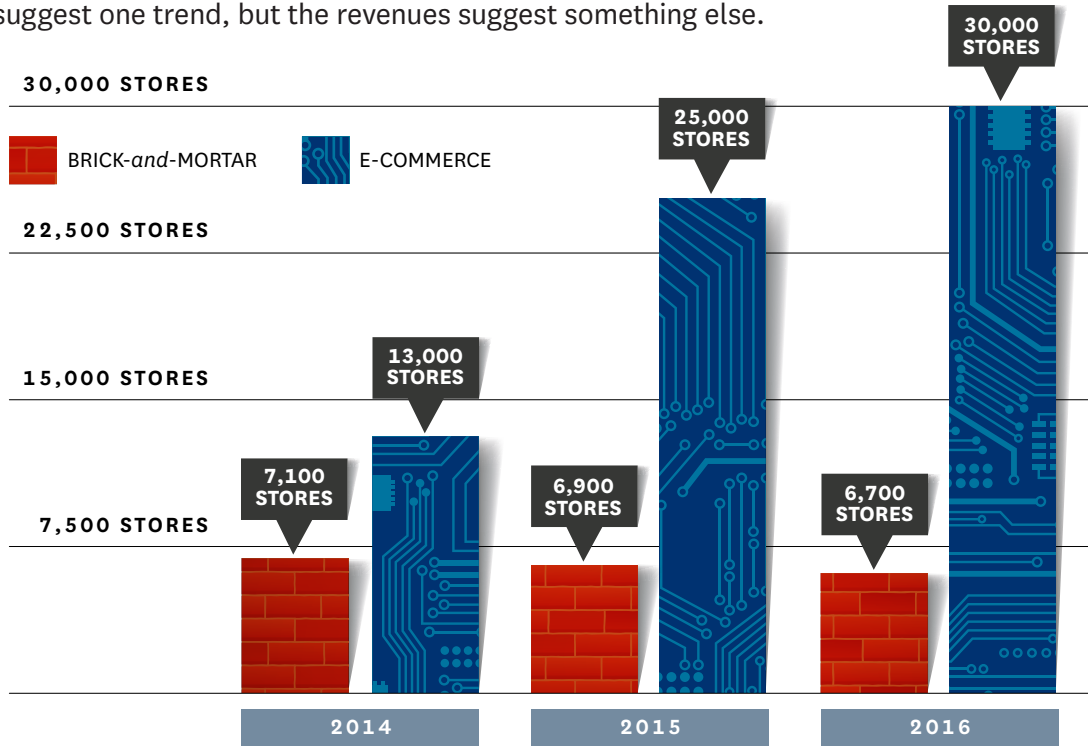


BRICK-AND-MORTAR VERSUS E-COMMERCE

The store counts suggest one trend, but the revenues suggest something else.

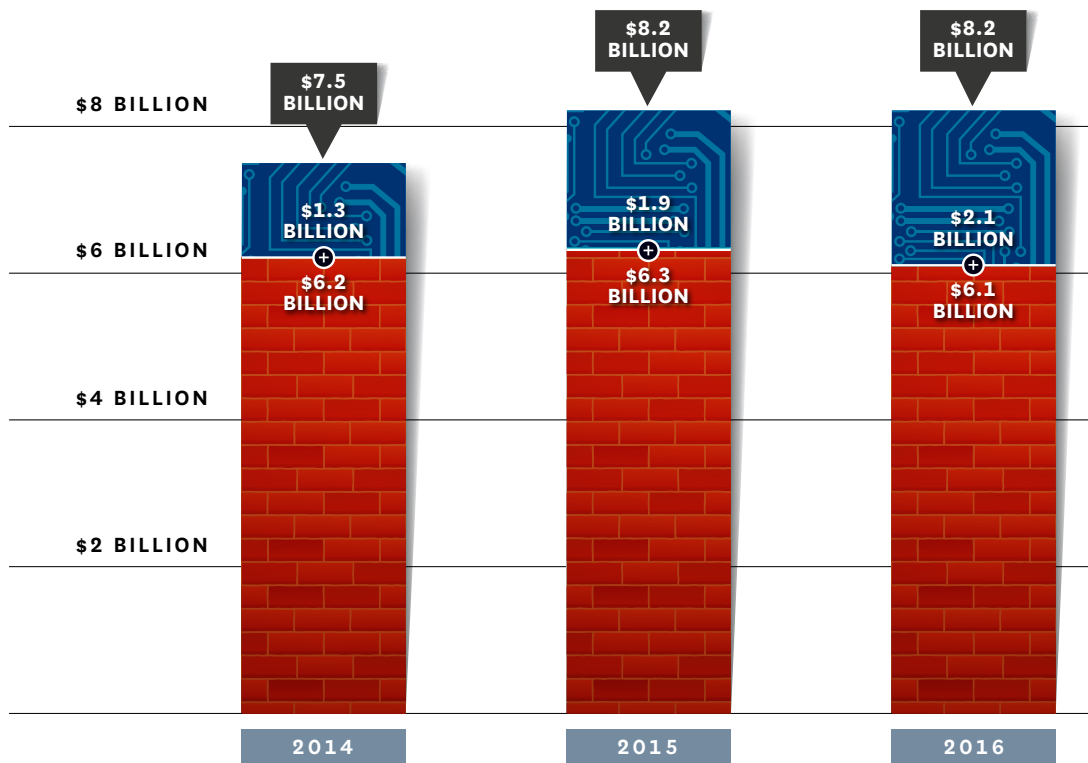
U.S. RTO STORE COUNTS

As these charts indicate, brick-and-mortar store counts are on the decline in the United States, while e-commerce businesses are increasing rapidly...



U.S. RTO TOTAL REVENUE

However, the revenues don't reflect the same grand leap for online stores; e-commerce business is increasing a bit, but the old-school stores are holding pretty steady.



Note: The figures above reflect the U.S. rent-to-own market only, whereas the chart on the following page represents all of North America. APRO did not have U.S.-only data for 2012 in order to make a U.S.-only revenue comparison on page 40.

RTO'S NORTH AMERICAN ECONOMIC IMPACT

As addressed in the article, 2014 saw the first-ever decline in rent-to-own sales in North America since APRO's surveys began. Fortunately, the numbers climbed back up the following year.

