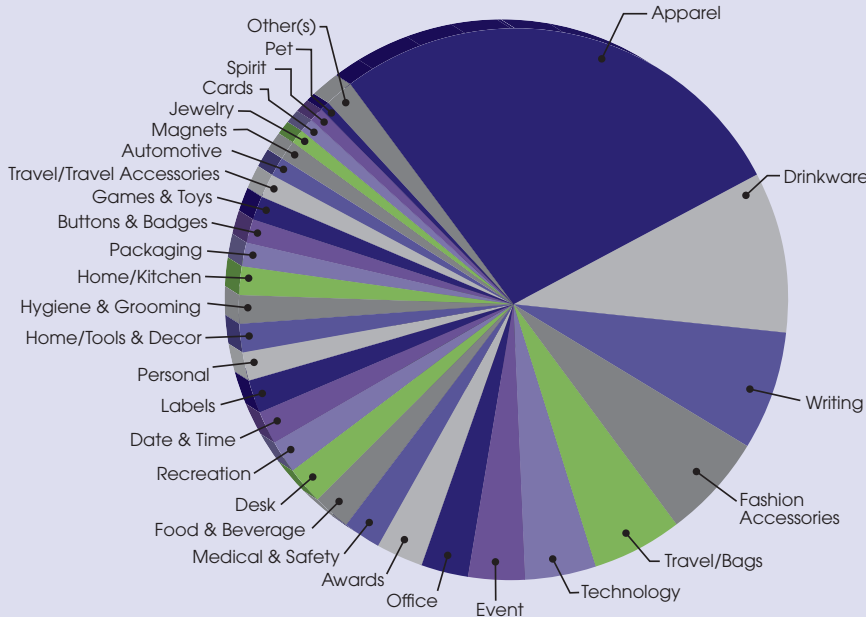


2021 Total Sales:
\$22,077,935,415

Sales Volume In Billions



2021 SALES BY PRODUCT CATEGORY



PRODUCT Category Rankings*

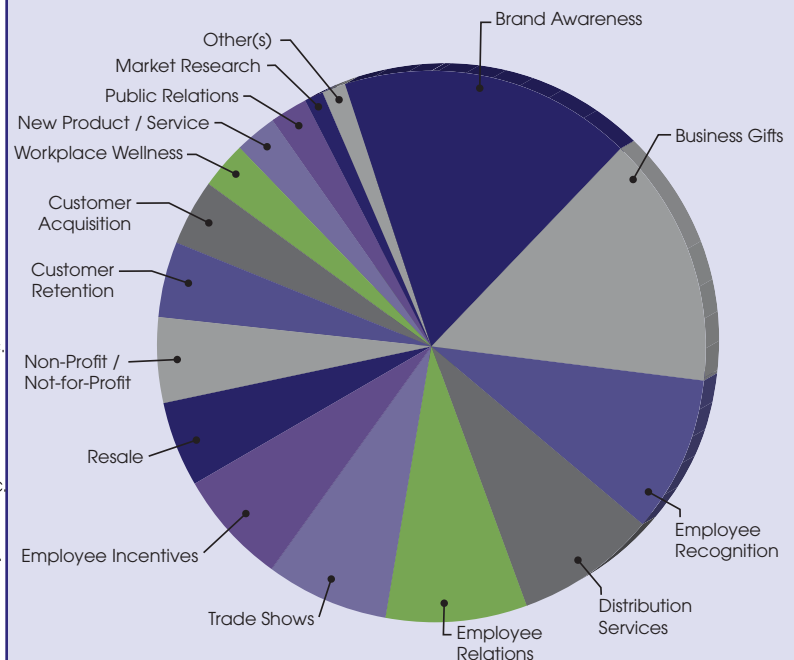
1 Apparel: 27.6%	16 Personal: 1.7%
2 Drinkware: 9.5%	17 Home/Tools & Decor: 1.7%
3 Writing 6.9%	18 Hygiene & Grooming: 1.6%
4 Fashion Accessories: 5.9%	19 Home/Kitchen: 1.6%
5 Travel/Bags: 5.5%	20 Packaging: 1.5%
6 Technology: 4.1%	21 Buttons & Badges: 1.4%
7 Event: 3.2%	22 Games & Toys: 1.4%
8 Office: 3.0%	23 Travel/Travel Accessories: 1.3%
9 Awards: 2.5%	24 Automotive: 1.2%
10 Medical & Safety: 2.3%	25 Magnets: 1.1%
11 Food & Beverage: 2.3%	26 Jewelry: 0.8%
12 Desk: 2.3%	27 Cards: 0.8%
13 Recreation: 1.9%	28 Spirit: 0.7%
14 Date & Time: 1.9%	29 Pet: 0.6%
15 Labels: 1.9%	30 Other(s): 1.6%

