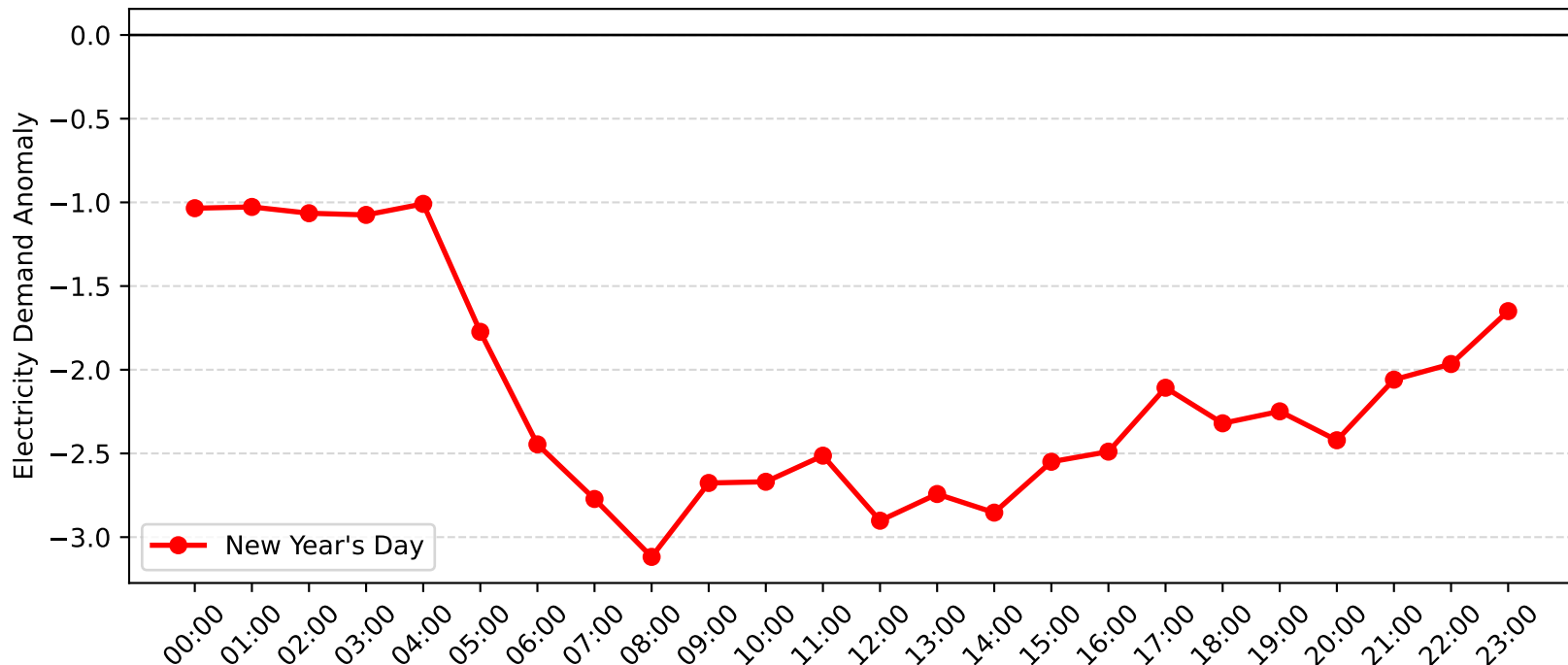
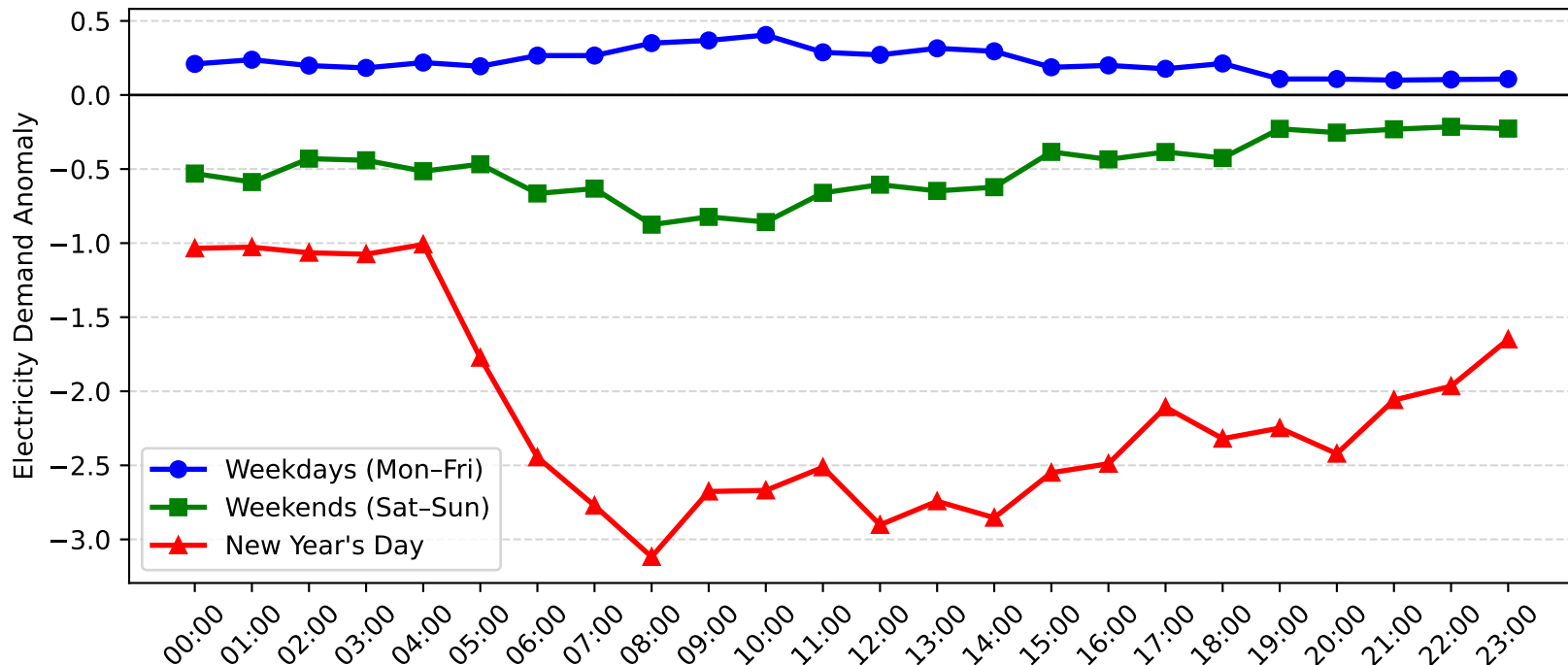


