

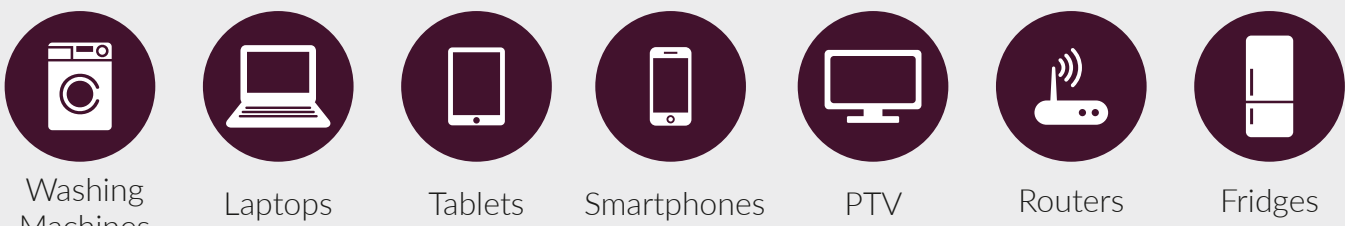
Overall an all-in approach from retailers could not sway consumers and make up for the losses experienced earlier in the year

Retailers had high expectations that Black Friday would fill the growth gap



Black Friday: a value game

Black Friday declines in units but soars in value, however this month's increase in value was still not enough to bridge the gap

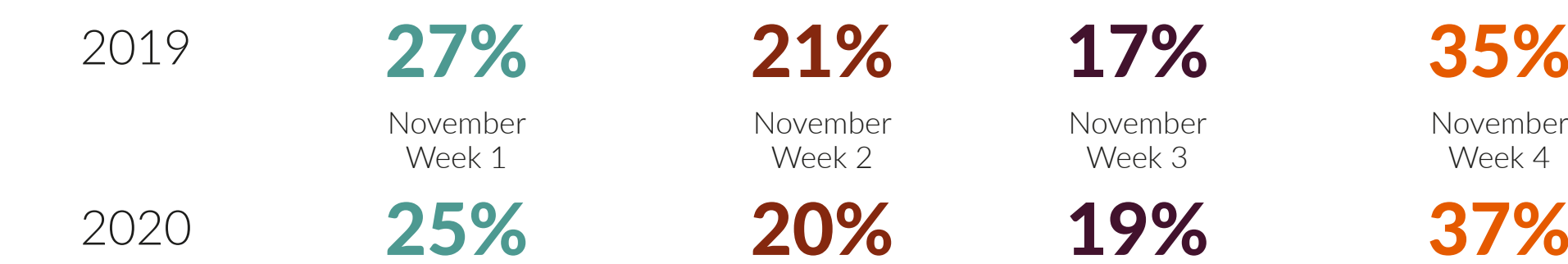


Units **-2%** Value **+4%**

November 2019 vs November 2020

Despite the extended promotional period, consumers still purchased in the week of Black Friday

Weekly **volume** contribution per week for November:

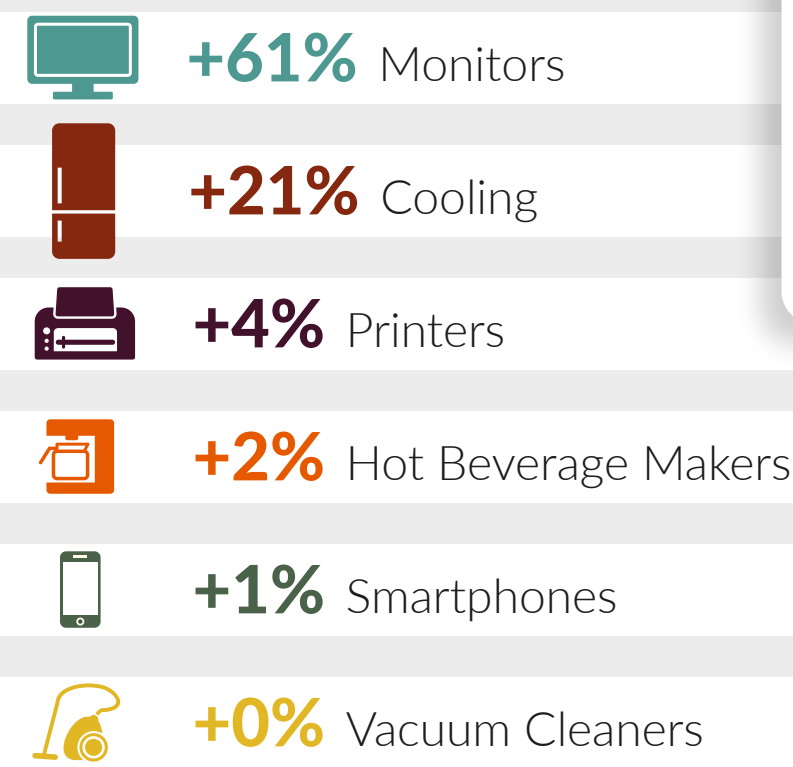


Weekly **value** contribution per week for November:



