

Dear Valued Client,

I'm excited to share that from January 21st, 2021 PRS IN VIVO USA has re-branded to conduct business as **Behaviorally**.

As PRS, we spent decades building expertise observing and predicting consumer choices in-context. We have been privileged to advise many leading brands on how to influence the human behaviors that allow them to win at shelf.

The global pandemic has accelerated the pace of change in our clients' businesses. Retail is decidedly digital and the shopper path-to-purchase omnichannel. In a period of change, the constants that guide reliable shopper marketing decisions are behavioral science principles, a foundation for all our work since the inception of Perception Research Services in 1972.

Re-branding as **Behaviorally**, we are committing to a singular focus: driving our clients' future shopper growth. We accomplish this with a digital-first approach, deep category expertise and the application of the proprietary behavioral framework we have always provided.

The simplified **Behaviorally** offer provides solutions to define, diagnose and drive shopper growth: we define, measure, and validate investment in all aspects of shopper marketing and deliver exploratory engagements to diagnose complex physical and digital POS nuances that influence consumers to shop for your products.

Importantly, in terms of engaging and doing business with **Behaviorally** day-to-day, nothing changes.

- The teams servicing your account remain the same, we will continue to execute all projects we deliver on your behalf with the category expertise and dedicated client service you expect.
- Our research solutions continue to be built on the foundation of our proprietary database of shelf and pack designs, the largest of its kind in the world.
- Validation solutions such as PackFlash® and ShopperFlash™ remain part of our offer. Similarly, our OmniPath™ and ShopperLab™ projects uncover complex factors influencing shoppers in digital and physical retail contexts.
- Our global capability is unchanged. We remain able to service any clients in any market at any time.
- All technical mechanisms (MSAs, NDAs, invoicing, etc.) remain intact.

Behaviorally also has the substantial and stable backing of funds managed by Alcentra Ltd. as our new majority shareholder. Together we are confident our new positioning and its underlying strategy will better support all clients.

As **Behaviorally**, we look forward to continuing to serve you and all the stakeholders in your business, defining and diagnosing the factors that drive shopper growth.

Thank you for your support and we welcome any questions or feedback.

Sincerest regards,



Alex Hunt
CEO, Behaviorally (formerly PRS IN VIVO USA)
alex.hunt@behaviorally.com