

Kantar Shopcom and IRI Join Forces to Integrate Retail Purchase Data, National Consumer Panel Data and Point-of-Sale Transaction Data for Media Planning, Targeting and Measurement

—Kantar Shopcom and IRI combine assets to create the most complete view of the CPG data landscape (purchase, panel, transaction and causal data), covering 95 percent of total U.S. CPG spending—

WILTON, CT, and CHICAGO — (March 5, 2015) — Kantar Shopcom, analytics and insights division of Kantar Retail, today announced that it will partner with IRI, a leading provider of information services and solutions, to integrate Kantar Shopcom's retail purchase transaction loyalty card data with IRI's national consumer panel data and point-of-sale transaction data and jointly create a portfolio of all-outlet, multi-channel media planning, targeting and measurement solutions.

The integration of Kantar Shopcom's granular purchase transaction data for 30 million consumers with IRI's national consumer panel purchase data for more than 100,000 consumers and IRI's point-of-sale transaction, pricing and promotion data collected from more than 34,000 CPG retail outlets enables the creation of media planning, targeting and measurement products based on a traceable view of more than 95 percent of total U.S. CPG spending. The combined assets will deliver the most complete coverage of the CPG data landscape — purchase, panel, transaction and causal data — available in the industry today. The jointly created products and services will be marketed by both Kantar Shopcom and IRI.

“Kantar Shopcom is delighted to join forces with IRI in the creation and delivery of the industry's most comprehensive purchase-based media planning, targeting and measurement solutions,” stated Katie Casavant, CEO of Kantar Shopcom. “The coverage and scale of the combined solutions will enable unprecedented transparency and insight into the causal drivers of media investment performance and impact.”

“Advertisers want to seamlessly connect and measure all consumer touch points, including media, in-store activity and offline sales lift,” said Andrew Appel, president and CEO, IRI. “IRI and Kantar Shopcom can now provide this comprehensive viewpoint with precise accuracy, because we can apply not only sales lift but also the all-important causal variables, such as price, distribution and in-store promotion. This all adds up to providing advertisers with a more local and flexible approach to optimizing and monitoring their ad spend.”

About Kantar Shopcom.

Kantar Shopcom, a division of Kantar Retail, is a data integration, analytics and insights firm connecting what consumers see, feel and do to help retailers and marketers grow their brands through more impactful media investment and execution. Kantar Shopcom leverages CPG, Retail and Retailer Class of Trade purchase behavior data for 300 million U.S. consumers to create syndicated and custom audiences for targeted advertising, to enable development of

more effective communications plans and to directly measure the impact on purchase behavior of brand communication, media and advertising investment across all media platforms. Our proprietary single-source network enables Kantar Shopcom to help activate more connected, more effective and more profitable brand advertising, media and communications. For more information on Kantar Shopcom, please visit www.kantarshopcom.com.

Kantar Shopcom is part of [Kantar](#), the data investment management arm of WPP and one of the world's largest insight, information and consultancy groups.

About the IRI Partner Ecosystem

IRI fundamentally believes that delivering differentiated growth for clients requires deep, highly integrated partnering with a variety of best-of-breed companies. As such, IRI works closely with a broad range of industry leaders to create innovative joint solutions, services and access to capabilities to help its clients more effectively compete in their various markets and exceed their growth objectives. IRI is committed to its partnership philosophy and continues to actively enhance its ecosystem of partners through alliances, joint ventures, acquisitions and affiliations. The IRI Partner Ecosystem includes such companies as **BlueKai** (an Oracle Co.), **The Boston Consulting Group**, **comScore**, **Datalogix** (an Oracle Co.), **Experian**, **Facebook**, **Google**, **GfK**, **Intage**, **Ipsos**, **Kantar**, **MaxPoint**, **Millward Brown Digital**, **Rentrak**, **SPINS**, **Univision** and others.

About IRI

IRI is a leader in delivering powerful market, consumer and media exposure information, predictive analytics and the foresight that leads to action. We go beyond the data to ignite extraordinary growth for our clients in the CPG, retail and over-the-counter health care industries by pinpointing what matters and illuminating how it can impact their businesses. Move your company forward at www.iriworldwide.com/.