

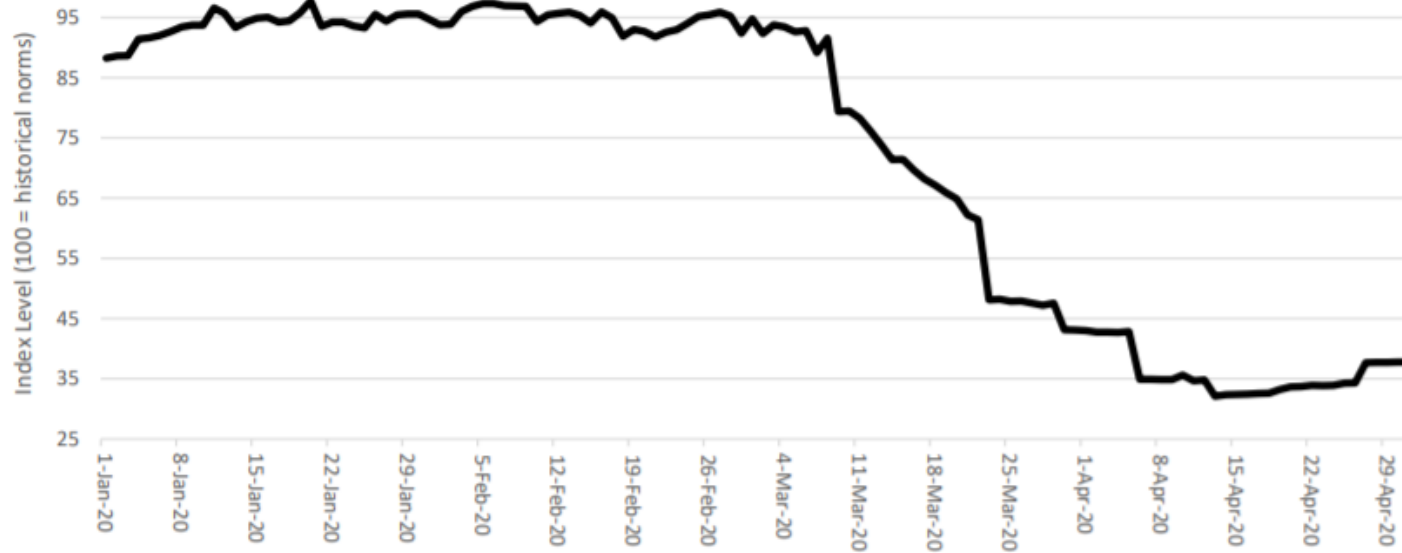
Consumer | Consumer Products

Adapting To A New Normal

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Economic Activity is Sharply Lower In Response to COVID-19

