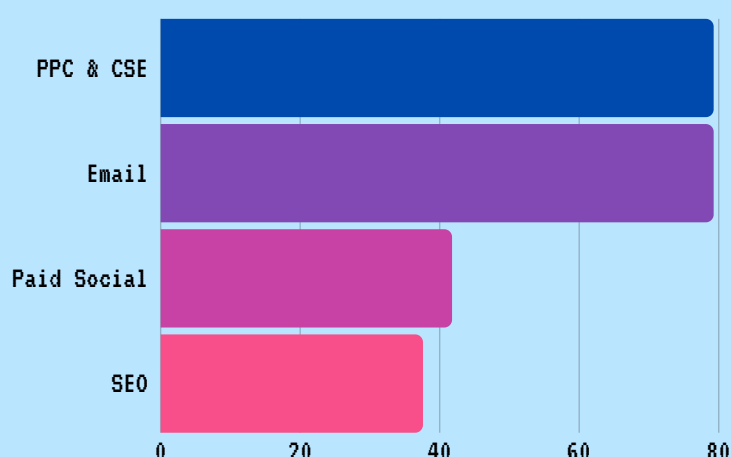
ECOMMERCE IMPACT SURVEY RESULTS

COVID-19 IMPACT ON ONLINE SALES

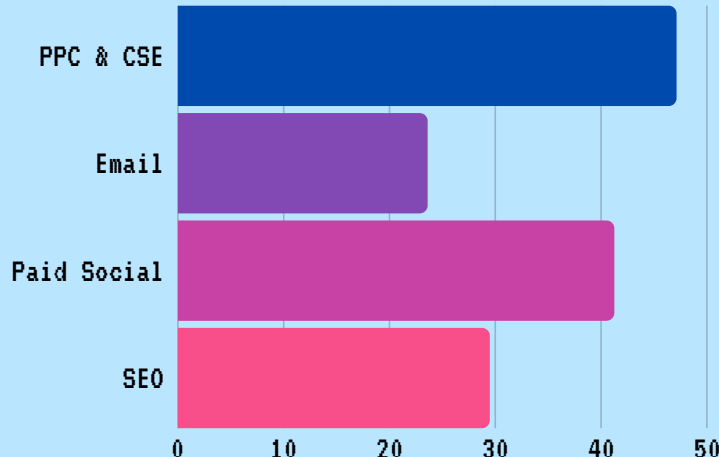


CHANGES IMPLEMENTED TO ONLINE MARKETING

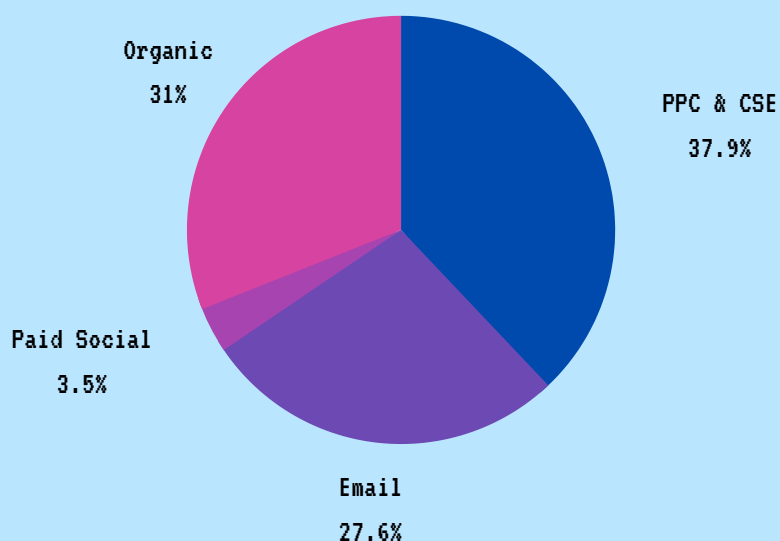
EFFORTS/BUDGETS INCREASED



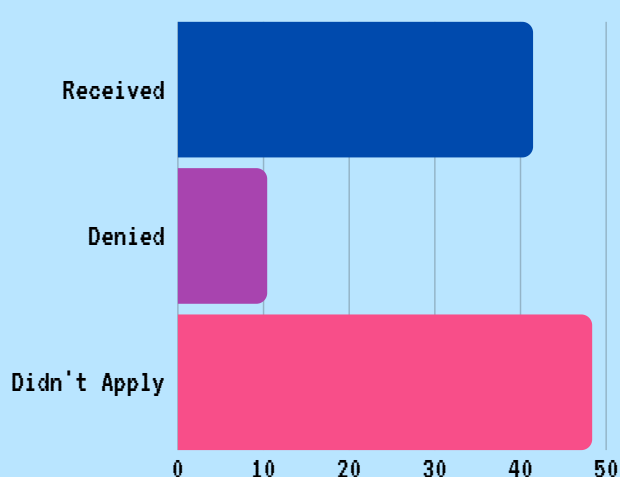
EFFORTS/BUDGETS DECREASED



CHANNELS WITH BEST ROI



FEDERAL PPP LOAN PROGRAM



CHANGES IMPLEMENTED IN THE BUSINESS

- ★ 31% OF RESPONDENTS LAID OFF/FURLOUGHED WORKERS
- ★ 13% OF RESPONDENTS TEMPORARILY CLOSED
- ★ 35% OF RESPONDENTS INCREASED HOURS OF OPERATION
- ★ 14% OF RESPONDENTS HIRED ADDITIONAL STAFF

66% OF RESPONDENTS FEEL THE ECONOMY WILL NOT RECOVER UNTIL 2021.

77% OF RESPONDENTS STARTED SELLING COVID-19 RELATED OR IN DEMAND PRODUCTS.