



Unlocking raddar's Retail Advantage



tc •

01

Current Market Conditions

02

Raddar Retail Solution



tc •

A photograph of three people from the chest up, silhouetted against a bright, warm sunset. They are all making heart shapes with their hands. The person on the left is a man in a white t-shirt, the person on the right is a woman with dark hair, and a third person is partially visible at the bottom. The text 'Understanding your audience is key to delivering value.' is overlaid on the image, with 'delivering value.' in red.

Understanding
your audience
is key to
delivering
value.

Current Market Conditions

77% of **Canadians** have adjusted their spending accordingly

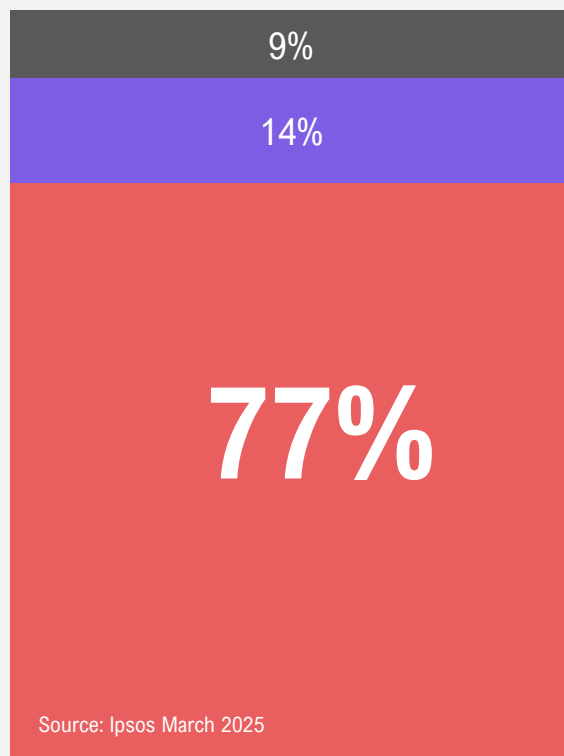
45% of **Canadians** are switching to low-cost brands

61% of **Canadians** are postponing major purchases

57% of **homeowners** anticipate their monthly payments will increase upon mortgage renewal



