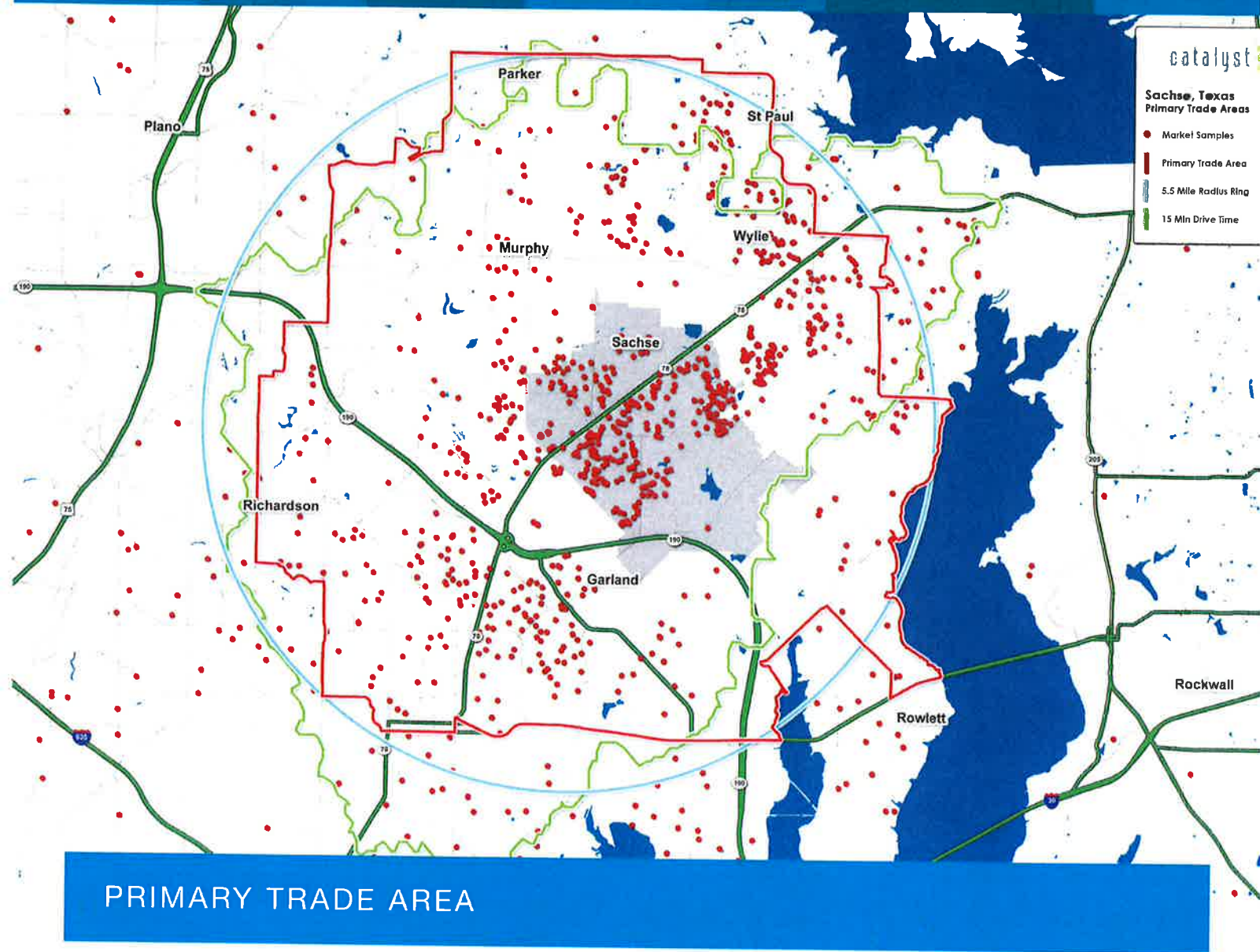


PRIMARY TRADE AREA



PRIMARY TRADE AREA

In 2016, Catalyst conducted a customer intercept study that included over 1,500 samples. Over 800 of these samples were taken from Kroger and Walmart, and the remainder were taken from various retailers within the city limits of Sachse. These samples were geocoded and Catalyst used a 65% capture rate to define the Primary Trade Area (PTA) for Sachse. This PTA was calculated by using a 15 minute drive time, or a 5.5 mile trade area from the intersection of Sachse Rd. and State Highway 78. **The map shows that more than 50% of the customers from Sachse come from outside the city limits.**

The PTA map reflects the Primary Retail Trade Area for the Sachse retail market, as defined by Catalyst.