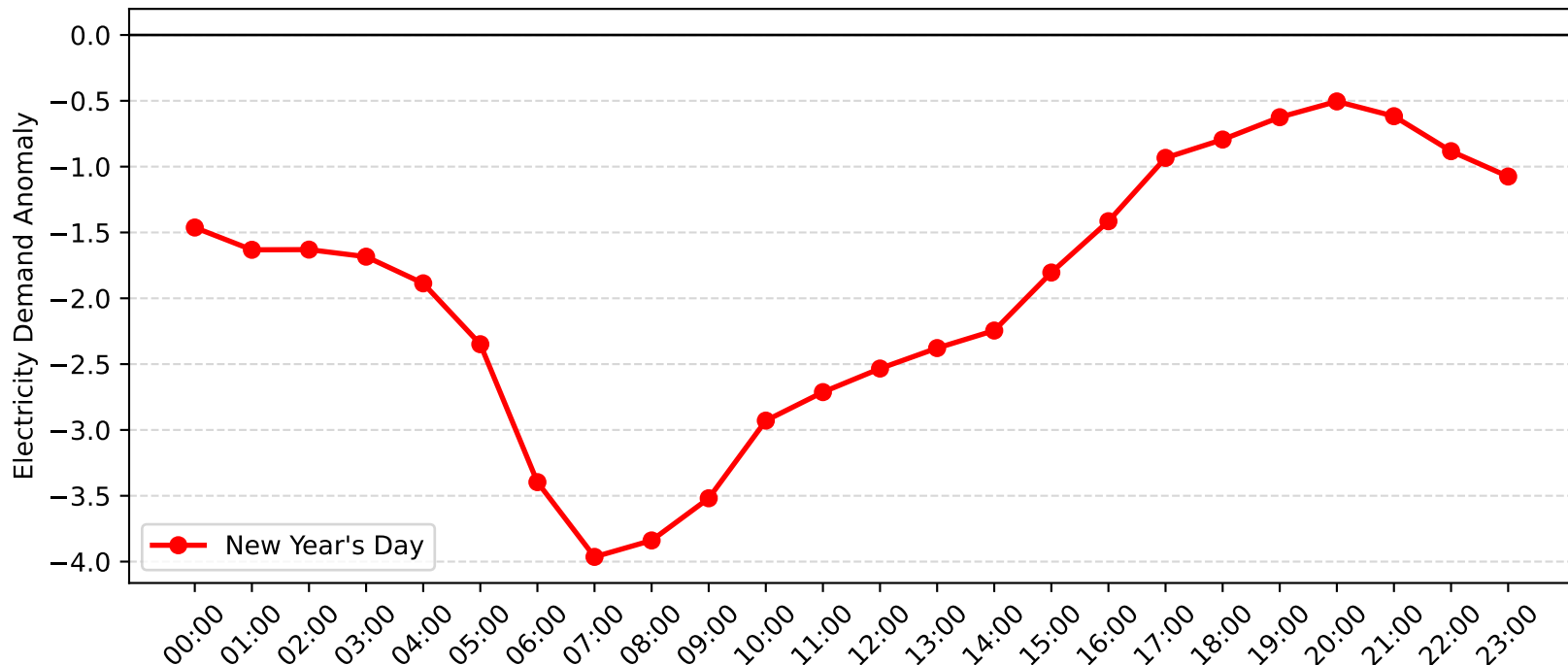
Somersby Demand Anomaly: New Year's Day (2004-2005)



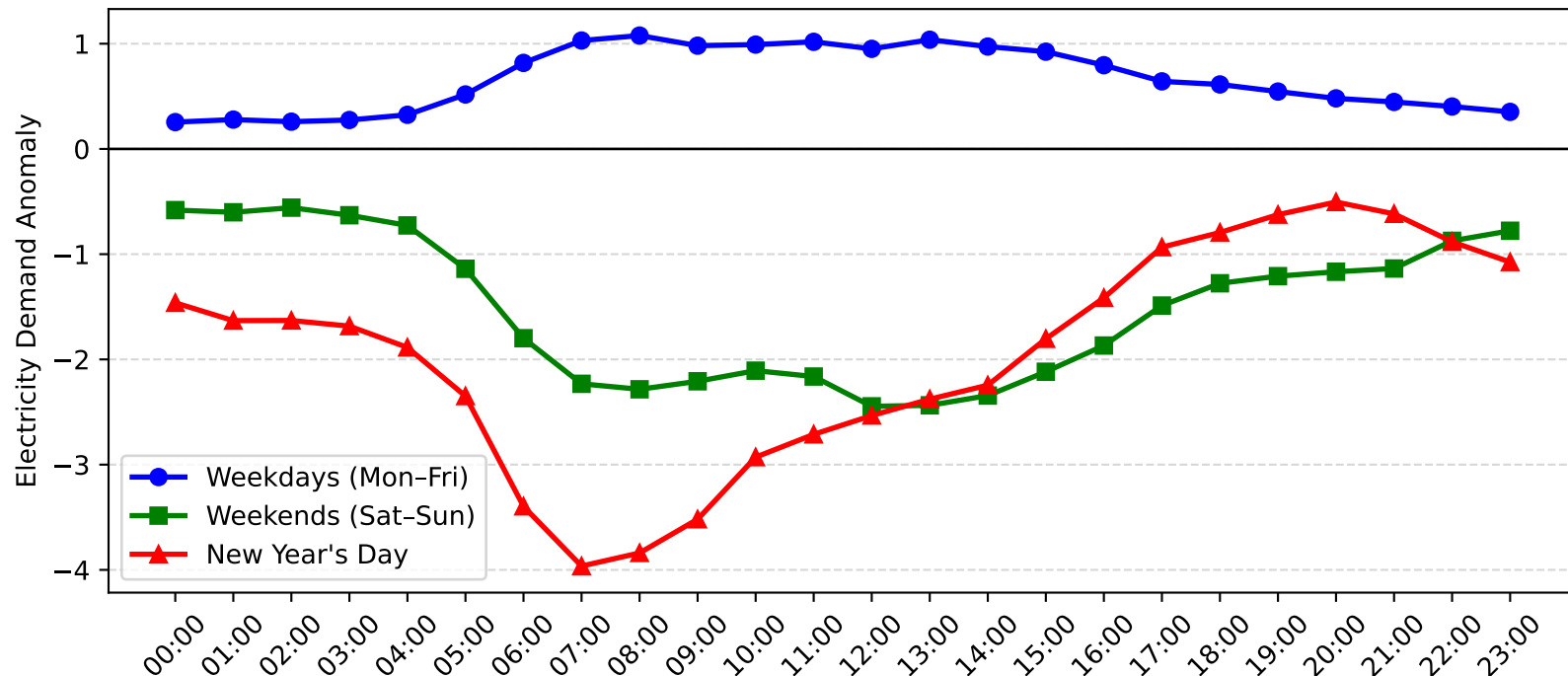
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2004-2005)



