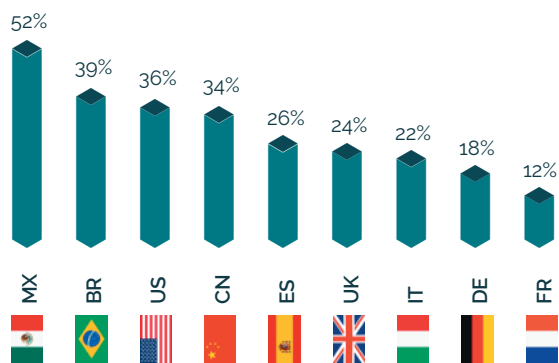


#WEASK: WHAT DO CONSUMER PREDICT IS IN STORE IN 2019?

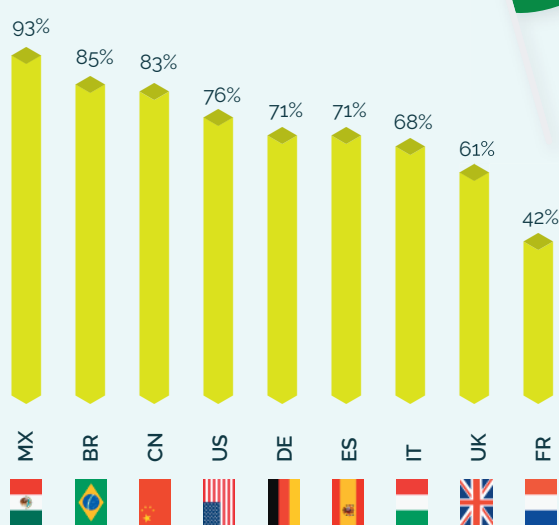
In Q4 of 2018, we asked our global influencer community about their ideas for the future. This global study was launched using QuickSurveys, and spanned 9 markets. The results were used to create the following video.

WHO WAS THE HAPPIEST IN 2018?



29% of people report being happier in 2018 than the prior year

MOST OPTIMISTIC FOR 2019?



TOPICS THAT KEEP US AWAKE AT NIGHT

- 1 My health & fitness (except for France and Brazil)
- 2 Poverty & equality – locally (first place for France and Brazil)
- 3 Climate change

2018 EVENTS THAT MADE US UNHAPPY

Country	Event
BR	Corruption Scandals
CN	Black Lives matter
FR	USA pulling out of Paris Accord
GE	Donald Trump
IT	Corruption Scandals
MX	Corruption Scandals
SP	Corruption Scandals
UK	Donald Trump
US	Corruption Scandals

2018 EVENTS THAT MADE US HAPPY

Country	Event
BR	Election of Brazilian President
CN	Actions of Xi Jinping
FR	World Cup
GE	Winter Olympics
IT	Winter Olympics
MX	Election of Mexican President
SP	World Cup
UK	World Cup
US	Winter Olympics

WHICH TRENDS DO WE SUPPORT OR REJECT?

In all markets but China, there was universal support for the trends concerning the climate and plastics. In the reject areas, feedback wasn't as universal but GMO Foods appeared the most in each countries highest ranking rejections as well as Bitcoin/Crypto currencies

These we embrace

- 1st Action on climate change
- 2nd Ban on plastics

These we reject

- 1st GMO Food
- 2nd Higher taxes for sugary foods



WHICH BRAND DO I TRUST TO KEEP MY DATA SAFE?

- 1st Google
- 2nd amazon
- 3rd Microsoft
- 4th Apple
- 5th YouTube
- 6th facebook
- 7th Twitter