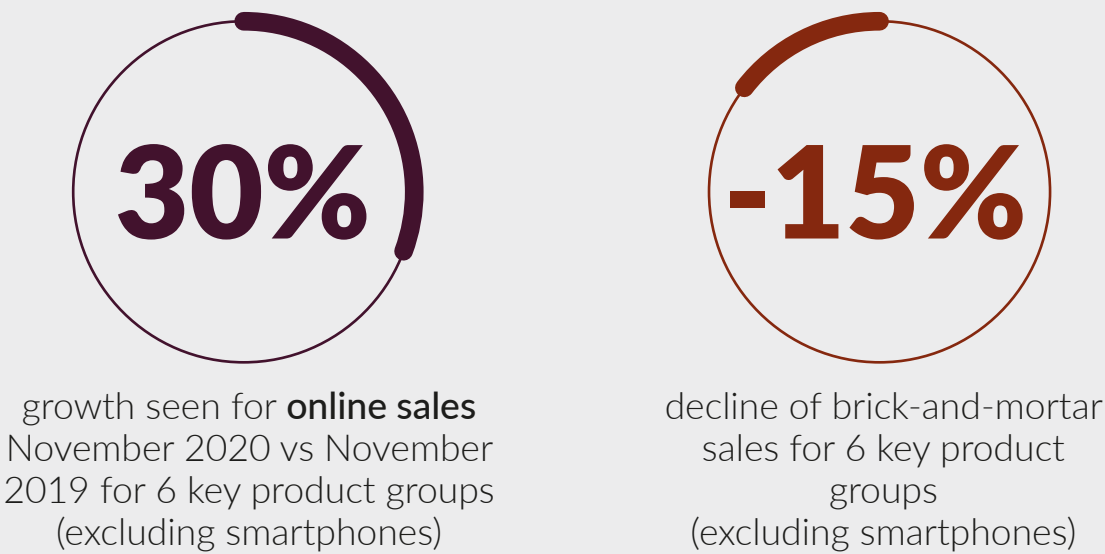
Big ticket home comforts made it into the shopping cart this Black Friday

Unit% Increase Nov '19 vs Nov '20



“As the pandemic rebound, consumers used the event to equip their homes for a ‘staycation’: *work, play and clean at home*”

The pivot into online during lockdown was maintained



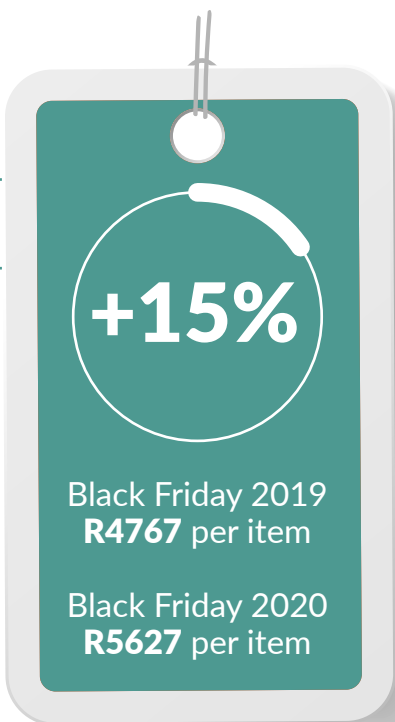
Online sales value share doubled:  
**7%** → **14%**  
November 2019      November 2020

\*Media tablets, washing machines, fridges, routers, PTV/flat, mobile computing

Although the base of TCG sales declined overall, the value of purchases were higher in 2020.

Traditional Channel

“Up from R4840 per unit in Oct 2020 - revealing consumers up-trading or postponed big ticket items.”

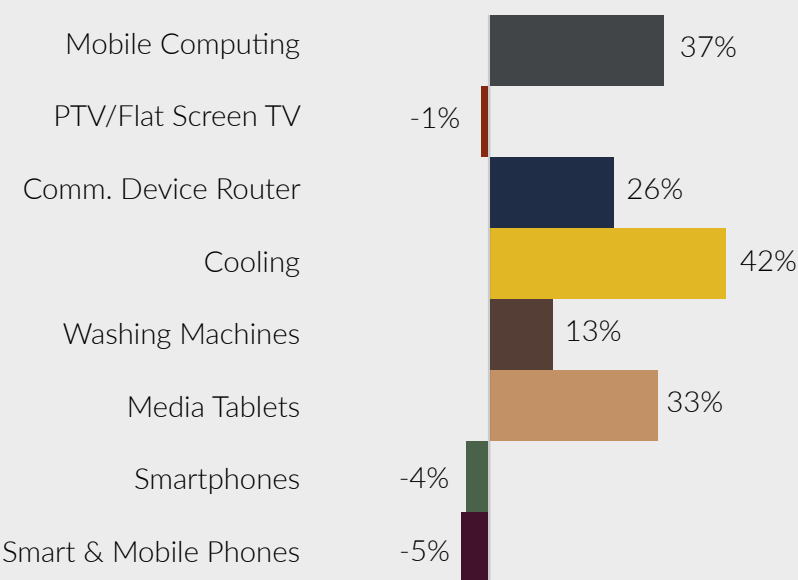


Online Channel

“Revealing consumers increased trust in the online channel”



Year-on-Year Performance  
Oct 2019 vs Oct 2020  
(Value ZAR)



Year-on-Year Performance  
Nov 2019 vs Nov 2020  
(Value ZAR)