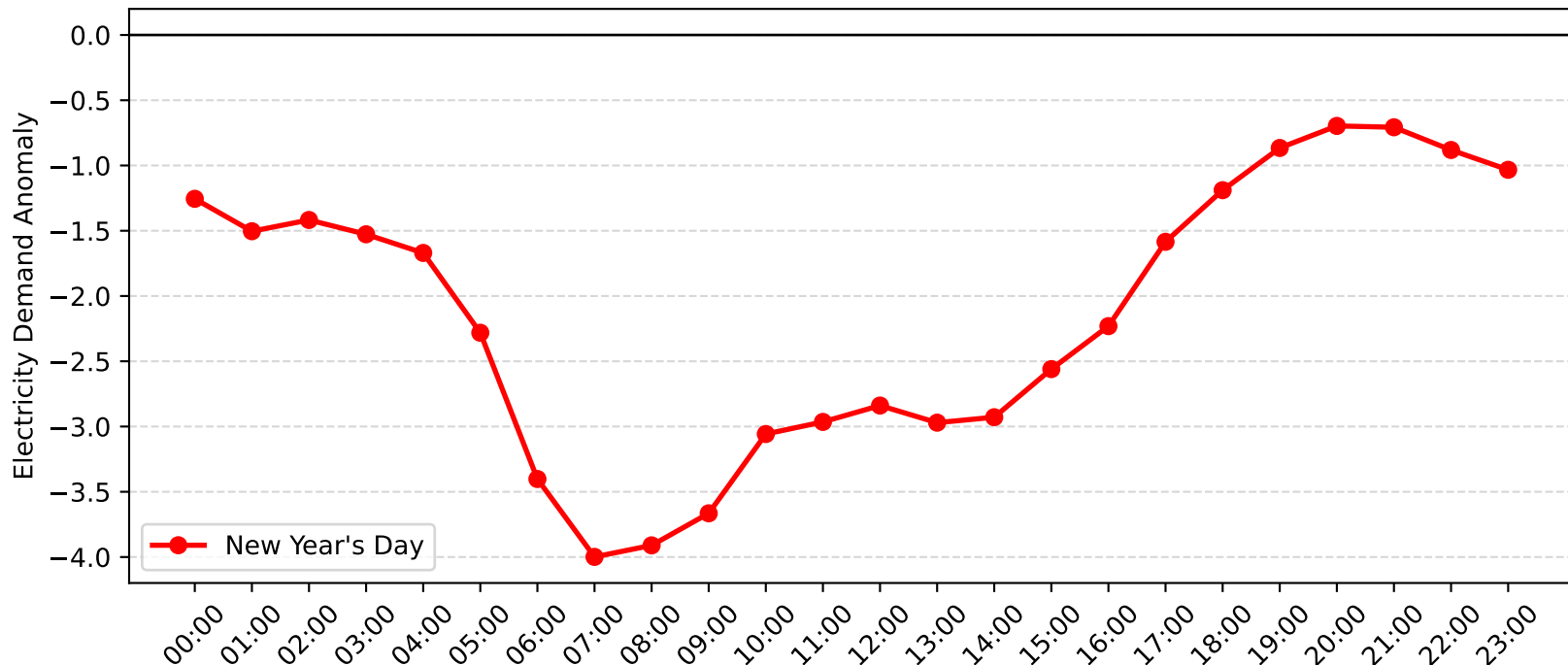
Somersby Demand Anomaly: New Year's Day (2005-2006)



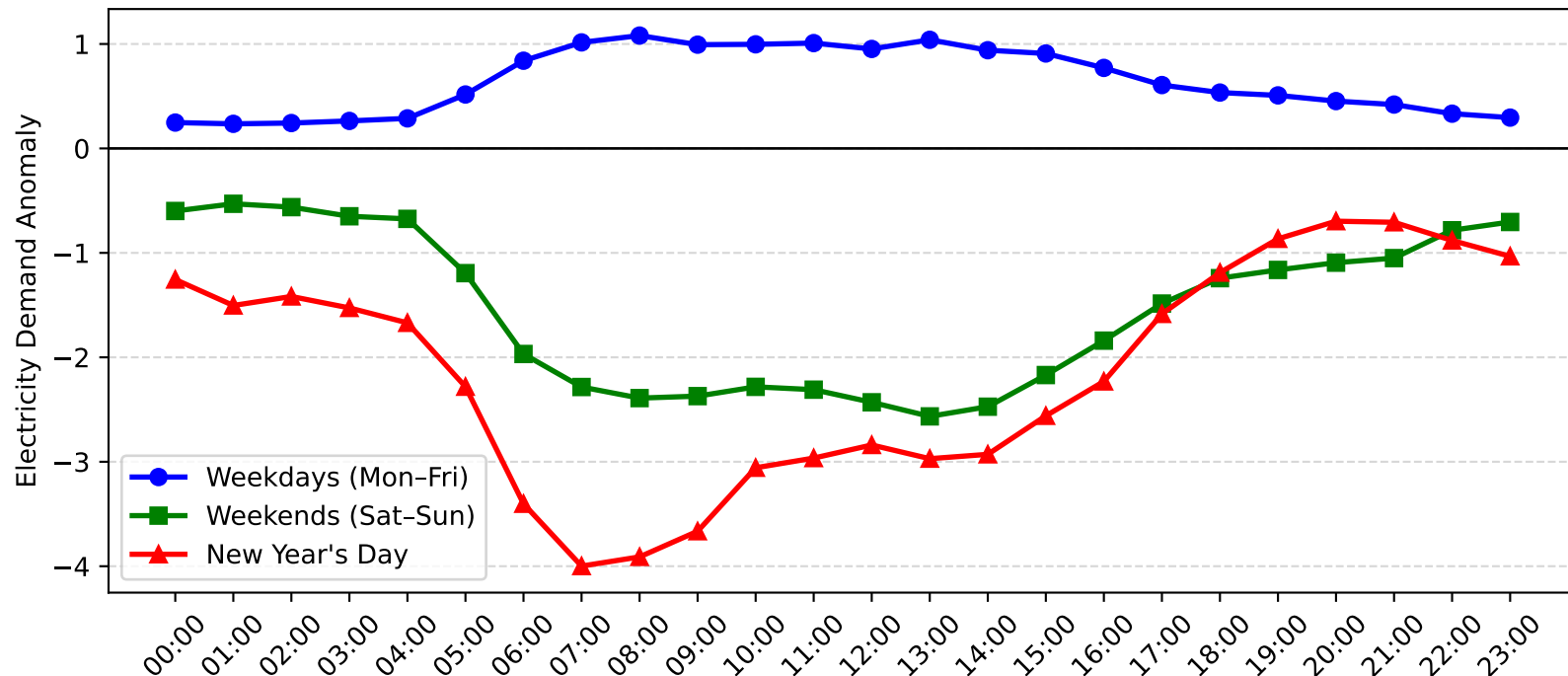
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2005-2006)