*Category definitions on pg. 2

2021 SALES BY PROGRAM CATEGORY

PROGRAM Category Rankings And Definitions

1 Brand Awareness: 17.2% Office Supplies, Employee & Event Uniforms, Etc. <i>Does Not Include: Exhibit Displays & Signage (Trade Shows)</i>	7 Employee Incentives: 5.5% Employee Referral Programs, Employee Attendance Programs, Performance Management Programs, Sales Incentive Programs, Etc.
2 Business Gifts: 14.5% Customer Appreciation Gifts, Holiday Gifts, Welcome Gifts, Etc. <i>Does Not Include: New Customer Gifts (Customer Acquisition), Employee Appreciation Gifts (Employee Recognition), Employee Anniversaries (Employee Recognition), Employee Milestones (Employee Recognition)</i>	8 Resale: 4.2% Gift Shops, Online Stores, Retail Merchandise, Etc.
3 Employee Recognition: 9.4% Employee Anniversaries, Employee Milestones, Employee Appreciation Gifts, Spot Awards, Etc. <i>Does Not Include: Sales Incentive Programs (Employee Incentives), Performance Management Programs (Employee Incentives)</i>	9 Non-Profit / Not-For-Profit: 4.3% Cause Marketing, Corporate Giving, Fundraising Events, Etc.
4 Distribution Services: 8.3% Fulfillments, Drop-Ships, Dealer Incentives, Company Stores, Special Packaging, Etc.	10 Customer Retention: 4.8% Frequent Shopper Programs, Loyalty & Rewards Programs, Customer Referrals, Gift with Purchase, Etc.
5 Employee Relations: 8.2% Employee Onboarding, Employee Training, Employee Engagement Programs, Corporate Retreats & Events, Etc. <i>Does Not Include: Employee Safety Training (Workplace Wellness), Employee Uniform Programs (Brand Awareness), Employee Recruiting (Public Relations), Company Stores (Distribution Services)</i>	11 Customer Acquisition: 5.1% Account Activations, Account Renewals, Early Registrations, New Customer Gifts, Etc.
6 Trade Shows: 3.9% Prize Drawings & Games, Booth Giveaways, Exhibit Displays & Signage, Etc.	12 Workplace Wellness: 4.9% Workplace Safety Training Programs, Health & Wellness Programs, Recycling Programs, Etc.
	13 New Product/Service: 2.4% Product Launch Campaigns, Pre-Orders, Etc.
	14 Public Relations: 2.2% Sponsorships, Speaker Gifts, Corporate Communications, Employee Recruiting, Etc.
	15 Market Research: 1.3% Brand Ambassador Programs, Survey Incentives, Online Communities, Etc.
	16 Other(s): 1.4% <i>Specific examples retained by third-party researcher</i>

