



8565 Magellan Parkway, Ste 400, Richmond, Virginia 23227 Phone: (804) 730-1568 Fax: (804) 746-1669

August 17, 2021

Mr. James Grulke  
Retail Client Director  
The Nielsen Company  
200 W Jackson Blvd  
Chicago, IL 60606

Re: The Nielsen Company Authorization for weekly store visits at all GPM Investments Locations

Dear Bob:

We have authorized The Nielsen Company to send a representative to various GPM Investment locations to collect weekly causal data.

The weekly visits will be made for the purpose of collecting store display and point of purchase information, in-store promotions, advertising, and secondary display information. This data will be collected electronically using a hand held terminal.

To help in accessing the quality of the scanning data, The Nielsen Company may need to collect additional information from time to time regarding shelf conditions. This will also be collected via a hand held terminal.

Other than checking in with the manager upon arrival at the store, The Nielsen Company representative will not involve any store personnel or customers. In addition, they will not require sales figures or other restricted information.

Should you have any questions, please feel free to contact me.

Cordially,

A handwritten signature in black ink, appearing to read "MK Bloom", is written over a horizontal line.

Signature

**Michael K. Bloom**  
**Executive Vice President, Chief Merchandising & Marketing Officer**  
GPM Investments, LLC  
804.730.1568 ext. 1277  
8565 Magellan Parkway, Suite 400  
Richmond, Virginia 23227