


Campbell's

Select IRI Consumption & Consumer Panel Data


June 15, 2020

IRI U.S. Dollar Consumption and Share Data

IRI U.S. Dollar Consumption Data for the four week period ending June 7, 2020 versus the same period in the prior year.

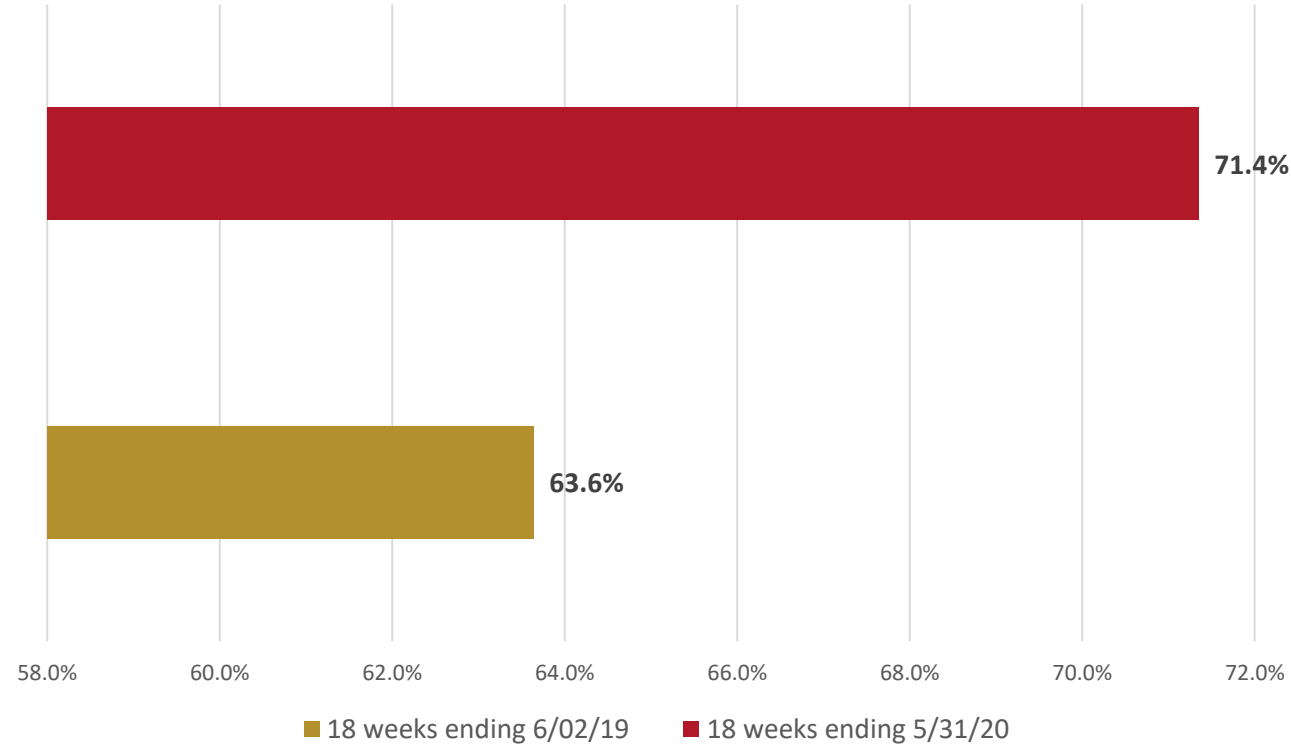
|  | Latest 4 weeks ending 6-7-2020 |
|---|--------------------------------|
| | \$ % Chg. |
| Total Company | 13.3% |
| Meals and Beverages | 14.6% |
| <i>Campbell's Soup (including Pacific)</i> | 20.2% |
| <i>Prego</i> | 5.4% |
| <i>Campbell's Shelf Stable Juice</i> | 13.6% |
| SNACKS | 11.7% |
| <i>Pepperidge Farm Cookies</i> | 31.4% |
| <i>Goldfish</i> | -1.4% |
| <i>Snyders of Hanover</i> | 14.9% |
| <i>Cape Cod</i> | 14.4% |
| <i>Kettle</i> | 38.7% |
| <i>Pepperidge Farm Fresh Bread & Rolls</i> | 12.4% |

IRI U.S. Dollar Share Data for period ending June 7, 2020 versus the same period in the prior year.

|  | Latest 1 week ending 6-7-2020 | Latest 4 weeks ending 6-7-2020 | FYTD 20 |
|--|-------------------------------|--------------------------------|---------------|
| | \$ Share Chg. | \$ Share Chg. | \$ Share Chg. |
| <i>Campbell's Soup (including Pacific)</i> | 0.2 | (0.9) | (0.4) |

By the end of May, we had an increase of **7.8** points in the rate of repurchases by new *Campbell's* Soup households gained in Q3FY20

IRI National Consumer Panel data



Source: IRI National Consumer Panel: Total US All Outlets; Week Ending 5/31/20; NBD Volume