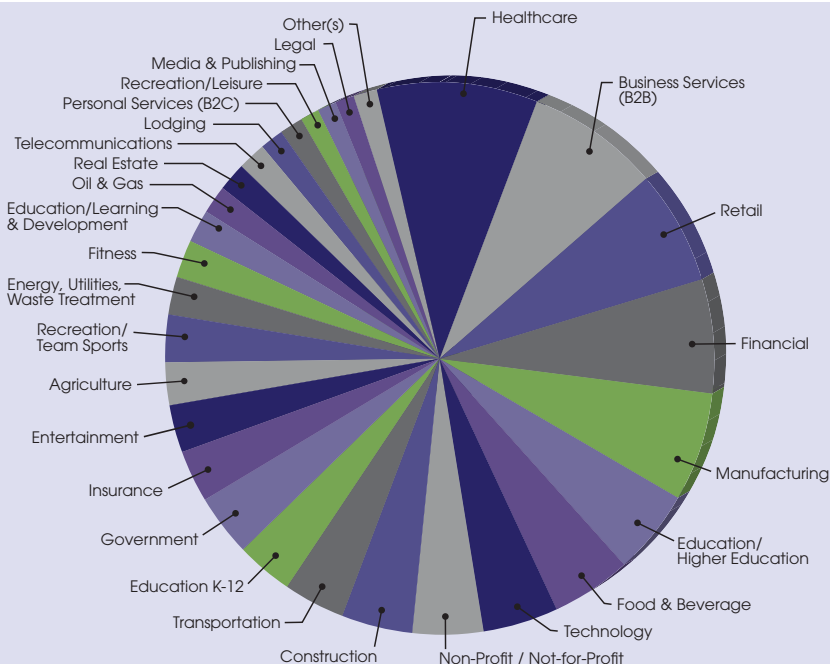


2021 SALES BY INDUSTRY CATEGORY

INDUSTRY Category Rankings*

- | | |
|------------------------------------|---|
| 1 Healthcare: 9.6% | 17 Recreation/Team Sports: 2.6% |
| 2 Business Services (B2B): 7.8% | 18 Energy/Utilities/Waste Treatment: 2.2% |
| 3 Retail: 6.7% | 19 Fitness: 2.2% |
| 4 Financial: 6.6% | 20 Education/Learning & Development: 1.9% |
| 5 Manufacturing: 6.5% | 21 Oil & Gas: 1.8% |
| 6 Education/Higher Education: 4.9% | 22 Real Estate: 1.6% |
| 7 Food & Beverage: 4.7% | 23 Telecommunications: 1.6% |
| 8 Technology: 4.4% | 24 Lodging: 1.5% |
| 9 Non-Profit/Not-for-Profit: 4.2% | 25 Personal Services (B2C): 1.3% |
| 10 Construction: 4.1% | 26 Recreation/Leisure: 1.3% |
| 11 Transportation: 3.7% | 27 Media & Publishing: 1.1% |
| 12 Education K-12: 3.4% | 28 Legal: 1.0% |
| 13 Government: 3.4% | 29 Other(s): 1.3% |
| 14 Insurance: 3.1% | |
| 15 Entertainment: 2.9% | |
| 16 Agriculture: 2.6% | |

*Category definitions below



PRODUCT Definitions

Automotive: License Plate Frames, Air Fresheners, Window Shades, Car Chargers, Ice Scrapers, Etc. *Does Not Include:* Bumper Stickers (Labels), Window Clings (Labels), Decals (Labels), Keychains (Personal).

Awards: Trophies, Plaques, Ribbons, Medals, Frames, Lapel Pins, Certificate & Diploma Folders, Etc. *Does Not Include:* Clocks (Date & Time).

Buttons & Badges: Embroidered Patches, Button Pins, Name Badges, Clothing Magnets, Etc. *Does Not Include:* Lapel Pins (Awards), Badge Holders (Event).

Cards: Gift Cards, Membership Cards, Loyalty Cards, Key Cards & Tags, Etc. *Does Not Include:* Greeting Cards (Office).

Date & Time: Clocks, Wall Calendars, Magnetic Calendars, Desk Calendars, Planners, Etc. *Does Not Include:* Watches (Jewelry).

Desk: Mouse Pads, Screen Cleaners, Business Card Holders, Paper Weights, Etc. *Does Not Include:* Staplers (Office), Desk Calendars (Date & Time), Stress Relievers (Games & Toys), Phone Stand (Technology).