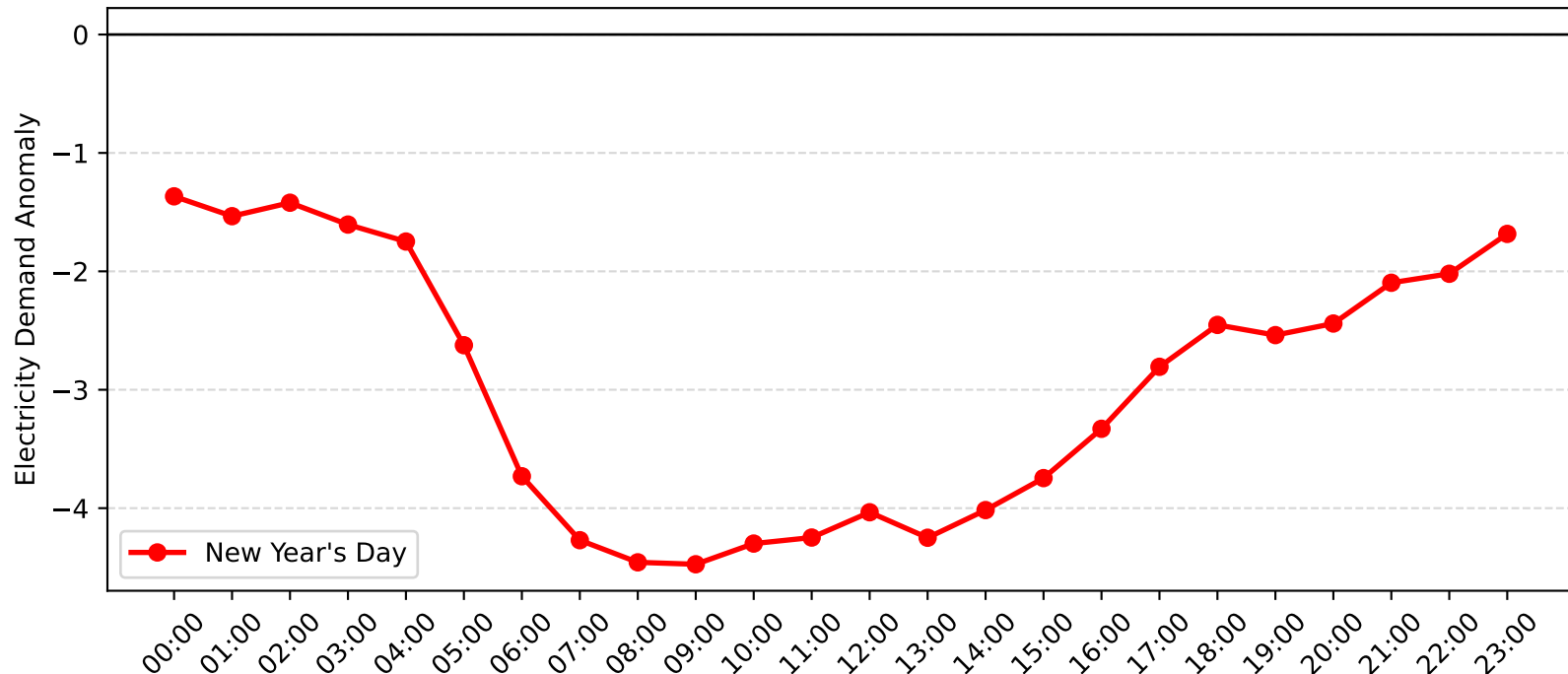
Somersby Demand Anomaly: New Year's Day (2006-2007)



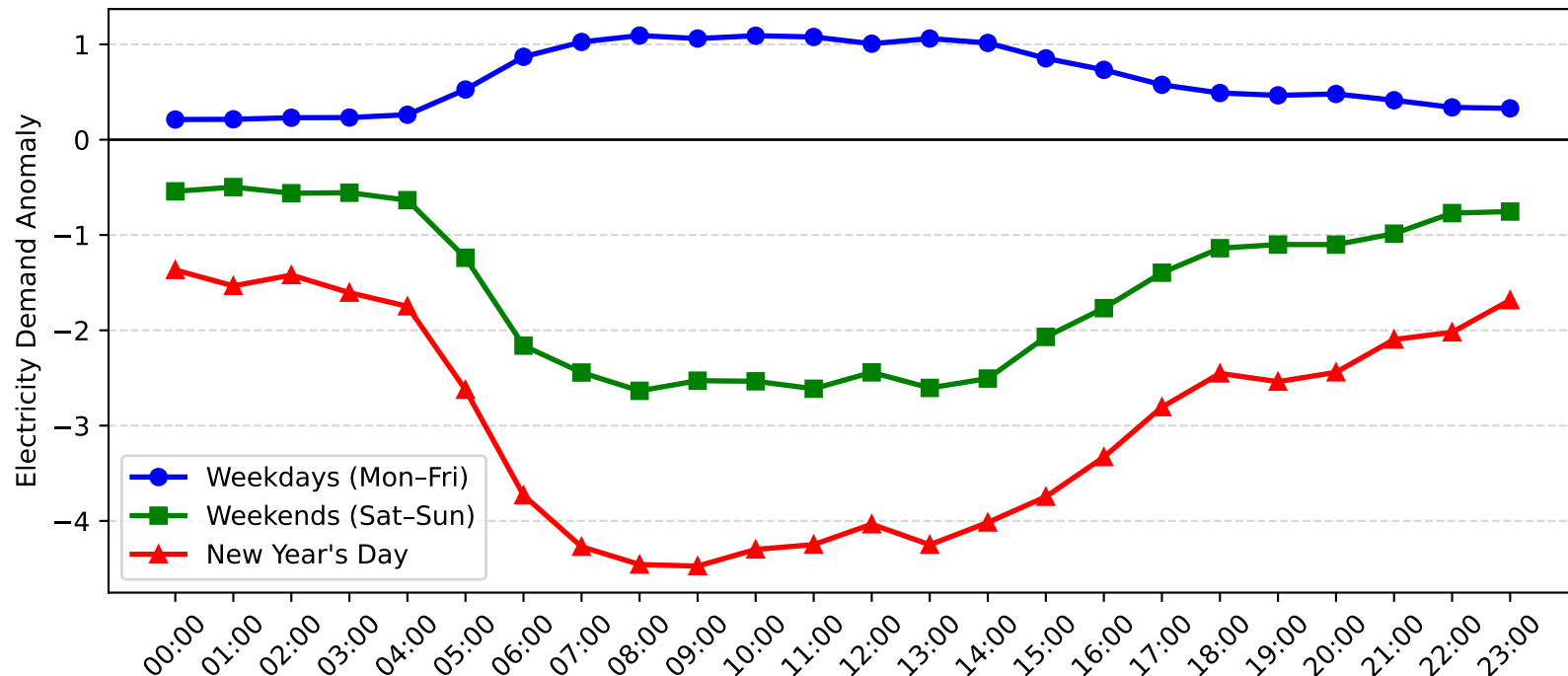
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2006-2007)



Somersby Demand Anomaly: New Year's Day (2007-2008)

