

BLACK FRIDAY

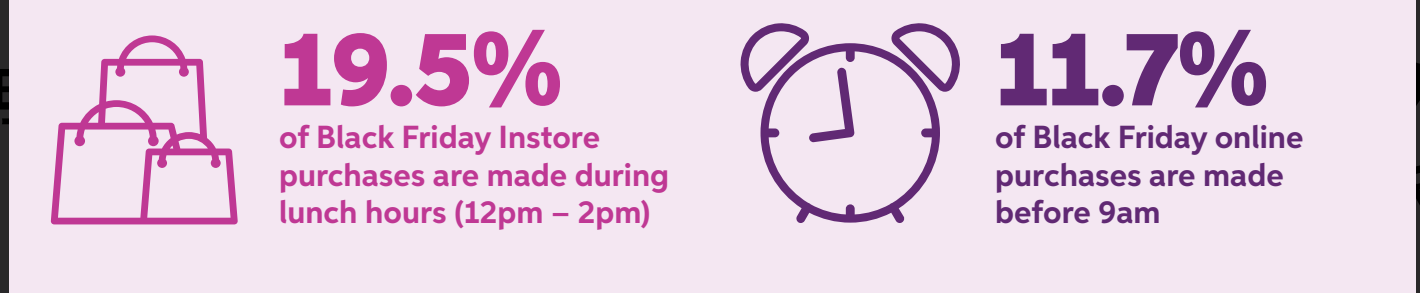
A REPORT ON OUR SHOPPING HABITS



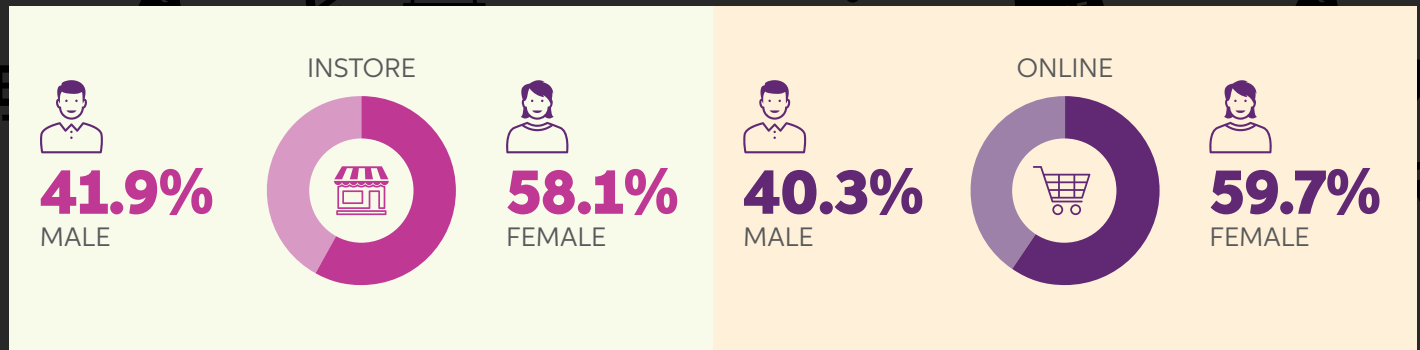
HOW ARE PEOPLE SHOPPING?



WHEN ARE THEY SHOPPING?



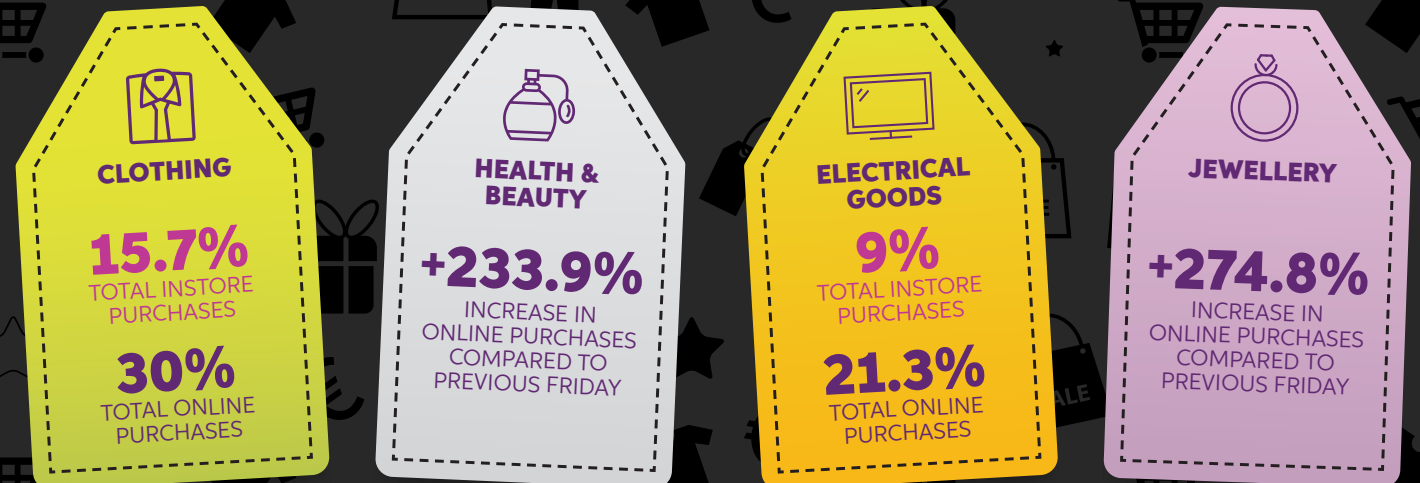
WHO'S SHOPPING WHERE?



HOW ARE PEOPLE PAYING?



WHAT ARE THE BIG MOVERS?



Source: AIB debit card spend – Black Friday 2018
Allied Irish Banks, p.l.c. is regulated by the Central Bank of Ireland.