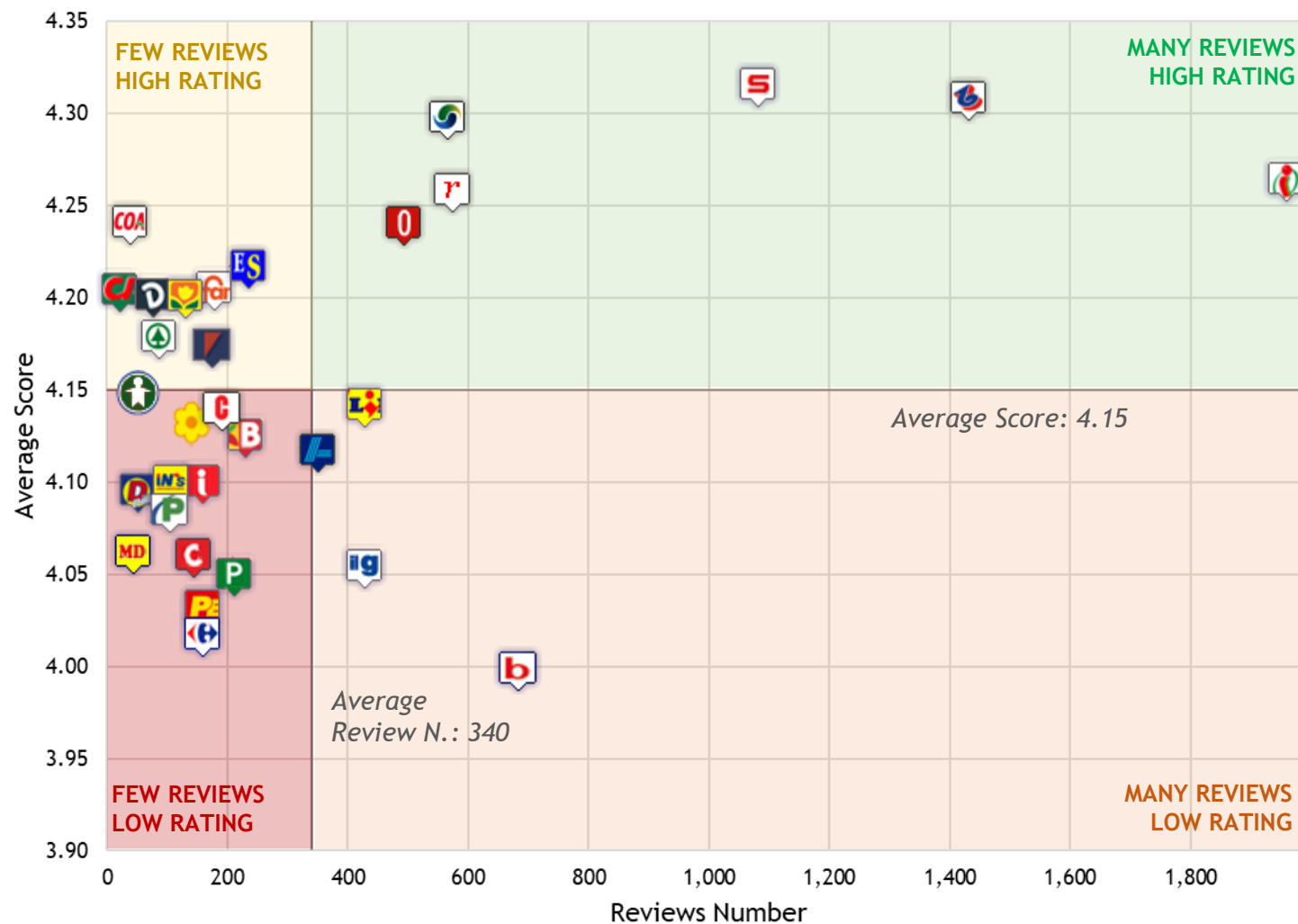


## POSITIONING MATRIX

Reference period: 2021 - 2022



\*The ranking is based on the score and when ratings are equal, on the number of reviews per player

ITALIAN GROCERY SIGNES	CONSIDERED PERIOD				
	From 2021/01/01 to 2022/12/31				
	Rank (#)	Average Score	Reviews N. Per player	Reviews N. Total	Player Tot. (n.)
ESSELUNGA	1°	4.32	1,076	180,832	168
TOSANO	2°	4.31	1,421	21,313	15
IPERAL	3°	4.30	561	24,702	44
IPER	4°	4.26	2,335	49,033	21
ROSSETTO	5°	4.26	570	11,960	21
COAL	7°	4.24	31	6,406	208
OASI	6°	4.24	485	11,159	23
EUROSPIN	8°	4.22	223	243,895	1,094
CRAI	12°	4.20	35	29,548	837
FAMILA	9°	4.20	157	36,202	231
TODIS	10°	4.20	138	27,409	199
DECO'	11°	4.20	84	36,523	436
DESPAR	13°	4.18	90	88,722	990
MERCATO'	14°	4.17	175	12,918	74
SIGMA	15°	4.15	45	19,238	430
LIDL	16°	4.14	420	285,920	680
CADORO	17°	4.14	190	3,997	21
CONAD	18°	4.14	138	356,926	2,582
BASKO	19°	4.13	214	9,402	44
ALDI	20°	4.12	339	46,812	138
ITALMARK	21°	4.10	150	10,831	72
DPIU' DISCOUNT	23°	4.10	56	15,820	281
IN'S MERCATO	22°	4.10	99	47,702	482
PRIX QUALITY	26°	4.09	96	14,990	156
MD DISCOUNT	27°	4.06	37	25,214	686
COOP	25°	4.06	135	187,632	1,387
IL GIGANTE	24°	4.06	435	23,926	55
PAM	28°	4.05	209	58,608	281
PENNY	29°	4.03	152	59,528	392
CARREFOUR	30°	4.02	149	162,096	1,089
BENNET	31°	4.00	681	40,845	60