



From: Brian Koenig, Director of Marketing
To: Circle K Store Manager – Rocky Mountains Division
Date: January 2022
Subject: Authorization Letter for NielsenIQ Store Audits & Casual Collection

This letter will serve as a letter of introduction to allow a NielsenIQ representative to visit your Store weekly and collect information.

NielsenIQ has been authorized by Circle K/Couche-Tard to send a representative to your store to collect merchandising and marketing information.

NielsenIQ will receive data from a representative sample of Circle K/Couche-Tard stores. Most of the information needed by NielsenIQ will be provided by Circle K/Couche-Tard using the store scanner data; however, it is necessary for us to capture display and promotional activity.

Stores data collection will necessitate granting **A NielsenIQ REPRESENTATIVE** access to otherwise secured areas, (e.g., areas behind the checkout counter for information on “on-product” promotions for tobacco category products, coupons and or special packs for example).

During their visits to your store, the representative will be collecting information about products merchandised in the selling floor areas including, but not limited to the following:

- Display activity
- Feature (ad and promotional) information
- Forward inventory of selected products
- Coding of new products

All data will be collected electronically, they will scan and take pictures of a display and of new items for coding. Other than checking in with the manager upon arrival at the store, the NielsenIQ representative will not involve any store personnel or customers during the collection process. The Merchandiser WILL NOT ask for nor require access to any confidential information, cash, safe, etc.

Please note that the individual by-store data will not be used by NielsenIQ. All scanner data and collection data for the sample stores will be rolled-up and added to an overall convenience store category report to be used by NielsenIQ.

The **NielsenIQ** representative will have the appropriate **employee identification** and will check in with store personnel when arriving at the store and will not require sales figures or other restricted information. We have authorized the audits to be done between 7:00AM and 4:00PM and the audit will take no longer than one hour.

If you have any questions, please contact me at (330) 618-6728. Thank you for your cooperation.

Brian S. Koenig

Brian Koenig, Director of Marketing