JefData Economic Activity Index, As of May 3, 2020

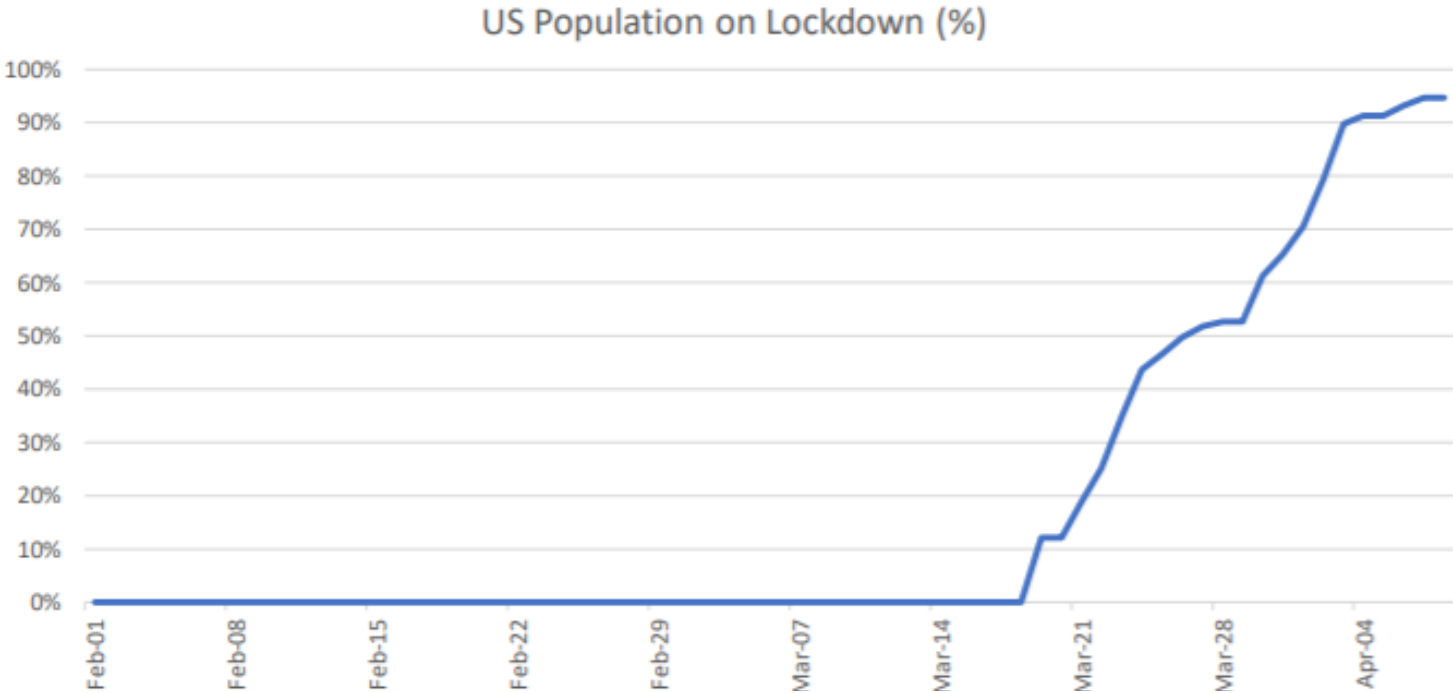


- **Traffic & Congestion**
- **Energy Consumption**
- **Public Transport Utilization**
- **Travel Traffic**
- **Job Listings**

Source: Jefferies

Economic Activity is Sharply Lower In Response to COVID-19

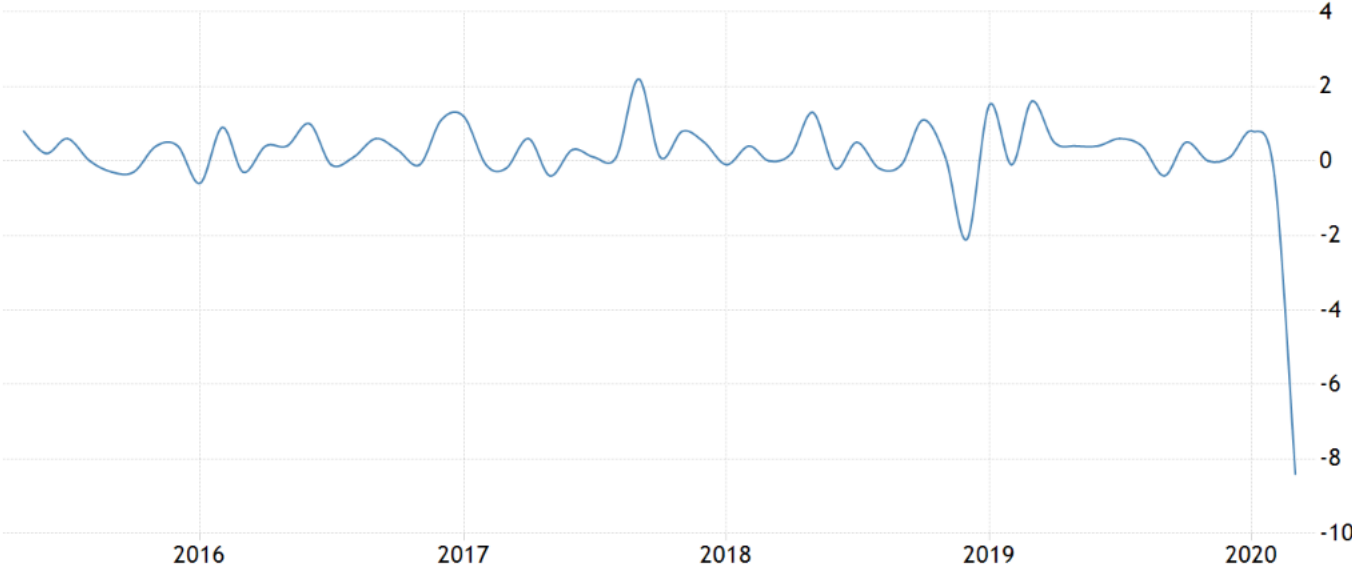
JefData Economic Activity Index, As of May 3, 2020