Drinkware: Water Bottles, Shaker Bottles, Vacuum Bottles, Flasks, Beverage Sleeves, Tumblers, Mugs, Thermos, Stadium Cups, Pitchers, Decanters, Glassware, Etc. *Does Not Include:* Bottle Openers (Kitchen), Coasters (Kitchen), Bottled Water (Food & Beverage).

Event: Balloons, Tents, Flags, Banners, Signage, Table Covers, Napkins, Lanyards, Badge Holders, Wristbands, Etc. *Does Not Include:* Name Badges (Buttons & Badges), Pennants (Sport).

Food & Beverage: Condiments & Spices, Candy & Mints, Bottled Waters, Gift Baskets & Tins, Food Containers & Jars, Etc. *Does Not Include:* Beach & Sports Balls (Recreation).

Games & Toys: Playing Cards, Stuffed Animals, Coloring Books, Puzzles, Stress Relievers & Spinners, Piggy Banks, Etc. *Does Not Include:* Beach & Sports Balls (Recreation).

Health & Beauty: Medical & Safety: First-Aid Kits, Pill Boxes, Gel Packs, Bandage Dispensers, Etc.

Hygiene & Grooming: Hand & Body Lotions, Hand Sanitizers, Insect Repellents, Lip Balms, Soaps, Nail Files, Mirrors, Sunscreen, Toothbrushes, Floss, Wet Wipes, Etc.

Home:

Kitchen: Appliances, Utensils, Placemats, Oven Mitts & Pot Holders, Cutting Boards, Measuring Devices, Coasters, Bottle Openers, Magnetic Clips, Etc. *Does Not Include:* Aprons (Fashion Accessories), Napkins (Event), Food Containers & Jars (Food & Beverage).

Tools & Decor: Garden Tools, BBQ Grill Sets, Flashlights, Mats, Night Lights, Candles, Fly Swatters, Ash Trays, Etc. *Does Not Include:* Frames (Awards).

Jewelry: Watches, Bracelets, Earrings, Dog Tags, Necklaces, Fit-Bands, Cufflinks, Etc. *Does Not Include:* Lapel Pins (Awards), Wristbands (Event), Flower Lei Necklaces (Sport).

Labels: Window Clings, Stickers, Decals, Bumper Stickers, Temporary Tattoos, Shipping Labels, Etc.

Magnets: Business Card Magnets, Mirror Magnets, Shaped Magnets, Etc. *Does Not Include:* Magnetic Calendars (Date & Time), Magnetic Clips (Kitchen).

Office: Folders & Binders, Notepads & Journals, Adhesive Pads, Stationary, Calculators, Rulers, Bookmarks, Clipboard, Letter Openers, Greeting Cards, Etc. *Does Not Include:* Planners (Date & Time), Certificate & Diploma Folders (Awards).

Packaging: Tissue Paper, Gift Bags & Boxes, Wrapping Paper, Etc. *Does Not Include:* Ribbons (Awards), Shipping Labels (Labels).

Personal: Keychains, Pocket Knives, Lighters, Money Clips, Wallets, Etc. *Does Not Include:* Lanyards (Event), Cell Phone Wallets (Technology), Dog Tags (Jewelry).

Pet: Pet Litter Scoops, Leashes, Collars, Pet Carriers, Etc.

Recreation: Folding Chairs, Stadium Seat Cushions, Hand-Held Fans, Blankets, Lanterns, Umbrellas, Coolers, Yoga Mats, Exercise Bands, Beach & Sports Balls, Golf Accessories, Etc. *Does Not Include:* Fit Bands (Jewelry), Rally Towels (Sport).

Spirit: Megaphones, Rally Towels, Pennants, Foam Fingers, Pom-Poms, Cowbells, Holiday Ornaments, Etc. *Does Not Include:* Temporary Tattoos (Labels), Stadium Seat Cushions (Recreation).