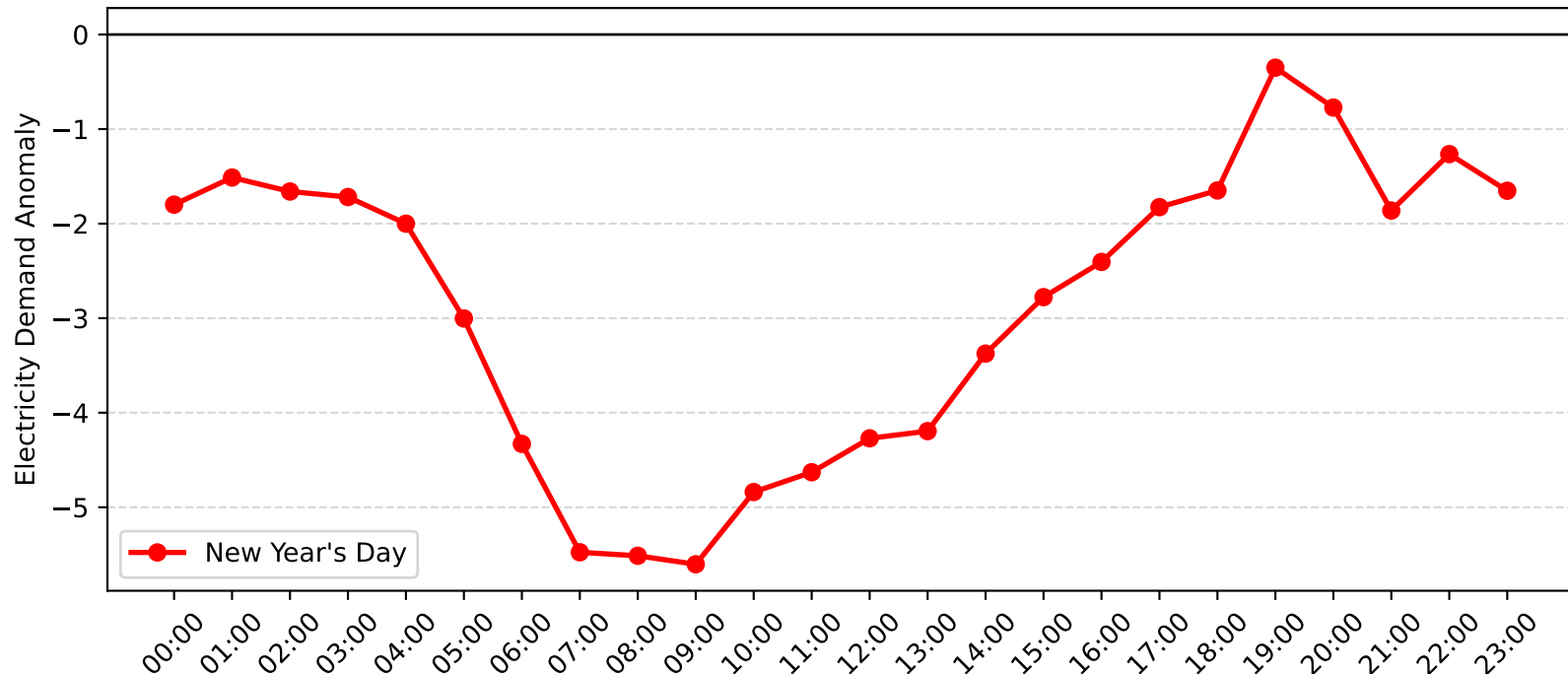


Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2007-2008)

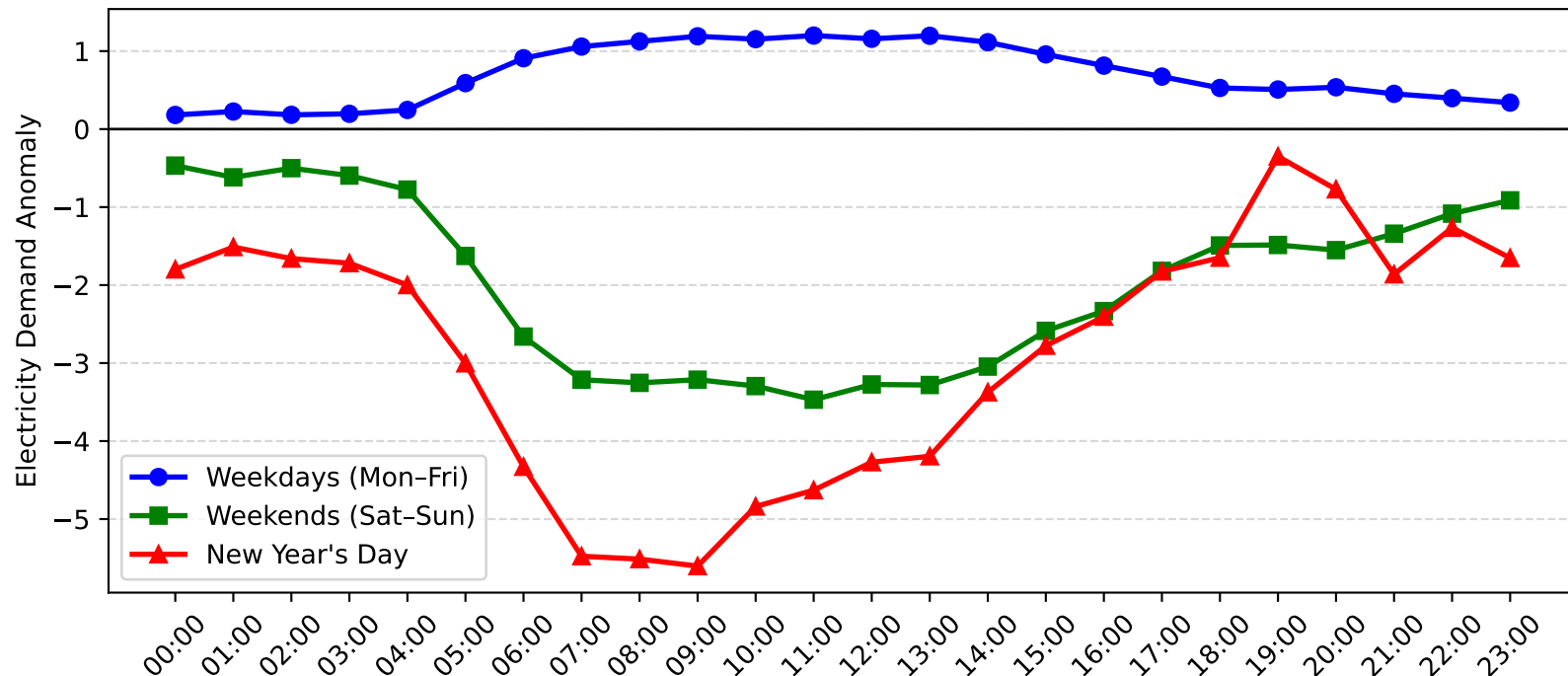




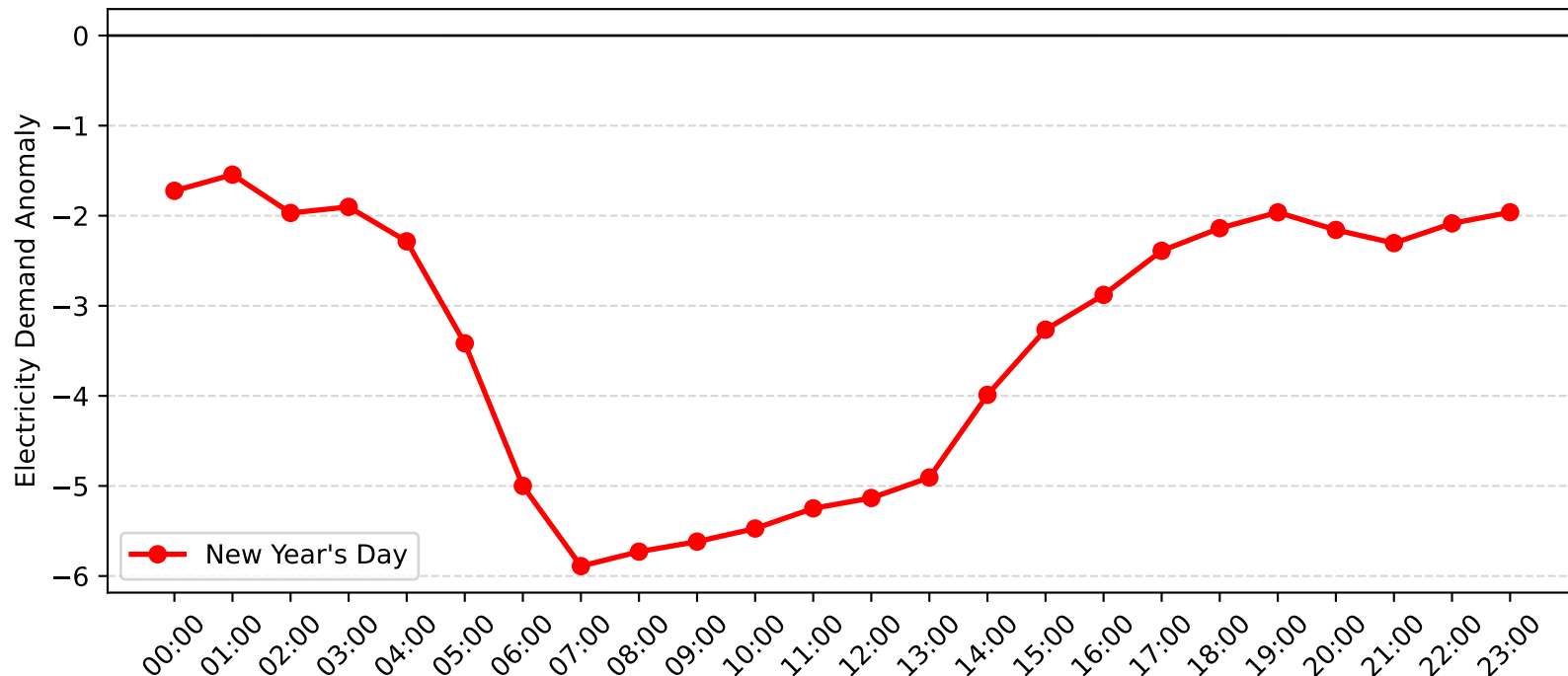
Somersby Demand Anomaly: New Year's Day (2008-2009)