Source: JefData; Jefferies

Retail Sales Compress

Shelter in Place Orders Create Accessibility Block

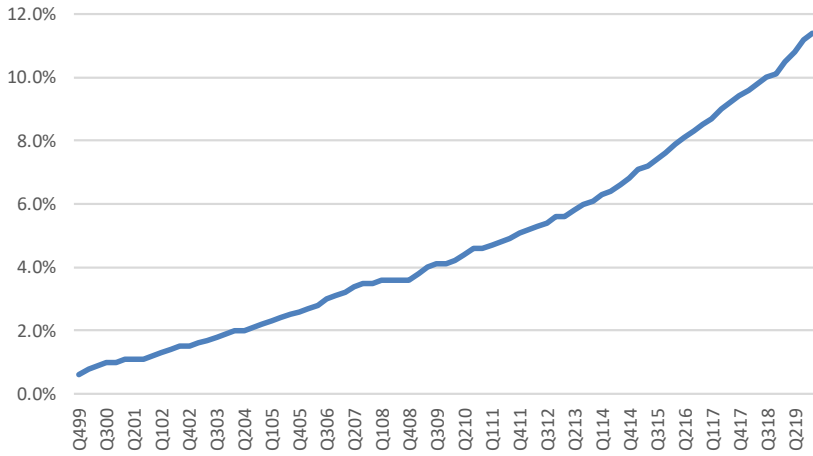


Source: U.S. Census Bureau

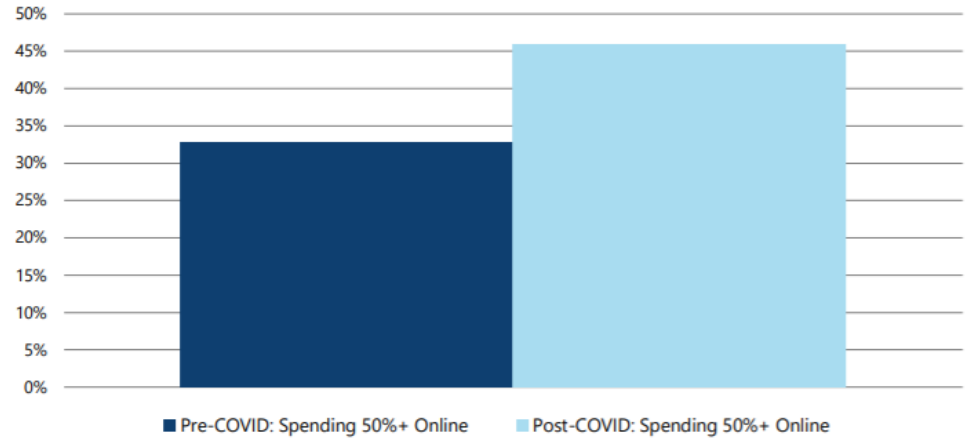
Channel Shift Accelerates

E-Commerce Grows As % of Total Retail Sales

E-Commerce As % of Total Retail Sales



% Spending 50%+ Online Pre- & Post-COVID



Source: U.S. Census Bureau and Jefferies Proprietary Survey

Work From Home Productivity Reignites Flexible Work Discussion

WFH could be a more permanent imprint from COVID-19

More employees will seek to work from home post the pandemic

5% of US workers WFH full-time (2018); 10% WFH least 1 day / week; 40% + occasionally

