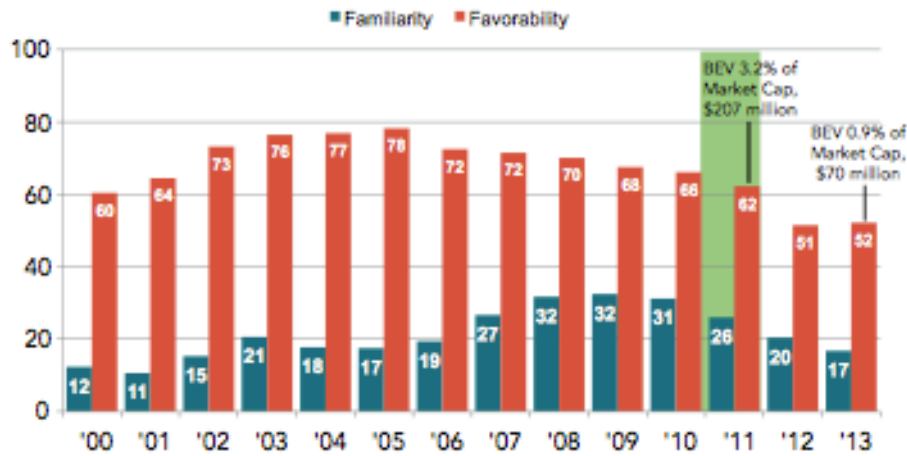
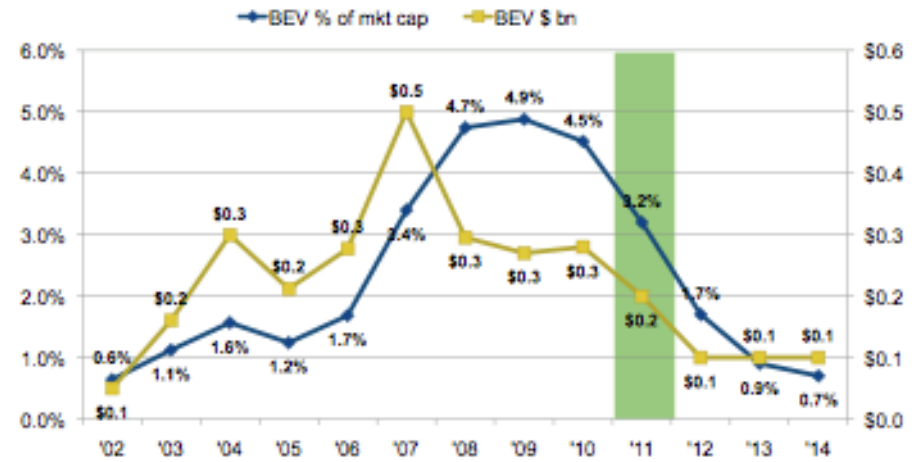


# ELECTRONIC ARTS

Familiarity & Favorability – 2011



BEV – 2011

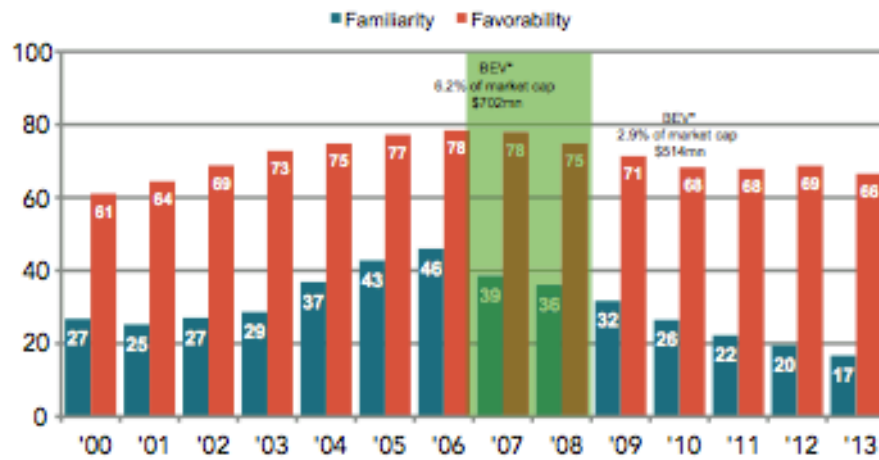


Green = Announcement | Blue = 13D filing | Orange = Both | BEV = Brand equity value

