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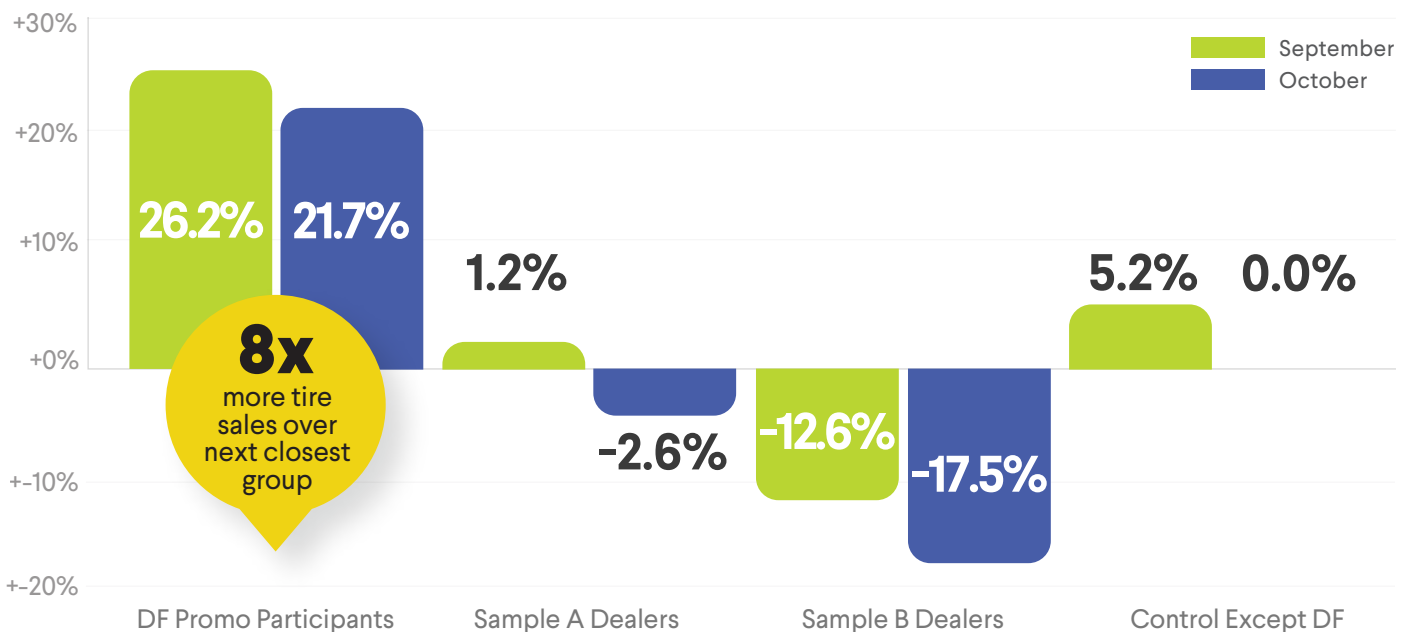
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Direct Dealers Sept & Oct 2022 Y/Y Increase in Tire Units Sold

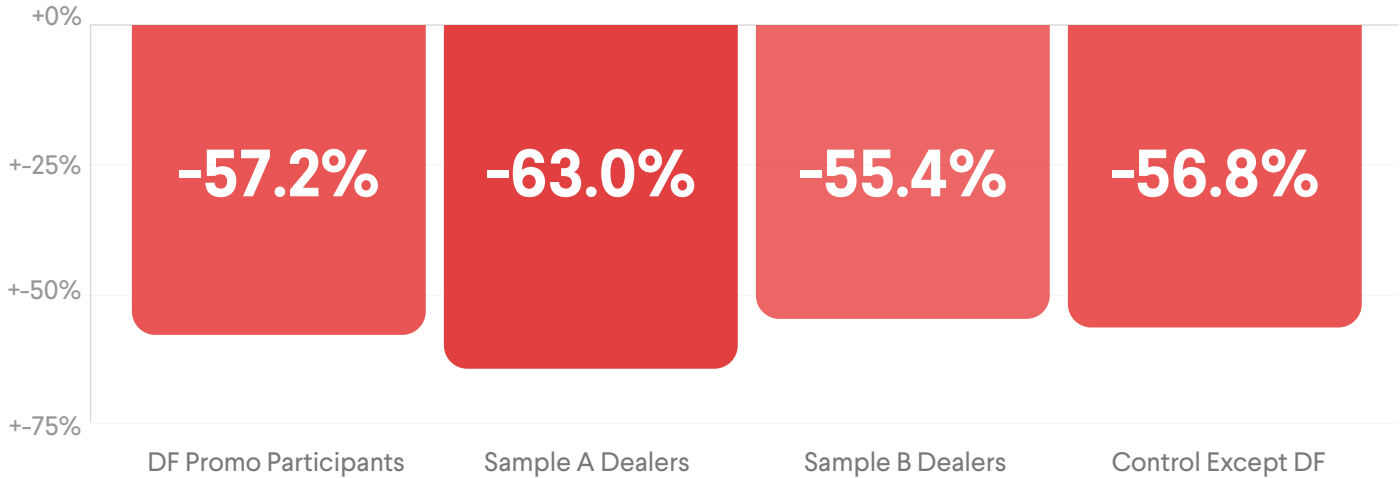
Total Tire unit sales in Sept 2022 were up +26.2% and up +21.7% in Oct 2022 Y/Y for 8 Dealers that participated in the digital program with Digital Fusion - outperforming all other groups.

- Sample A (8 similar-sized dealers) were up +1.2% in Sept, down -2.6% in Oct.
- Sample B (8 similar-sized dealers) were down -12.6% in Sept and down -17.5% in Oct.
- Control group (all dealers except 8 participating) were up in Sept +5.2% and flat in Oct.



DIRECT DEALERS AUG 2022 Y/Y TIRE UNITS SOLD (NO PROMOS)

Total Tire unit sales in Aug 2022 were down across the board when no promos were running and no Digital Marketing was done.



DIRECT DEALERS SEPT & OCT 2022 Y/Y INCREASE IN TIRE UNITS SOLD

Total Tire unit sales in Sept/Oct 2022 were up +23.9% Y/Y for the 8 Dealers that participated in the digital program with Digital Fusion - outperforming all other groups.

- Sample A (8 similar-sized dealers) were down -0.8%
- Sample B (8 similar-sized dealers) were down -15.3%
- Control group (all dealers except 8 participating) were up +2.5%