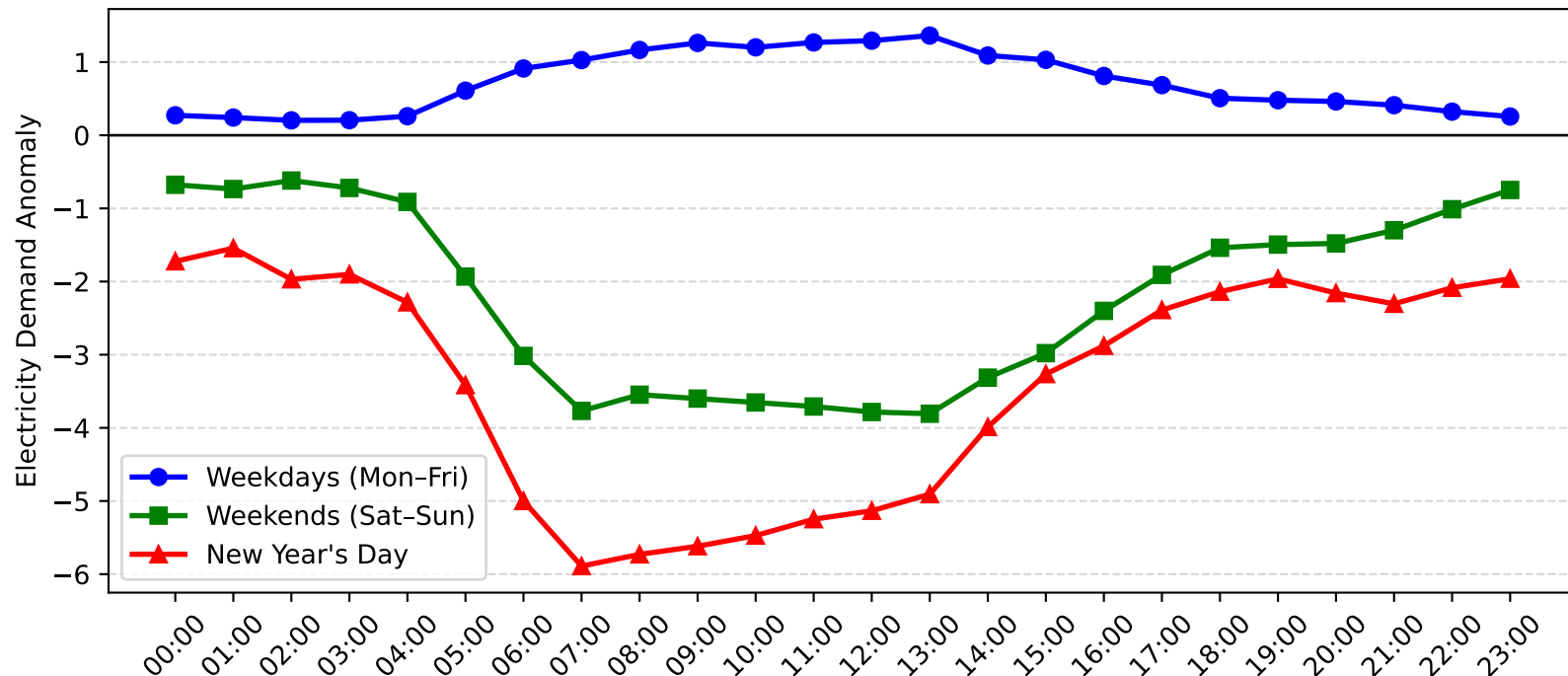
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2008-2009)



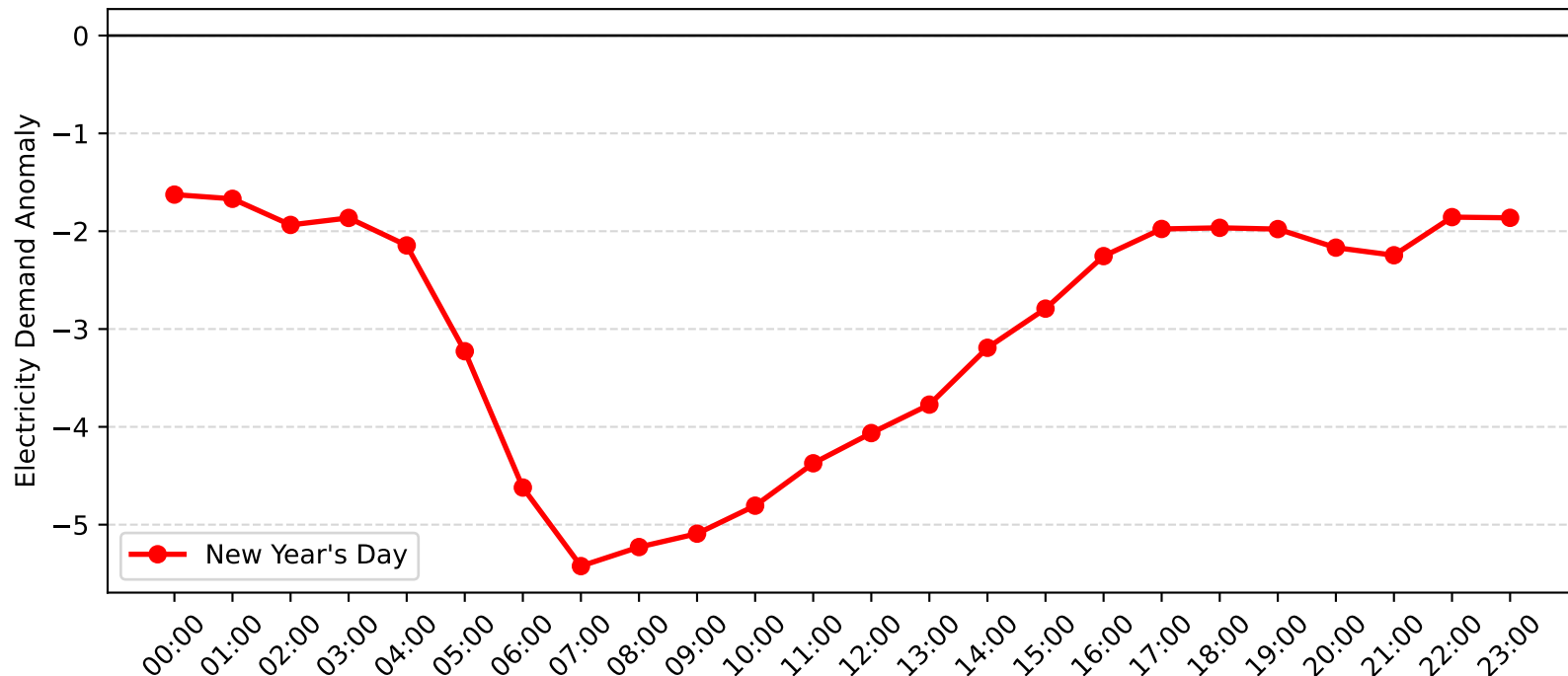
Somersby Demand Anomaly: New Year's Day (2009-2010)