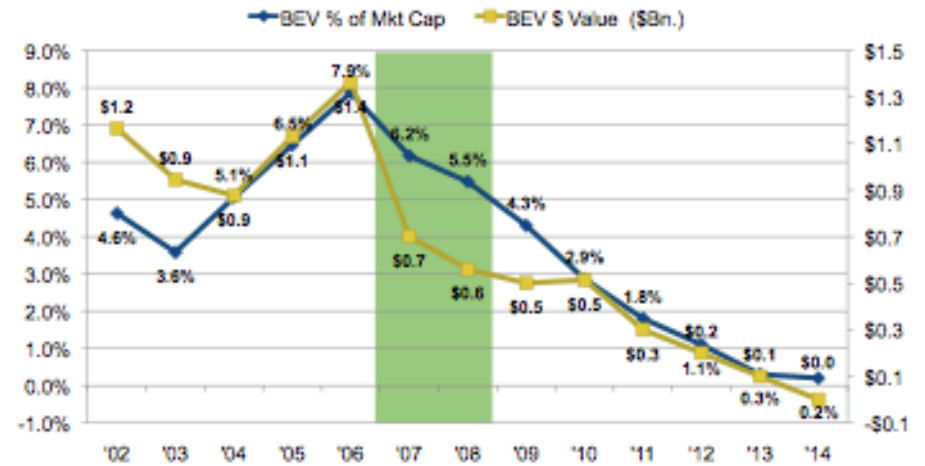
Source: CoreBrand

# MARSH & MCLENNAN

Familiarity & Favorability – 2007



BEV – 2007–2008

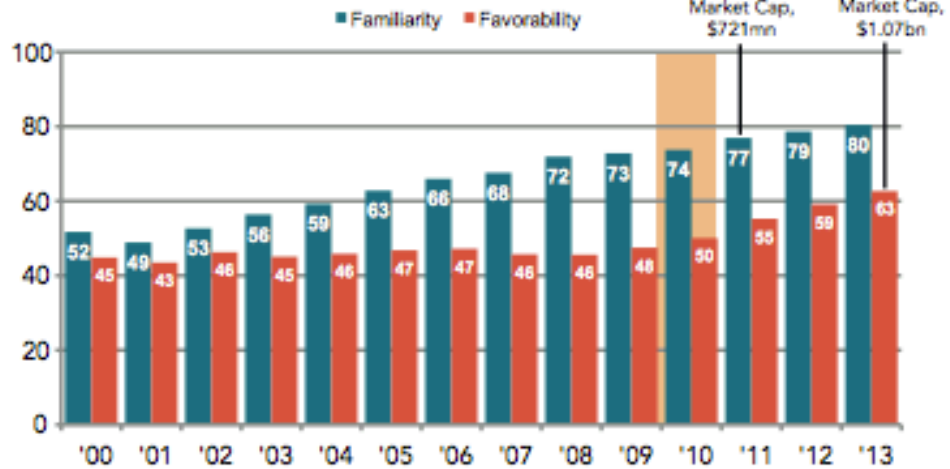


Green = Announcement | Blue = 13D filing | Orange = Both | BEV = Brand equity value

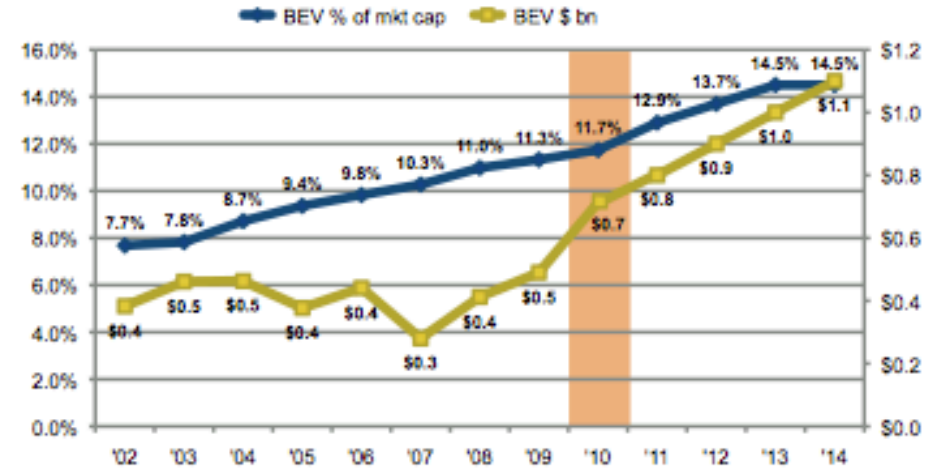
Source: CoreBrand

## FAMILY DOLLAR STORES

Familiarity & Favorability – 2010



BEV – 2010



Green = Announcement | Blue = 13D filing | Orange = Both | BEV = Brand equity value

