

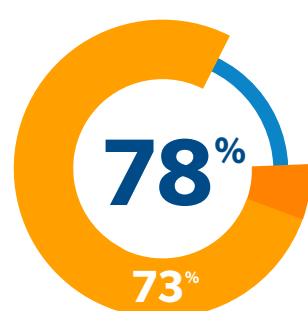
PULSE PACKAGING SURVEY

THE IMPACT OF COVID-19 ON CONSUMER ATTITUDES TOWARD PACKAGING

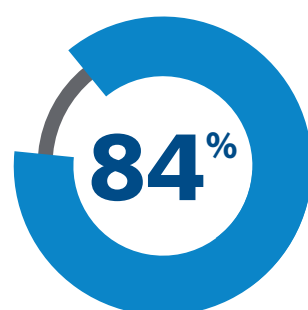
During the COVID-19 pandemic, packaging is playing an increasingly vital role in consumers' lives. They want packaging to be safe, sustainable and to provide a unique brand experience.



SAFETY FIRST



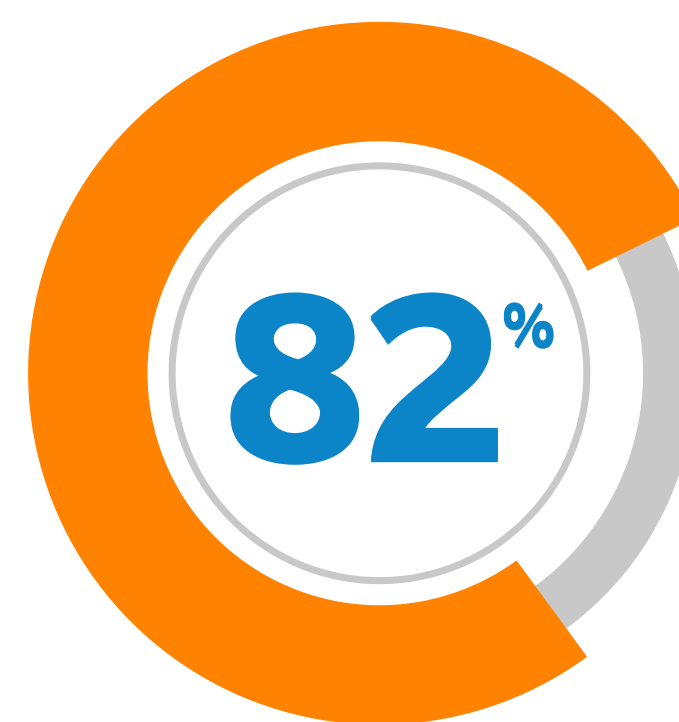
Packaging using materials that keep me and my family safe **IMPACTS BRAND TRUST**
(+5pp from 73% in November 2019)



Packaging that keep products safe **IMPACTS PRODUCT SATISFACTION**



SUSTAINABLE BALANCE



Agreed it is important brands **BALANCE SAFETY** and **CONCERN FOR THE ENVIRONMENT** when designing product packaging.

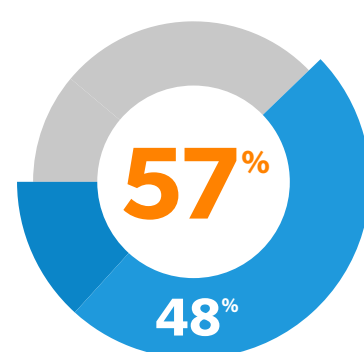


BRAND EXPERIENCE

The impact of brand look and feel of packaging on purchase decisions is up...



...8 percentage points **ONLINE** and 10 percentage points **IN STORE.**

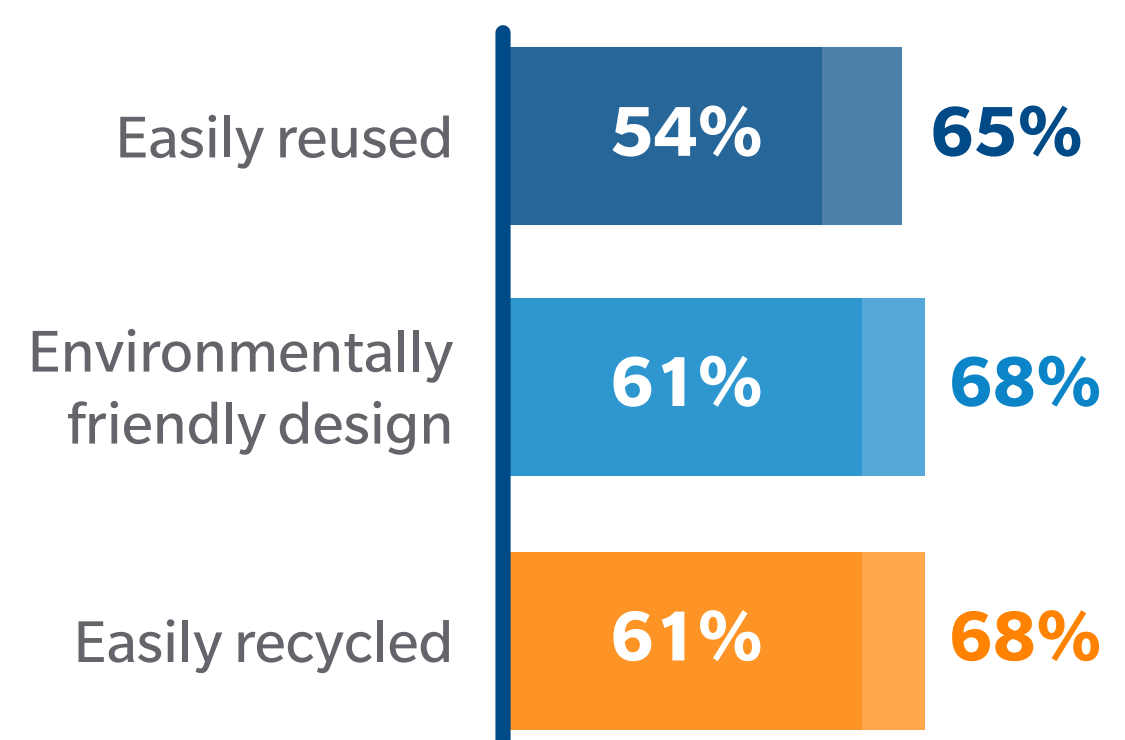


of consumers say packaging that communicates the brand's core values and purpose **IMPACTS PRODUCT SATISFACTION**

(+9pp from 48% in November 2019)

Key sustainability features that **IMPACT BRAND TRUST** and **SATISFACTION** increased in importance:

(from November 2019 to September 2020)



CONNECTING PEOPLE TO PRODUCTS IN CHALLENGING TIMES®

When brands deliver on these packaging attributes, it can have a positive impact on consumer purchasing behavior, product satisfaction and brand trust--in some ways even more than before COVID.

To learn more please visit westrock.com/pulse

WestRock Pulse Packaging Survey is an ongoing tracking study designed to measure how this rapidly changing landscape may affect consumer perceptions, attitudes and behaviors about packaging. 2,024 consumers were surveyed online: Nov 2019 (pre-COVID) n = 1,002; Sept 2020 (mid-COVID) n = 1,022

CONNECTING PEOPLE TO PRODUCTS THROUGH SUSTAINABLE PACKAGING

WestRock (NYSE: WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock's team members support customers around the world from locations spanning North America, South America, Europe, Asia and Australia. Learn more at www.westrock.com.