■ Agree ■ Neutral ■ Disagree



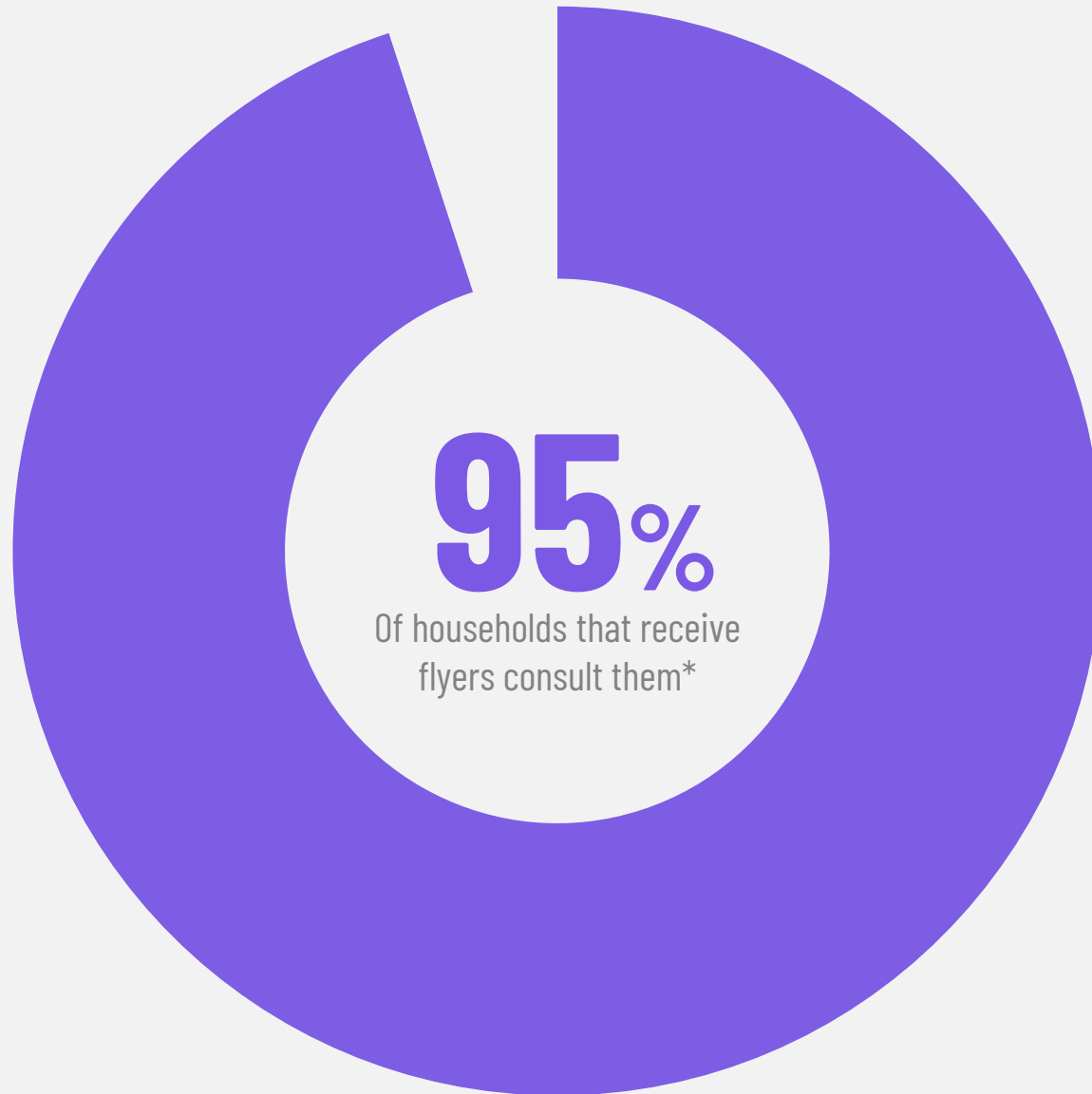
I AM WILLING TO SPEND EXTRA
TIME RESEARCHING PRODUCTS
TO FIND THE BEST VALUE

With rising costs and
economic uncertainty,
Canadian consumers
are willing to invest
extra time to find the best value