Employer Benefits:

- attraction of talent
- reduction in real estate and other central costs
- productivity gains
- potentially lower levels of turnover

Recent Gartner Survey of nearly 400 CFOs:

- 75% signaled an intent to have an add'l 5%+ of their workers WFH
- 25% indicated it could be 20% of their workforce

Source: Jefferies Report titled "Barking Dogs & Screaming Kids: WFH Winners & Losers"

Work From Home Productivity Reignites Flexible Work Discussion

WFH could be a more permanent imprint from COVID-19

LOSERS

Real Estate

Commercial Property Companies
Mall Based REITs
Co-Tenants to Office Complexes

Travel & Transit and Events

Airlines & Airports
Modal Transportation Hubs
Hotels, Events Facilities

Beauty

Make-up, Fragrance

Food, Bev & Restaurants

Commuter Connected
Biz Gatherings
Restaurant Service Cos.
On Premise Food & Bev Suppliers

Auto

Automobile Sellers
Aftermarket Auto

WINNERS

At Home Technology

Hardware & Software
Video Conferencing
File Sharing

Entertainment & Communications

Video Game Cos.
Networks, Streaming Cos.
Mobile

Home Improvement

Home Improvement & Décor
Kitchen Appliances

Food, Bev & Restaurants

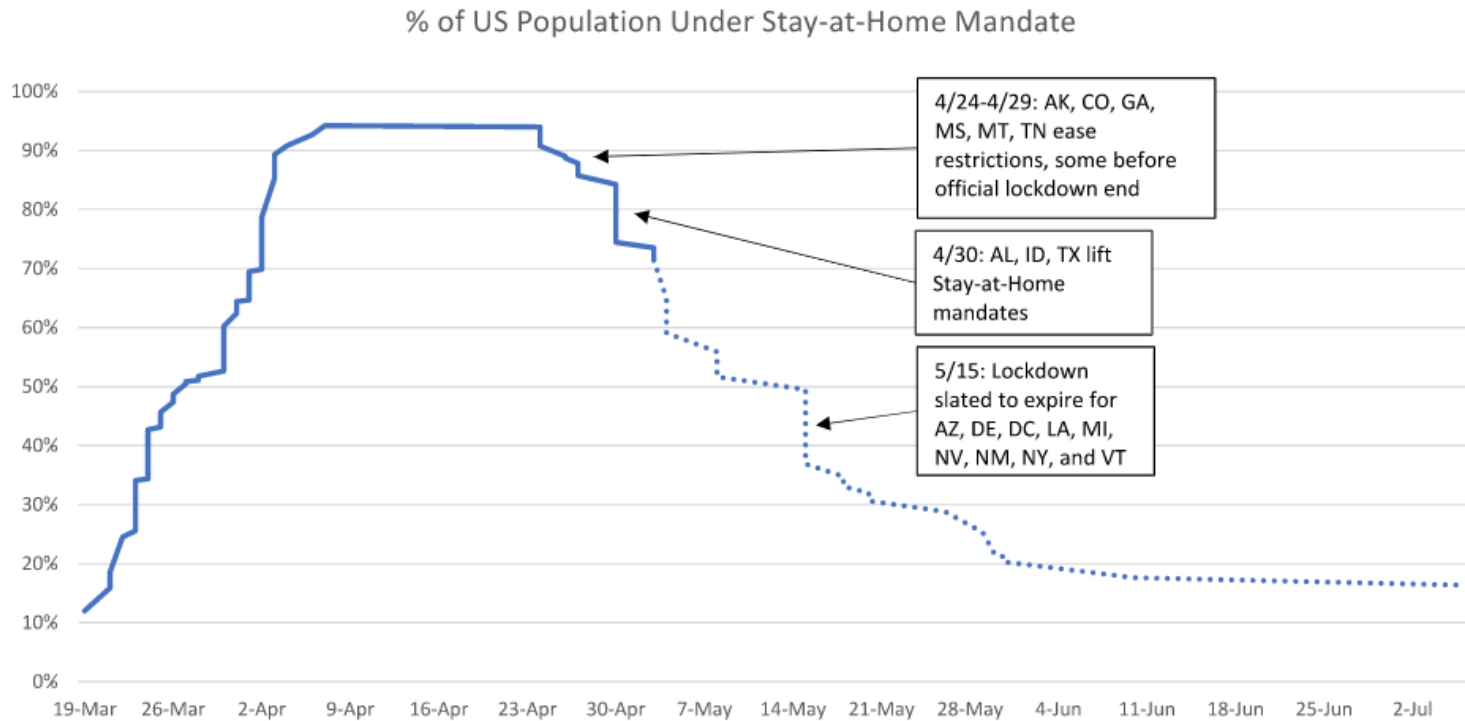
"At Home" Meal Prep + Snacking
"At Home" Bev & Liquor
Residential Nodes + Curbside Pick-up