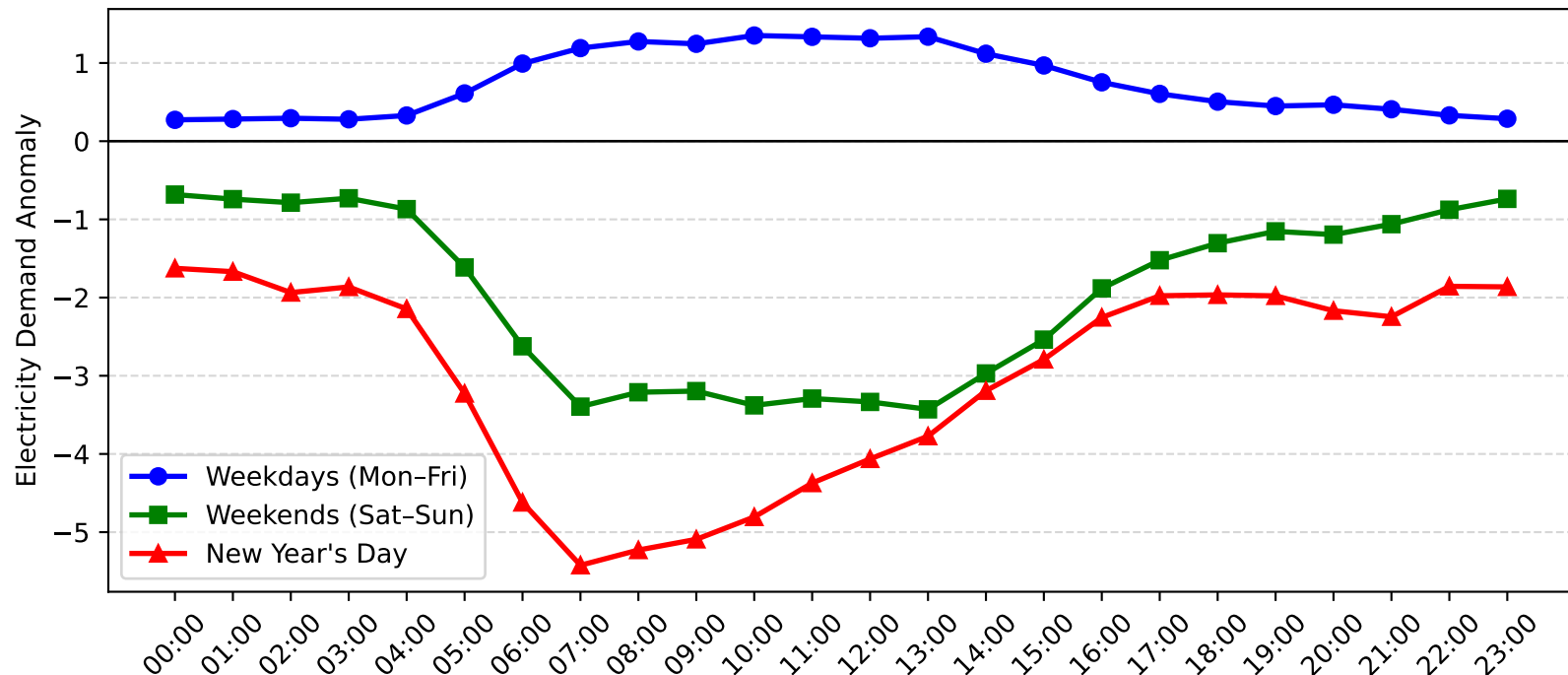
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2009-2010)



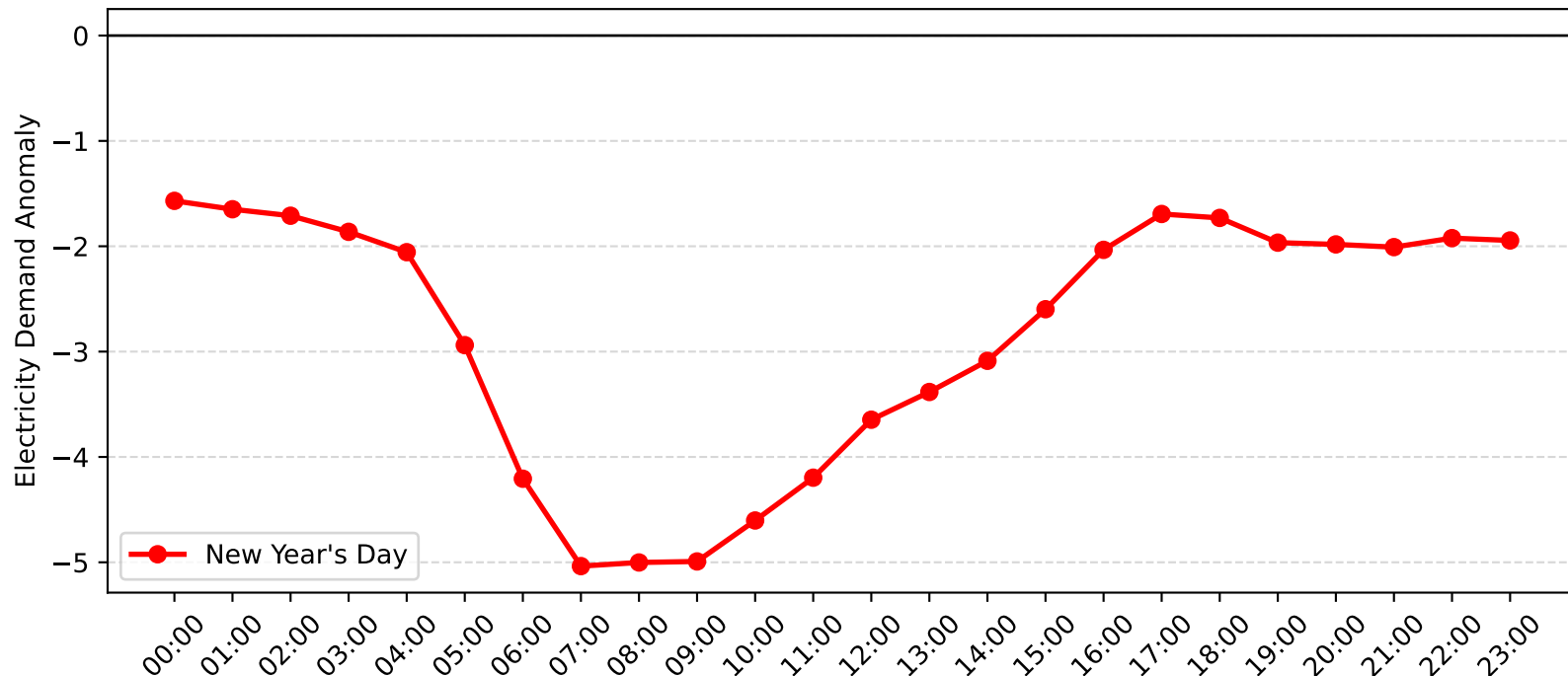
Somersby Demand Anomaly: New Year's Day (2010-2011)