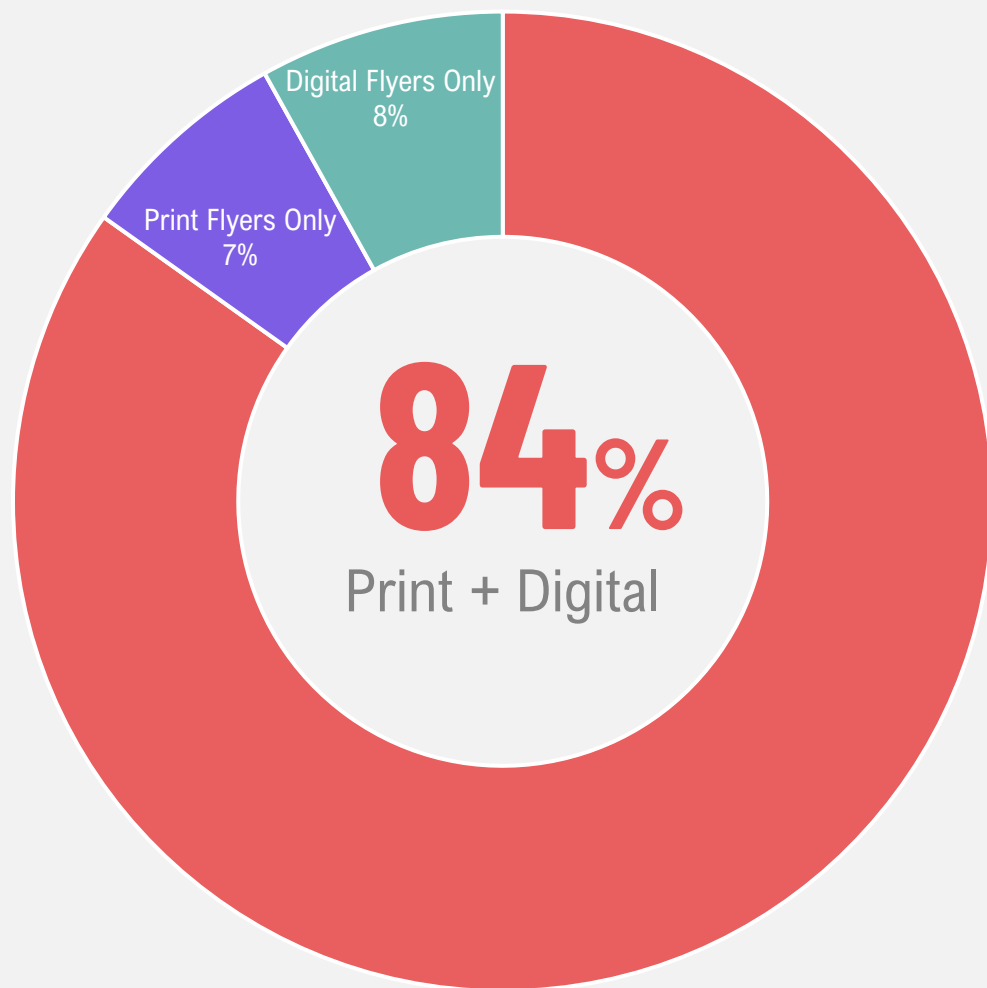


Flyers
remain a household
staple for many Canadians.



Flyers are more essential than ever, helping Canadians stay on budget, uncover savings and deliver value.

* 87% for print flyers and 88% for digital flyers
(total flyer readership) Source: Ipsos March 2025