Healthcare

Telehealth

People (Generally) Are Ready To Get Back To Living

States Easing, Reopening, and Phasing

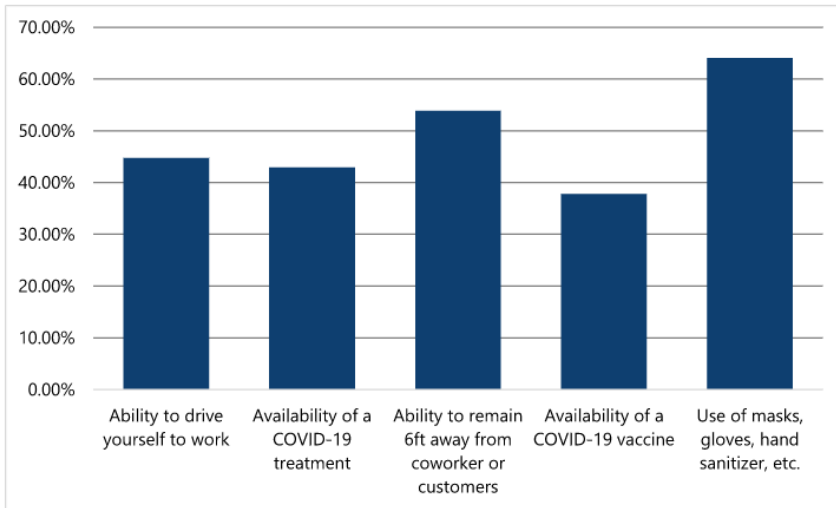


Source: JefData; Jefferies

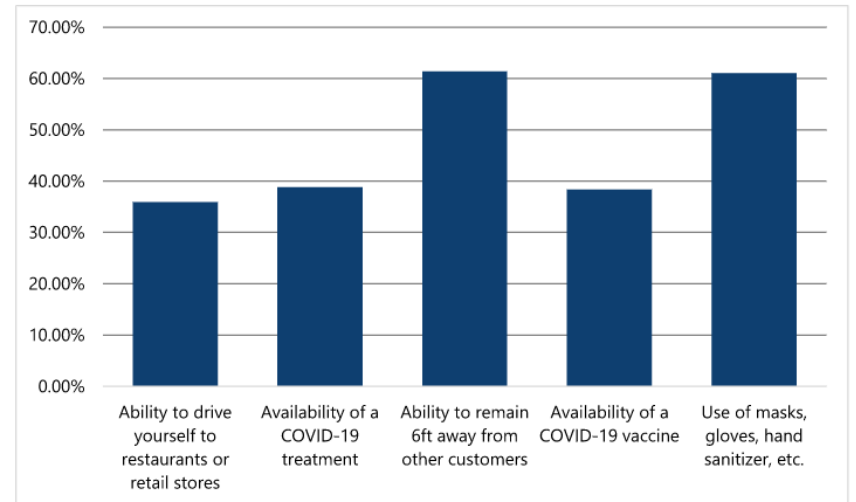
People (Generally) Are Ready To Get Back To Living