Technology: USB Drives, Phone & Tablet Cases, PopSockets, Cell Phone Wallets, Phone Stands, Power Banks, Bluetooth Speakers, Headphones & Wireless Earbuds, Etc. *Does Not Include:* USB Car Chargers (Automotive), Stylus Pens (Writing).

Travel:

Bags: Briefcases, Messenger Bags, Duffel Bags, Fanny Packs, Travel Bags, Laundry Bags, Totes, Backpacks, Etc. *Does Not Include:* Trolley Cases (Travel Accessories), Coolers (Recreation), Pet Carriers (Pet), Gift Bags (Packaging).

Travel Accessories: Passport Cases, Trolley Cases, Luggage Tags, Garment Bags, Etc. *Does Not Include:* Wallets (Personal).

Wearables:

Apparel: Uniforms, Shirts, Polos, Pants, Dresses, Activewear, Outerwear, Etc.

Fashion Accessories: Footwear, Sunglasses, Aprons, Gloves, Vests, Robes, Scarves, Baseball Caps, Flat Bill Caps, Helmets, Visors, Bandanas, Beanies, Headbands, Etc. *Does Not Include:* Watches (Jewelry).

Writing: Pens, Pencils, Markers, Highlighters, Stylus Pens, Erasers, Etc.

Other: Specific Examples Retained By Third-Party Researcher

INDUSTRY Definitions

Agriculture: Corporate & Private Farms, Ranches, Farm Co-Ops, Seed & Agrochemical Producers, Landscape Services, Etc.

Business Services (B2B): Management & Consulting Services, HR & Recruiting Services, Advertising & PR Services, Market Research Services, Digital Marketing & Social Media Services, Etc. *Does Not Include:* Engineering Services (Construction), Architecture & Design Services (Construction), Assessment Services (Learning & Development), Accounting Services (Financial), Advisory Services (Financial), IT Services (Technology).

Construction: General Construction & Demolition Management, Engineering Services, Architecture & Design Services, Remodeling & Renovating Services, Building Repair & Maintenance Services, Etc. *Does Not Include:* Staging & Interior Design Services (Real Estate).

Education K-12: Montessori & Pre-Schools, Primary & Secondary Schools, Student Exchange Programs, Parent-Teacher Associations, Youth Sports & Physical Education, Etc. *Does Not Include:* Child Care Services (Personal Services), School Bus Services (Transportation), Intramural Sports Programs (Team Sports), Foreign Language Schools (Learning & Development).

Education/Higher Education: Private Universities, Community & Junior Colleges, Medical Institutes, Engineering Colleges, Intercollegiate Athletics, Study Abroad Programs, Alumni Associations, Etc. *Does Not Include:* Technical & Trade Schools (Learning & Development), Fine Arts Schools (Recreation).

Education/Learning & Development: Technical & Trade Schools, Test Prep & Tutoring Services, Continued Ed Programs, Assessment Services, Foreign Language Schools, Automobile Driving Schools, Professional Development Training, Cosmetology Schools, Flight Training, Etc. *Does Not Include:* Yoga Instruction (Fitness), First-Aid Instruction (Healthcare), Real Estate License Schools (Real Estate), Bartending Schools (Food & Beverage), Culinary Arts Schools (Food & Beverage), Police Academies (Government).

Energy, Utilities & Waste Treatment: Alternative Energy Sources, Sewage Treatment Facilities, Waste Collection Services, Sanitation Services, Remediation & Environmental Cleanup Services, Etc.

Entertainment: Motion Picture Exhibitors, Performing Arts Theaters, Sports Stadiums, Talent Agencies, Art Galleries, Etc.

Financial: Commercial & Investment Banks, Credit Unions, Savings & Loans Associations, Advisory Services, Wealth Management Services, Venture Capital Providers, Tax Prep Services, Currency Exchange & Wire Transfer Services, Debt Resolution Services, Payment Providers, Accounting Services, Credit & Collection Services, Etc.

