FUNG GLOBAL RETAIL & TECHNOLOGY

WEEKLY RETAIL PROMO UPDATE

WHAT'S INSIDE

- To take advantage of the changing season, CVS is offering a promotion on allergy medications.
- Kmart is promoting a spring home sale this week, with discounts on bedding, towels and other home goods.
- Target is offering a promotion on home goods for the change of season, harnessing the spring-cleaning trend.

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US PROMO YOY HIGHLIGHTS

RETAILER	2016	2015
SEASON IS CHANGING • To take advantage of the changing season, CVS is offering a promotion on allergy medications. The retailer is promoting new spring makeup as well. • During this week last year, CVS promoted similar items, including beauty products. The retailer offered deals on spring cleaning products, too.	 **12 pages**	 **8 pages**
SAVINGS WHEN YOU BUY MORE • Kmart is promoting a spring home sale this week, with discounts on bedding, towels and other home goods. Kids get a free Growums tomato plant this week—no purchase necessary—while supplies last. • Last year, Kmart offered a "Dollar Days Sale," where shoppers could save more by buying in bigger quantities.	 **15 pages**	 **N/A**
REFRESH FOR SPRING • Target is offering a promotion on home goods for the change of season, harnessing the spring-cleaning trend. • During this week last year, Target offered a similar "Spring Refresh" promotion, featuring 20% off a multitude of home items, including bedding, furniture and towels.	 **26 pages**	 **30 pages**

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WEEKLY US YOY COMPARISON

RETAILER	2016	2015
bloomingdale's	• Loyallist Shoe Offer: Loyallists get double points every day on all shoes • bMoney Offer: Get $25 bMoney when you spend $150–$249.99, get $50 bMoney when you spend $250–$399.99 and get $100 bMoney when you spend $400 or more on select items • Friends & Family: Take 25% off select regular and sale-price items. Take 20% off select electrics, cookware, gadgets and fine jewelry • Friends & Family Power Point: Loyallists get a $25 reward card for every $100 spent on select items • Burberry Buy More, Save More: Take 20% off when you spend $200–$499.99, take 25% off when you spend $500 or more on women's Burberry Brit and London apparel and select men's Burberry Brit and London apparel	• Spring Clean: 20%–45% off rugs, carpeting and furniture • Beauty Benefits: Free gifts, makeovers and events. Loyallists get triple points on April 16 and double points every day
JCPenney	• Online Only: Extra 30% off $100 or more with your JCPenney credit card; 20% off with any other method of payment • Buy one, get one for 1¢ on Arizona apparel, Xersion activewear and St. John's Bay apparel • Spring Stock Up: Doorbusters under $15 • Spring Stock Up: 60% off Carter's baby essentials • Home Sale: Up to 50% off	• 4-Day Sale: $10 off for $25 spent on apparel, shoes, accessories, fine jewelry and home with coupon; 60% off PGA Golf Tour apparel, men's hats, sunglasses, and flip-flops; 45%–70% off fashion jewelry and fashion silver; 40% off handbags and wallets; $59.99 Skechers for her; 50%–90% off JCPenney Optical, based on your age plus extra 25% off; $99.99 Ninja Professional blender
KOHL'S	• 2-Day Sale: 40%–50% off tops, tees and bottoms for women. Select styles: 40%–50% off shoes and sandals for the family; 40% off beach towels • Flash Sale, 6 hours only, online only: Extra 20% off with code • Lowest Prices of the Season: $7.99 graphic tees for men; $39.99 New Balance athletic shoes for men and women; $5.00 Carter's slogan bodysuits for baby; $24.99 swimwear for women • Everyone gets $10 Kohl's Cash for every $50 spent	• Men's Golf Sale: 50% off performance golf apparel for men; $26.99 Grand Slam printed performance golf polos; $21.99 Grand Slam solid performance golf polos; $29.99 Chaps striped golf polos; 40%–50% off all Chaps golf apparel for men; $24.99 Izod Grid golf polos
★macy's	• Spring Sale: Extra 20% off • Home Sale: 30%–50% off, plus extra savings • Men's Wardrobe Sale: Extra 25% off regular, sale and clearance men's purchases of $75 or more • Shoe and Handbag Sale and Clearance: 25%–50% off, plus extra savings • Kids' Sale: Starting at $6.99, plus extra savings	• Customer Favorites Book: 40% off Carter's playwear; 40% off Charter Club damask bedding collection; $59 Lucky Brand Emmie flats; $319.99 KitchenAid KSM150PS Artisan 5-qt. stand mixer; $117 sapphire stud earrings in 14k gold; $124.99 Michael Kors solid blazer

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