



OUR DISTRIBUTION NETWORK, A SYSTEM WITH A PROVEN TRACK RECORD

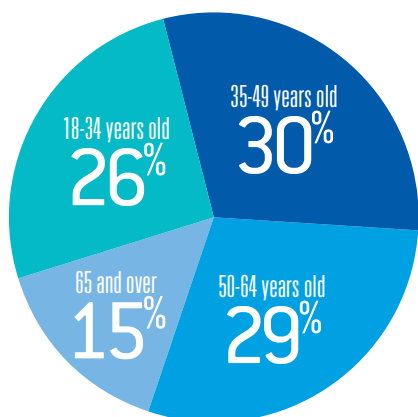
Publisac is the largest door-to-door flyer distribution network in Quebec.
After 40 years, Publisac has become an integral part of the purchasing process for more than 6 million Quebec consumers.



3.5M
households reached

5M
readers every week

Profile of our readership



97%
receive it



87%
read the Publisac



75%
read the Publisac
more than once a week



80%
of consumers read Publisac
more than 15 minutes



Why do consumers consult Publisac as much?



84%
Find deals



53%
Compare prices / products



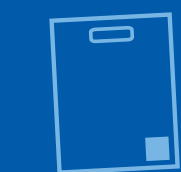
48%
Create a shopping list



34%
Inspiration



30%
Choose a merchant



70%
of respondents prefer
their flyers to be distributed
in the Publisac



12%
on the Internet



7%
in their mailbox or postal box
(not inserted in a bag)