WEEKLY WEATHER FLASH

AUGUST 21–
SEPTEMBER 3

US

THIS WEEK:
Cool in the West;
Warm in the East and Pacific Northwest;
Showers from the Plains to the East Coast

A LOOK AHEAD:
US Falls into Fall;
Interior Cooler than Last Year and Normal;
Warm on Both Coasts for Labor Day Weekend

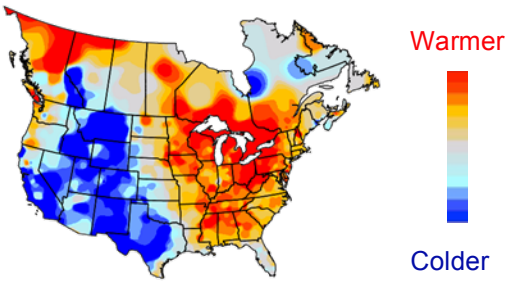
EUROPE

THIS WEEK:
Warm in the West;
Cool in Southern and Central Regions;
Wet in the East

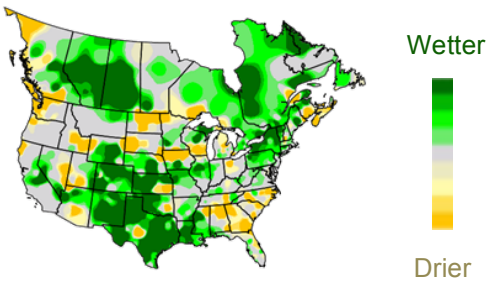
A LOOK AHEAD:
Warm in Central and Eastern Regions Early in the Week; Near Normal Throughout Europe Later in the Week; Rainy in the West

US WEEK OF AUGUST 21–27

Temperature vs. Last Year



Precipitation vs. Last Year

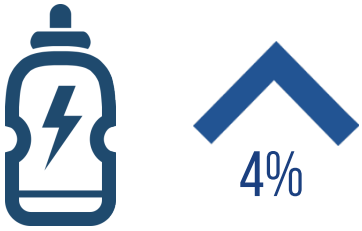


Source: Planalytics

Retail implications: Cool weather in the West will aid demand for early fall categories. Warm weather in the East will support sales of summer consumables.

- **Last year this week, the weather was cool and dry:** The US experienced its coolest end to August since 2009, driven by temperatures in the eastern half of the country. It was the driest final week of August since 2000.
- **Cooler in most of the West:** Temperatures in Texas, the Western Plains and much of the Southwest will be cooler than last year and normal. The Pacific Northwest will be the exception, with weather notably warmer than last year and normal.

Impact on Retail



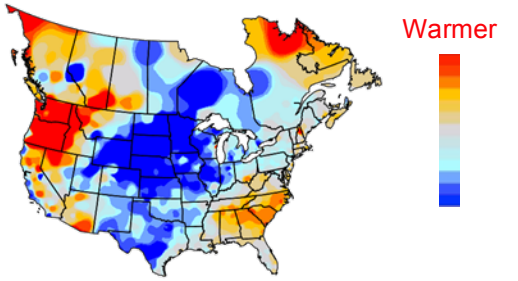
SPORTS DRINKS

- **Heat in the East:** The warmest temperatures compared with last year will be focused along the East Coast and in the Midwest and Southeast. The warmest temperatures compared with normal will be along the Eastern Seaboard, excluding Florida.
- **Rain from the Plains to the East:** Daily chances for showers and thunderstorms, including possible damaging winds and hail, are expected in the Plains and in the South Central, Upper Midwest, Great Lakes and Northeast regions.
- **Fiona has limited impact:** Tropical Storm Fiona will remain at sea, with limited impact expected on land.

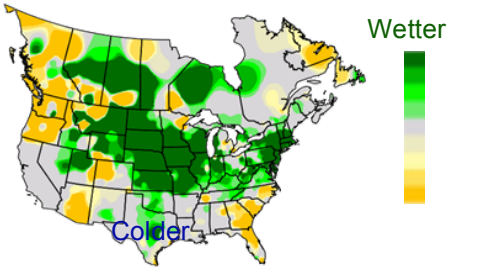
DEBORAH WEINSWIG, MANAGING DIRECTOR, FUNG GLOBAL RETAIL & TECHNOLOGY
DEBORAHWEINSWIG@FUNG1937.COM US: 917.655.6790 HK: 852.6119.1779 CN: 86.186.1420.3016
Copyright © 2016 The Fung Group. All rights reserved.

US WEEK OF AUGUST 28–SEPTEMBER 3

Temperature vs. Last Year



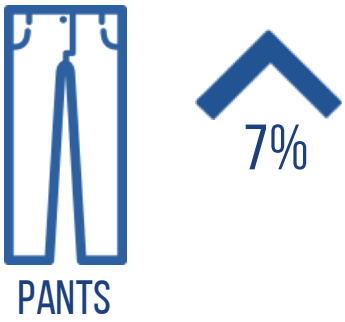
Precipitation vs. Last Year



Source: Planalytics

Retail implications: Cool temperatures in the Plains and Midwest will support fall demand. Scattered showers in the Plains and East will stimulate demand for rainwear.