The majority of
Canadians consult both
print & digital flyers



raddar
the next generation
of flyers

Delivered weekly
by Canada Post,
to drive awareness
& traffic



100% Recyclable & sustainable



Certified distribution



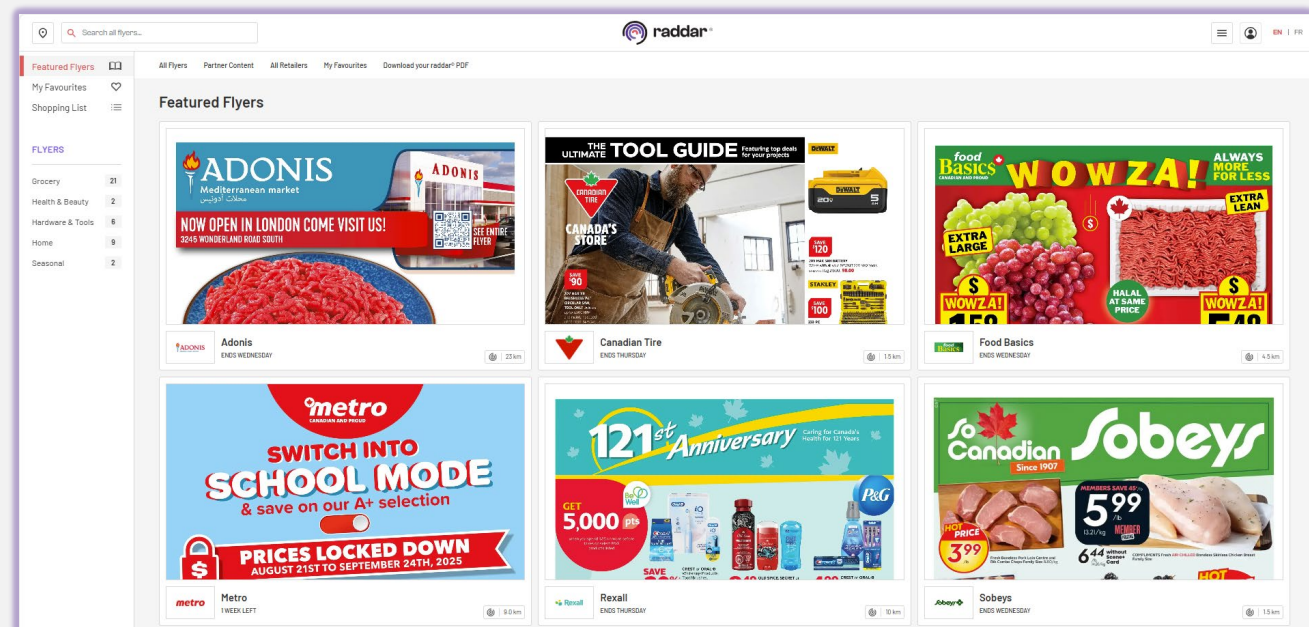
Sleek and convenient format



Complimentary digital platform



Geo targeted zones

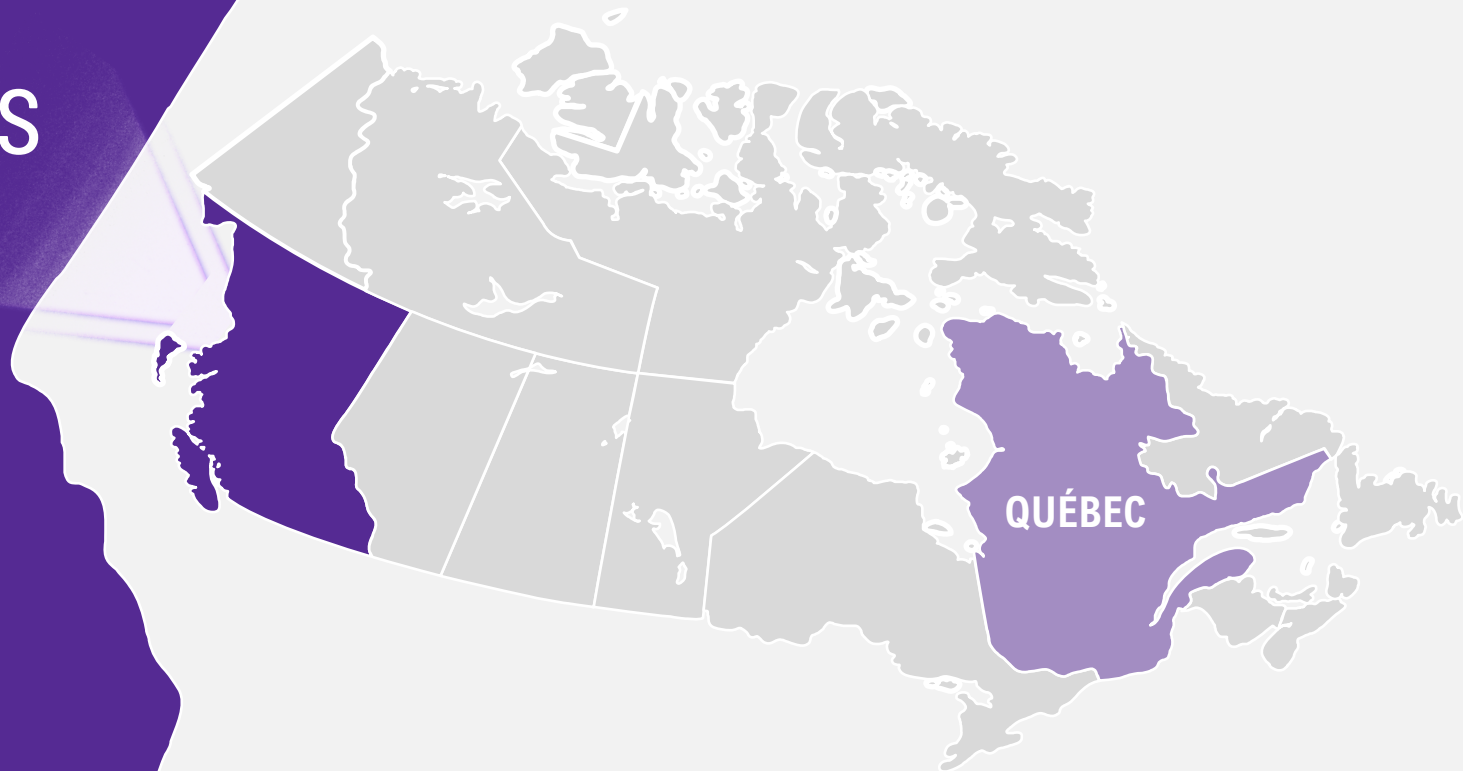


**BRITISH
COLUMBIA**

54 zones

+1.24 M
Doors

4.8 MILLION
OF CANADIAN HOUSEHOLDS



What we've learned from Canadian Shoppers over the past year...



