TOP 3 FACTORS IMPACTING CONSUMER PURCHASE DECISIONS

<table>
<thead>
<tr>
<th>ITEM PRICE</th>
<th>AVAILABILITY</th>
<th>MATERIAL/FABRIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>34%</td>
<td>34%</td>
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The results are in: Sustainability is critical for consumer brands. 1,000+ respondents in CGS’s 2019 Retail and Sustainability Survey say product sustainability is a major consideration for consumers. Gen Z leads the pack, being more likely to purchase, pay more and stay loyal to brands with sustainable options.

When making a purchase, is product sustainability important to you?

- Rate sustainability important, regardless of age and gender

Consumers will pay more for sustainable products.

- Although over 1/3 of consumers are willing to pay 25% more for sustainable products, Gen Z is more willing to pay 50-100% more compared with other age groups.

According to Bloomberg, in 2019, Gen Z will surpass Millennials in 2019, comprising 32% of the global population of $7.7 billion.

WHAT MAKES CONSUMERS BRAND LOYAL?

- Better quality: 64%
- Brand name: 25%
- Brand mission: 23%

WHAT PRODUCTS ARE MOST CRITICAL FOR SUSTAINABLE AND ECO-FRIENDLY OPTIONS?

- Paper goods: 44%
- Toiletries, personal care: 40%
- Apparel, fashion, footwear: 26%
- Home furnishings: 19%
- Furniture: 18%

WE ASKED CONSUMERS: WHAT FASHION, APPAREL AND FOOTWEAR BRANDS COME TO MIND WHEN YOU THINK OF SUSTAINABILITY?

- Nike: 11%
- TOMS: 8%
- Patagonia: 4%

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- Better quality
- Brand name
- Brand mission

SUSTAINABLE ETHICAL BUSINESS PRACTICES

- Brands that use eco-friendly materials
- Brands that follow ethical practices
- Brands that donate to a good cause
- Brands that don’t test on animals

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ABOUT CGS: For 35 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS’s BlueCherry® Enterprise Suite provides clients with a powerful, comprehensive set of tools to drive their fundamental business processes. It focuses on the needs of high-growth organizations operating in the consumer lifestyle products, retail and apparel industries. The BlueCherry Enterprise Suite’s built-in capacity addresses the needs of all core management, planning, product development, manufacturing, logistics, finance and sales functions.

For more information, please visit www.cgsinc.com, follow us on Twitter at @BlueCherryCGS and on Facebook, or email us at: applications@cgsinc.com

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