



GetGo - Giant Eagle, Inc.

To: All GetGo Managers
From: Will Lewis – Director of Business Analytics and Insights
Date: June 14, 2019
Re: Nielsen Causal Data

We have authorized Nielsen to send a representative to various GetGo store locations to collect weekly causal data.

Promotional efforts (feature, displays, tpr's) geared at various products impact sales. Our store scanning records do not provide this detail. Gathering the casual collection from Nielsen's Field auditor's supply that missing information. This information is important for GetGo to understand the effectiveness of sales campaigns. Information is reviewed at Division only not store specific.

During Nielsen's 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 categories
- Coding of new products

All data will be collected electronically and if necessary to code new products, they will use a digital camera.

Below are guidelines that will be followed by all Nielsen representatives visiting your store:

- Register at the Customer Service desk upon arriving, provide identification and a copy of this authorization letter
- No disruption to our customers or our business during their visit
- Visits limited to Monday through Thursday before 6:00 PM and Friday until 3:00 PM.
- Maximum number of representatives allowed during each visit is 2

Please give them your cooperation and feel free to call me should you have any specific questions. This approval is granted through December 2023.

Cordjally,

William Lewis
Director of Business Analytics and Insights
101 Kappa Drive, Pittsburgh PA 15238

cc: Aret Ratyosyan (Nielsen); Michael Mazzoni