raddar audience segments

65%

Deal Seekers

Prioritize saving money on every purchase, actively seeking discounts and deals to maximize their budget



26%

Moderate Users

Will seek deals occasionally, looking for targeted discounts, often comparing prices to find the best value for their purchase



9%

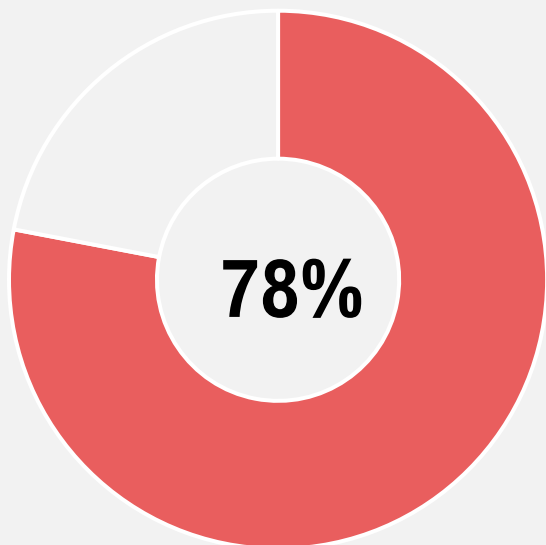
Convenience Shopper

Will prioritize convenience over savings

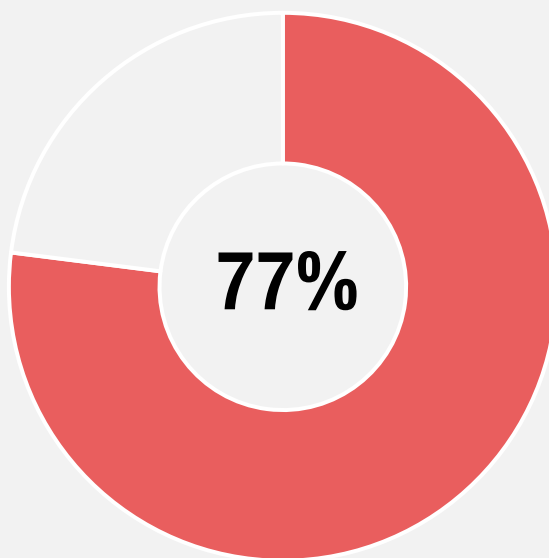


raddar drives action across the shopping journey

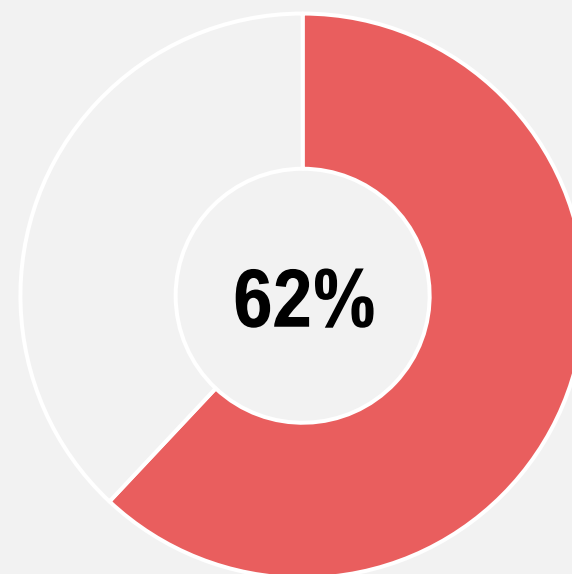
AFTER CONSULTING *RADDAR*...



Add products found on
raddar to their shopping list



Visit a physical store/retailer
found on *raddar*



Visit a retailer's website to
learn more or purchase online

raddar plays a key role in shaping consumers purchase decisions

65%

When I choose
to shop

67%

How much
I spend

78%

What I choose
to buy

79%

Where I choose
to shop



01 FLYERS REMAIN REMAINS CRUCIAL FOR CANADIANS

02

IT'S NOT
PRINT VERSUS
DIGITAL...
IT'S BOTH

03

RADDAR HELPS
CANADIANS
SHOP SMART &
SAVE MONEY



SUSTAINABLE



MULTI
CHANNEL



DRIVE
CONVERSION