Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

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<thead>
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</thead>
<tbody>
<tr>
<td>14-24</td>
<td>55%</td>
<td>56%</td>
<td>61%</td>
<td>57%</td>
<td>55%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>25-44</td>
<td>58%</td>
<td>65%</td>
<td>63%</td>
<td>64%</td>
<td>61%</td>
<td>70%</td>
<td>70%</td>
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<tr>
<td>45+</td>
<td>61%</td>
<td>61%</td>
<td>77%</td>
<td>77%</td>
<td>74%</td>
<td>74%</td>
<td>75%</td>
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</tbody>
</table>

Consumers Expect to Spend More

% spending more on clothing since the start of the pandemic

- Wave 1 (Mar 2020) 51%
- Wave 2 (Apr 2020) 61%
- Wave 3 (Sep 2020) 73%
- Wave 4 (Nov 2020) 74%
- Wave 5 (Mar 2021) 65%
- Wave 6 (May 2021) 69%
- Wave 7 (Aug 2021) 66%

76% plan to purchase clothing in the next three months

- 55% Dress Tops, Bottoms, or Blazers
- 48% Loungewear (Sweats, Leggings)
- 47% Activewear & Athleisure
- 45% T-shirts & Denim Jeans
- 44% Casual Tops & Bottoms

Fewer consumers feel very safe to resume normal, pre-pandemic activities

- Wave 6 69%
- Wave 7 43%

74% are very concerned about the Delta and other variants

Consumers would like retail businesses to:

- 62% Ensure all staff wear face masks.
- 58% Require face masks for all customers.
- 53% Ensure all staff are fully vaccinated.
- 40% Space clothing racks apart to allow for social distancing.

Reasons for next purchase:

- Newness (new style/brand) 57%
- Comfort (item more comfortable) 43%
- Occasion (return to work, workout) 38%
- Change of Season 37%

For More Information Contact: Corporate Strategy & Insights at MarketInformation@cottoninc.com