

The purpose of this survey is to provide a SmartLabel™ Canada implementation forecast through December 2023. This is our 4th implementation forecast and it carries particular importance. It is the survey that will inform key stakeholders about the status of industry's commitment to transparency. Our plan is to update this implementation forecast every 6-months.

We ask every company who is a recipient of this request to submit a survey. We hope for material accuracy in the up-close segments while the further out segments will help us assess and communicate industry's commitment to the initiative.

Our objective has remained the same since this initiative was formally launched in early 2019. That is to see each company's full portfolio supported by SmartLabel™ Canada Landing Pages. In the US, there are already over 1000 Brands providing SmartLabel® information on over 87,000 items to consumers. In the US, SmartLabel® Landing Page information is now available on over 81% of all units sold across product categories where at least one SKU was registered with SmartLabel.

We are just beginning this journey here in Canada and this forecast survey is an important tool.

A hard copy of the survey is attached to help your team with its data collection. **PLEASE SUBMIT YOUR SURVEY BY June 15, 2021** so that the results can be shared with by the FHCP Board and Allied Trade Associations by the end of June.

1. All individual responses will be held confidentially.
 - a) You will be asked for your e-mail contact information so the SmartLabel® Brand Office can follow-up with any response questions.
 - b) Your forecast will be used in aggregate to track industry commitment to SmartLabel® implementation.
2. If you respond "yes" to question #5, you are agreeing to enable the SmartLabel Canada Team to use your company name as a confirmed SmartLabel® participant.
3. If you need a copy of your response to any of the previous surveys, please send a request to Jim Flannery at jmflannery33@gmail.com.

Why continued updates are required: There are two primary reasons our Board has asked us to regularly update plans, in addition to reporting actual SmartLabel® Landing Pages Trademark licensing agreements "live" in the market, listed on www.smartlabelcanada.org and available to consumers.

1. The SmartLabel™ Canada Trademark licensing fees will generate the funds to help build consumer awareness. The SmartLabel® Implementation Team will use this forecast to plan when and how to market SmartLabel® to consumers from an industry perspective. We continue to encourage participating brands to market to your consumers as soon as you are in-market.
2. We believe tracking participation in SmartLabel® will help us demonstrate industry self-regulation across a number of consumer and regulatory transparency issues.

How 6-month updates will work: Each May and November, the SmartLabel® Office will send an implementation survey to the Single-Point-of-Contact for each company. You will be asked to update your implementation forecast for the time period in the survey. We suggest that the SPOC save a copy of your submitted forecast each time, but if the SPOC changes or cannot find the last submission, the SmartLabel™ Canada Brand office will provide your last submission.

For the purpose of this survey, SmartLabel® Participation is defined as the number of SKUs you will support with a SmartLabel® Landing Page. Participating Brands can be either National, Regional, Local or Retailer Private Label Brands. Please answer only for your brands.

We will attempt to forecast CUMULATIVE NUMBER OF SKU's WITH LIVE LANDING PAGES through Dec. 2023

* 1. Company Name:

* 2. Your Name

* 3. Your E-Mail Address

4. Will your company be participating in the SmartLabel™ Canada Initiative?

- Yes:
- Don't know
- No

5. May we use your Company name to identify Companies who have committed to SmartLabel™ Canada implementation?

- Yes
- No

6. How many SKU's will you have supported by a SmartLabel™ Canada Landing Page (please provide a cumulative number):

By June 2021

By Dec. 2021

By June 2022

By Dec. 2022

By June 2023

By Dec. 2023

7. How many SKU's will you have in-market that utilize a QR code with the SmartLabel™ Canada logo?

By June 2021

By Dec. 2021

By June 2022

By Dec. 2022

By June 2023

By Dec. 2023

New beginning with the May 2020 Survey is an effort to aggregate CONSUMER ENGAGEMENT results. Answers to the questions below should be readily available via your Landing Pages standard Google Analytic documents or from your Solution Provider.

Please use the most recent timeframe (month) that you have.

Question #

Description

9

A session is a group of interactions that occur within the same time frame. A single session could include multiple page views (i.e., toggling between tabs on SmartLabel). If a user looks at a SmartLabel page, goes about their day for a few hours, and then looks at that page again, that second visit would initiate a second session.

10

A new user would be an individual coming across your SmartLabel pages for the first time. It could be a one-off experience or it could prompt them to make return visits.

11

A returning user would be an individual who has come back and revisited your site again during the period of interest.

13

QR code would be sessions coming from on-pack triggers.

ONLY ANSWER THE FOLLOWING QUESTIONS IF YOU CURRENTLY HAVE LIVE ITEMS

8. How many *brands* does your company have live on SmartLabel?

9. What is the *number of sessions* (visits) to your company's SmartLabel landing pages

10. How *many users* (formerly known as unique visitors in Google Analytics) visited your landing pages?

11. How many *returning users* visited your landing pages?

12. How many sessions came via a *mobile phone*?

13. How many sessions came via *QR code scan*?

14. Do you provide *links from your Brand's Websites* to its SmartLabel Landing Pages?

- Yes
 No

15. Have you activated the package either using a QR code or some message about the SmartLabel App?

- Yes
 No

16. Have you communicated with your consumers about the availability of SmartLabel information?

- Yes
 No

Thank you for your participation. If you have any questions or need further information, please send an e-mail to brands@smartlabelcanada.org