Weekend Flash Survey in the United States

What factors most impact your willingness to go to work?



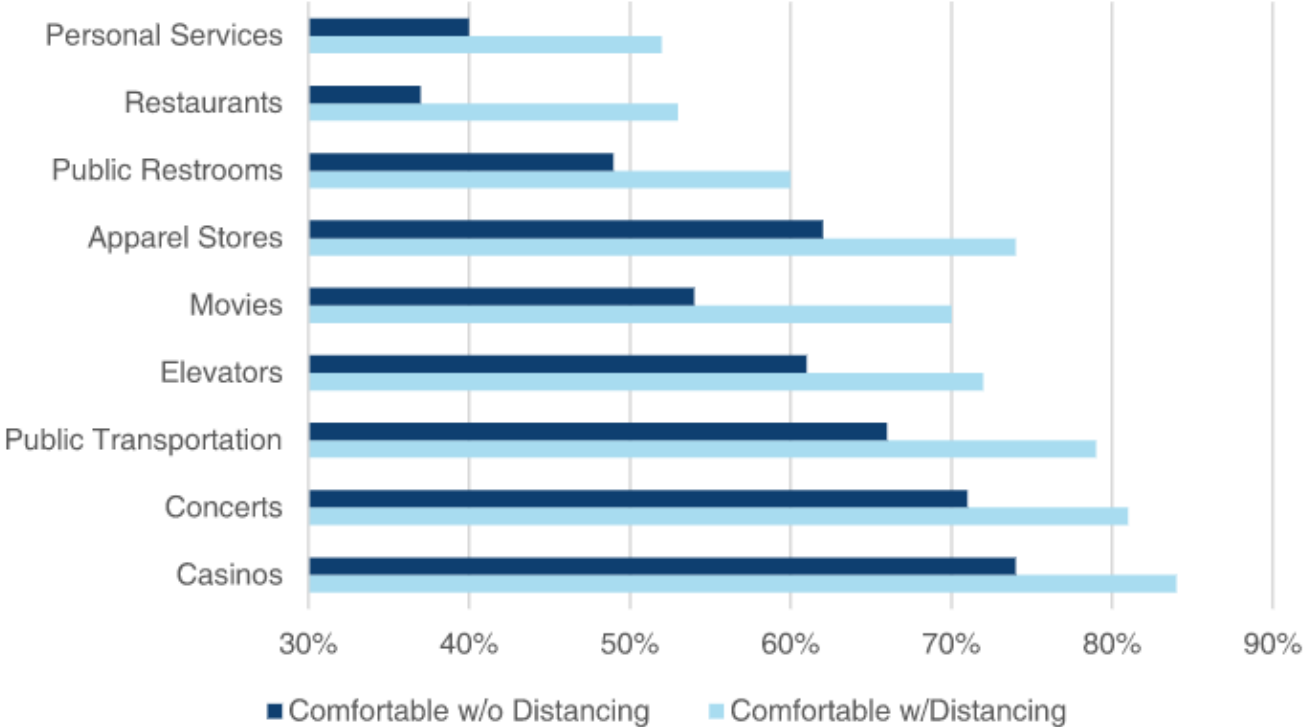
What factors most impact your willingness to go to restaurants and retail stores?



Source: Jefferies

People (Generally) Are Ready To Get Back To Living

Weekend Flash Survey in the United States



Source: Jefferies

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Stephanie Wissink

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