Fitness: Gyms, Recreational Centers, Boutique Studios, Obstacle Course Race Organizers, Group Fitness & Boot Camps, Personal Training Services, Yoga Instruction, Physical Therapy Services, Holistic Health Services, Weight Loss Centers, Etc. *Does Not Include:* Massage Therapy Services (Personal Services).

Food & Beverage: Full-Service Restaurants (Upscale & Fine Dining), Quick-Service Restaurants (Fast Food, Fast Casual), Bars, Food Trucks, Meal Kit Services, Catering Services, Etc.

Government Federal/State/Local: Government Agencies, National Security, County Governments, Correctional Facilities, State Patrols, City Police, County Sheriffs, Political Party & Candidates, Etc.

Healthcare: Pharmaceuticals, Medical Devices, Laboratories, Veterinary Clinics, Hospitals, Independent Practitioners (Dentistry, Optometry, Chiropractic, Physical Therapy), Family Planning Centers, Etc.

Insurance: Life Insurance Providers, Health Insurance Providers, Property & Casualty Insurance Providers, Auto Insurance Providers, Specialty Insurance Providers, Claims Administration Services, Etc.

Legal: Law Firms, Bail Bonds, Process Servers, Private Investigators, Document Review Services, Wills & Estates Practices, Civil Litigation Practices, Corporate Practices, Property Law Practices, Etc.

Lodging: Hotels & Motels, Campgrounds, Vacation Rentals, Bed & Breakfasts, Resorts, Extended Stays, Etc.

Manufacturing: Production Material Manufacturers (Plastic, Glass, Metal), Durable (Furniture, Jewelry) & Non-Durable (Food, Beverage, Apparel) Goods Manufacturers, Etc.

Media & Publishing: Publishers (Book, Newspaper, Directory, Greeting Card), Independent Publishers (Bloggers), TV & Radio Broadcasters, Productions (Film, Music), Photography, Etc.

Non-Profit / Not-For-Profit: Public Charities, Private Foundations, Social Welfare Organizations, Business Leagues (Trade Associations), Fraternal Societies, Religious Organizations, Etc.

Oil & Gas: Crude Oil & Natural Gas Exploration & Production, Gas Stations, Pipeline Transporters, Etc.

Personal Services (B2C): Laundry & Dry-Clean Services, Nanny Services, Delivery Services, Moving Services, Consumer Electronics Repair Services, Etc.

Real Estate (Commercial / Residential / Industrial): Brokerages, Leasing & Management, Mobile Home Parks, Etc.

Recreation/Leisure: Amusement Parks, Theaters, Museums, Zoos & Botanical Gardens, Fine Arts Schools, Bowling Centers, Ski Resorts, Casinos, Etc. *Does Not Include:* Movie Theaters (Media & Publishing), Concert & Festival Organizers (Media & Publishing), Recreational Centers (Fitness).

Recreation/Team Sports: Intramural Sports Programs, eSports, Professional Team Sports, Etc. *Does Not Include:* Youth Sports & Physical Education (K-12), Intercollegiate Athletics (Higher Education).

Retail: Grocery Stores, General & Used Merchandise Stores, Liquor Stores, Pharmacies & Drug Stores, Direct-Selling Providers, Souvenir Stores, Wholesalers, Vending & Kiosk Operators, Etc.

Technology: Online Services, IT Services, Application Service Providers (ASPs), Software Developers, Program & Data Processing Services, Records Management Services, Computer Facilities, Etc. *Does Not Include:* Video Game Developers (Media & Publishing), eSports (Team Sports).

Telecommunications: Local & Long-Distance Carriers, Internet Service Providers, Communications Networks, Web Hosting Services, Wireless Communications, Etc.

Transportation: Public Transit Services, Charter & School Bus Services, Ride Sharing Services, Taxi & Limo Services, Vehicle Rental Services, Airlines, Airports, Freight & Cargo Services, Courier Services, Parking & Valet Services, Automotive Manufacturers, New & Used Car Dealerships, Etc.

Other: Specific Examples Retained By Third-Party Researcher.