Impact on Retail

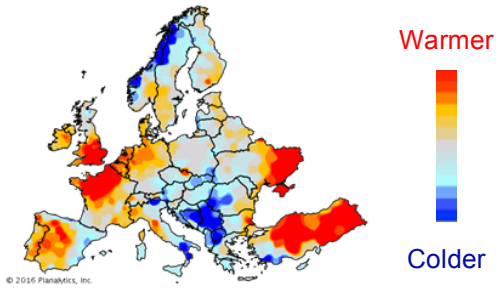


- **Last year this week, the weather was warm and dry:** The US experienced the warmest start to September since 2011, with below-normal levels of rain. Labor Day was warmer than normal and the driest it had been since 2009.
- **Cool in the Plains:** Temperatures cooler than last year and normal will persist in the Plains and Midwest.
- **Summer continues in the East and Northwest:** Regions along the East Coast and in the Pacific Northwest will continue to see temperatures that are warmer than normal. The West Coast will be much warmer than last year, especially at the end of the week. California will trend near normal, but slightly cooler than last year.
- **Dry in the South:** The South will trend drier after seeing rains over the past few weeks. Scattered showers and thunderstorms will continue in the Plains and East later in the week.
- **Weather divided for Labor Day weekend:** Both coasts are expected to see temperatures warmer than normal over the holiday weekend. Conversely, the middle of the country will see weather slightly cooler than normal.

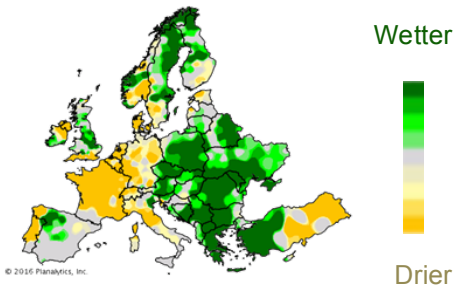
DEBORAH WEINSWIG, MANAGING DIRECTOR, FUNG GLOBAL RETAIL & TECHNOLOGY
DEBORAHWEINSWIG@FUNG1937.COM US: 917.655.6790 HK: 852.6119.1779 CN: 86.186.1420.3016
Copyright © 2016 The Fung Group. All rights reserved.

EUROPE WEEK OF AUGUST 21–27

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Impact on Retail

Belgium

Croatia

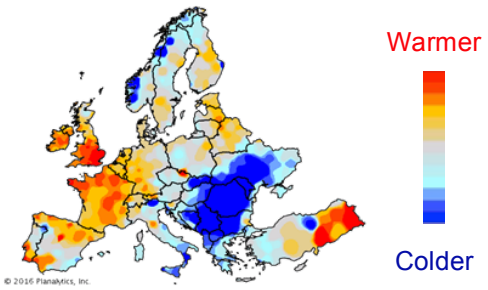
Retail implications: A combination of warmer temperatures and drier conditions in most Western European areas will put consumers back in a summer mood, boosting demand for products such ice cream, shorts and barbecue.

- **Warm in the West, cool in the South and Central regions:** Warmth will begin to surge back into the West early in the week. France, the UK and Germany are expected to see the warmest temperatures compared with normal later in the week. Regions from Southern Europe to Central Europe will trend cooler than normal and last year.
- **Wet in the East:** Showers are expected in Central Europe early in the week, and they will move east by midweek. Scattered showers will remain in the East to end the week. The UK, Ireland and Scandinavia are expected to see more scattered showers.

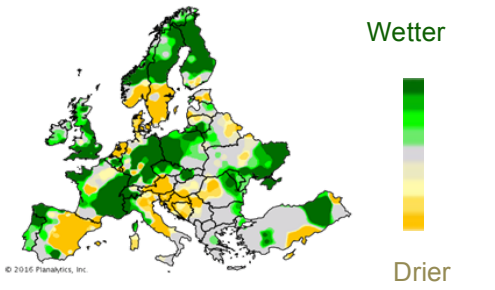
DEBORAH WEINSWIG, MANAGING DIRECTOR, FUNG GLOBAL RETAIL & TECHNOLOGY
DEBORAHWEINSWIG@FUNG1937.COM US: 917.655.6790 HK: 852.6119.1779 CN: 86.186.1420.3016
Copyright © 2016 The Fung Group. All rights reserved.

EUROPE WEEK OF AUGUST 28–SEPTEMBER 3

Temperature vs. Last Year



Precipitation vs. Last Year



Source: Planalytics

Impact on Retail

Finland

Great Britain

Retail implications: Rainy and warm weather in the West will boost demand for rainwear and summery products such as T-shirts. The rain will affect retail traffic in Western regions.

- **Warm start and moderate end:** At the start of the week, Central and Eastern Europe will see temperatures much warmer than normal and last year. As the week progresses, temperatures will moderate to near normal throughout Europe. Western Europe will continue to see temperatures that are warmer than last year.
- **Rainy throughout the West:** Areas throughout Western Europe will see thunderstorms, brought by an upper-level low-pressure system in the North Atlantic.

DEBORAH WEINSWIG, MANAGING DIRECTOR, FUNG GLOBAL RETAIL & TECHNOLOGY
DEBORAHWEINSWIG@FUNG1937.COM US: 917.655.6790 HK: 852.6119.1779 CN: 86.186.1420.3016
Copyright © 2016 The Fung Group. All rights reserved.

Deborah Weinswig, CPA
Managing Director
Fung Global Retail & Technology
New York: 917.655.6790
Hong Kong: 852.6119.1779
China: 86.186.1420.3016
deborahweinswig@fung1937.com

Ivy Huang
Research Assistant

HONG KONG:
8th Floor, LiFung Tower
888 Cheung Sha Wan Road, Kowloon
Hong Kong
Tel: 852 2300 4406

LONDON:
242-246 Marylebone Road
London, NW1 6JQ
United Kingdom
Tel: 44 (0)20 7616 8988

NEW YORK:
1359 Broadway, 9th Floor
New York, NY 10018
Tel: 646 839 7017

FBICGROUP.COM

Copyright © 2016 The Fung Group. All rights reserved.