Source: CoreBrand

## CHANGE IN BRAND EQUITY VALUE SINCE ACTIVIST EVENT

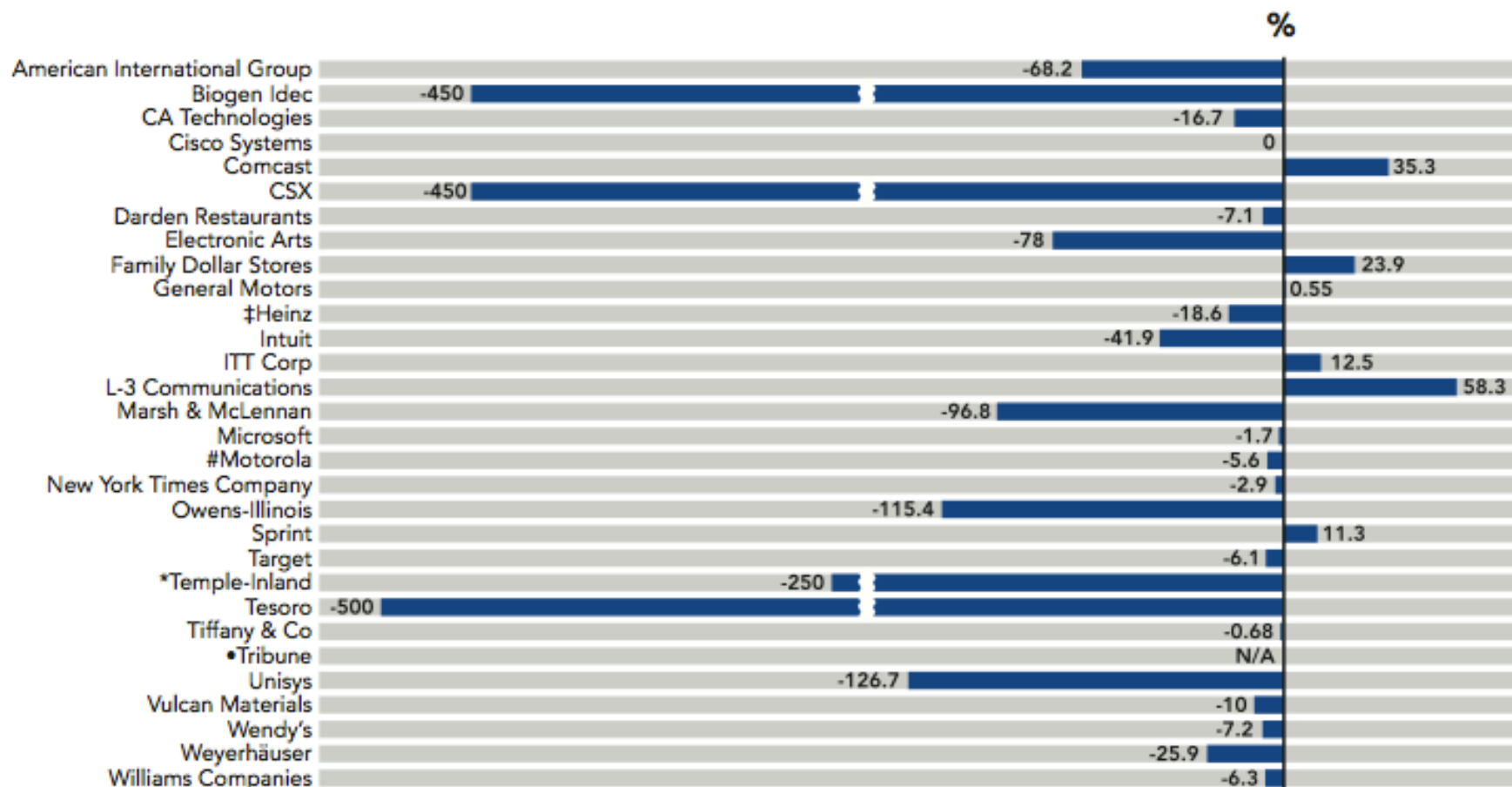


Chart shows the percentage change in brand equity value (BEV) from the year of the activist event to 2014, except for:

‡Data for Heinz available through 2012 only.

#Data for Motorola is for Motorola Solutions from 2010 onward. Motorola Mobility was spun off in 2011.

\*Data for Temple-Inland available through 2010 only. Company was acquired by International Paper in 2012.

•Data for Tribune available through 2006 only. As this was the year of the activist event, no change can be seen.

The following companies are excluded from the above chart as they were missing at least one component of the financial data needed to calculate BEV: Constellation, Convergys, Freeport McMoRan, Rohm & Haas, State Street and Unum.

Source: CoreBrand