



OUR DISTRIBUTION NETWORK: A SYSTEM WITH A PROVEN TRACK RECORD

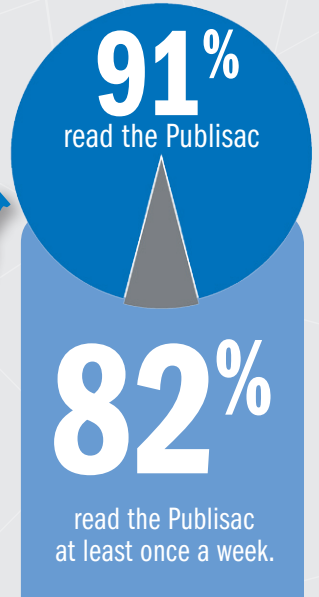
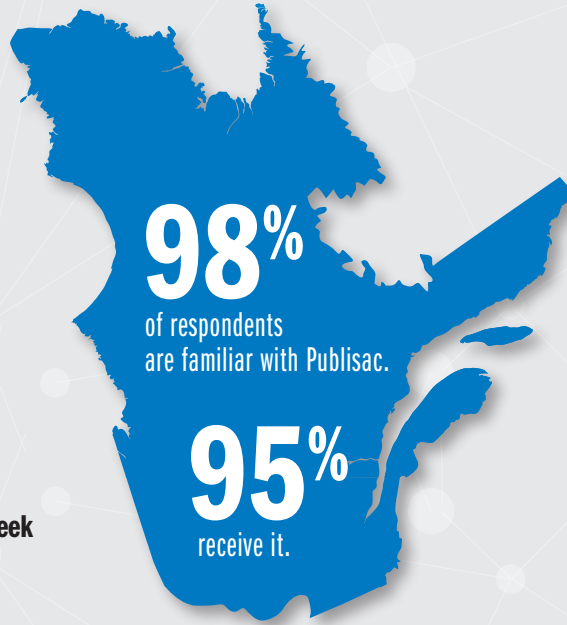
**Publisac is the largest door-to-door
flyer distribution network in Quebec.**

After 35 years, Publisac has become an integral part of the purchasing
process for more than **6 million Quebec consumers**.

3.5 million households reached

5.1 million readers every week

AWARENESS AND READING HABITS



PERCEPTIONS OF PUBLISAC

2016

75%

*The Publisac helps me find the best
discounts on various products.*

72%

*The Publisac is effective because it allows me to
quickly get all the information I need in one place.*

66%

*I view the Publisac as an essential tool
that helps me plan my purchases.*

61%

I enjoy reading the Publisac.

51%

*I view the Publisac and online flyers as
two complementary forms of information*

2014

vs. **68%**

vs. **68%**

vs. **60%**

vs. **56%**

vs. **50%**

70%

of respondents would ap-
preciate receiving ALL flyers
delivered to their home
within the Publisac.

56%

prefer to receive flyers
for professional
services in
the Publisac.

The average time spent reading the Publisac has increased
and stands at close to **30 minutes**.

86% of readers feel the Publisac is a good,
possibly even the best source of information for finding deals.

ENVIRONMENT

The vast majority

87%

of respondents feel that Publisac makes an effort to
respect the environment, which represents an improvement
in recognition of Publisac's environmental responsibility
compared to the 2014 survey.



FLYER DISTRIBUTION METHOD

79%

of respondents prefer their flyers to be distributed in
the Publisac, 11% in their mailbox or postal box
(not inserted in a bag) and 9% on the Internet.