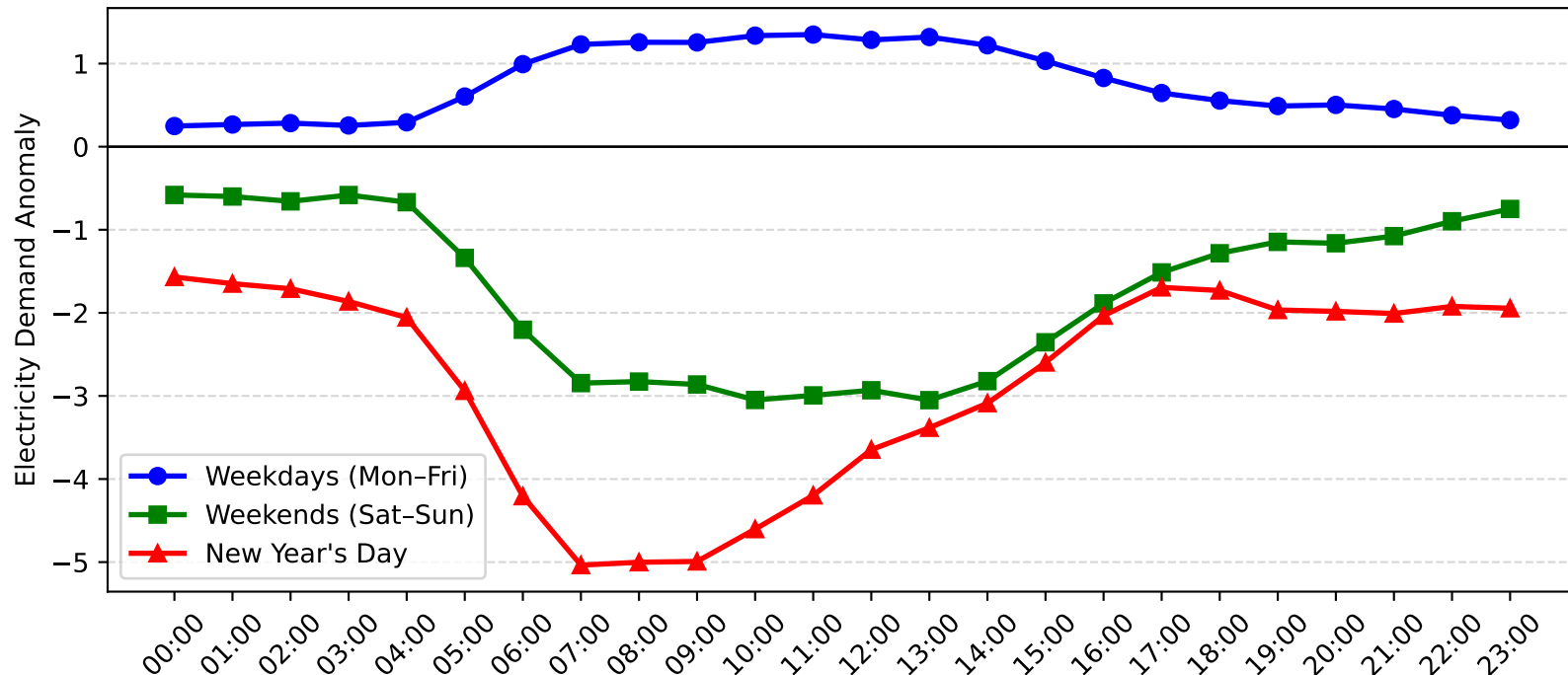
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2010-2011)



Somersby Demand Anomaly: New Year's Day (2011-2012)

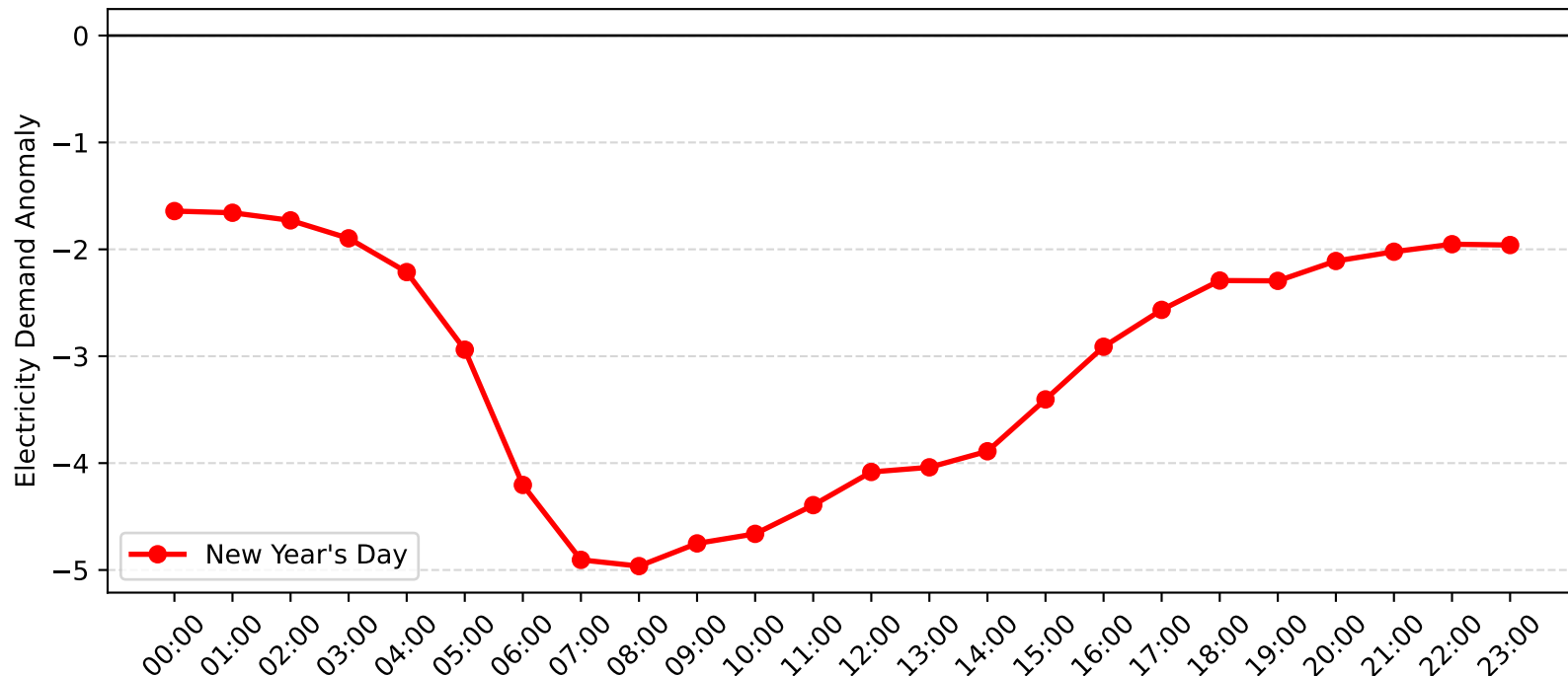


Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2011-2012)

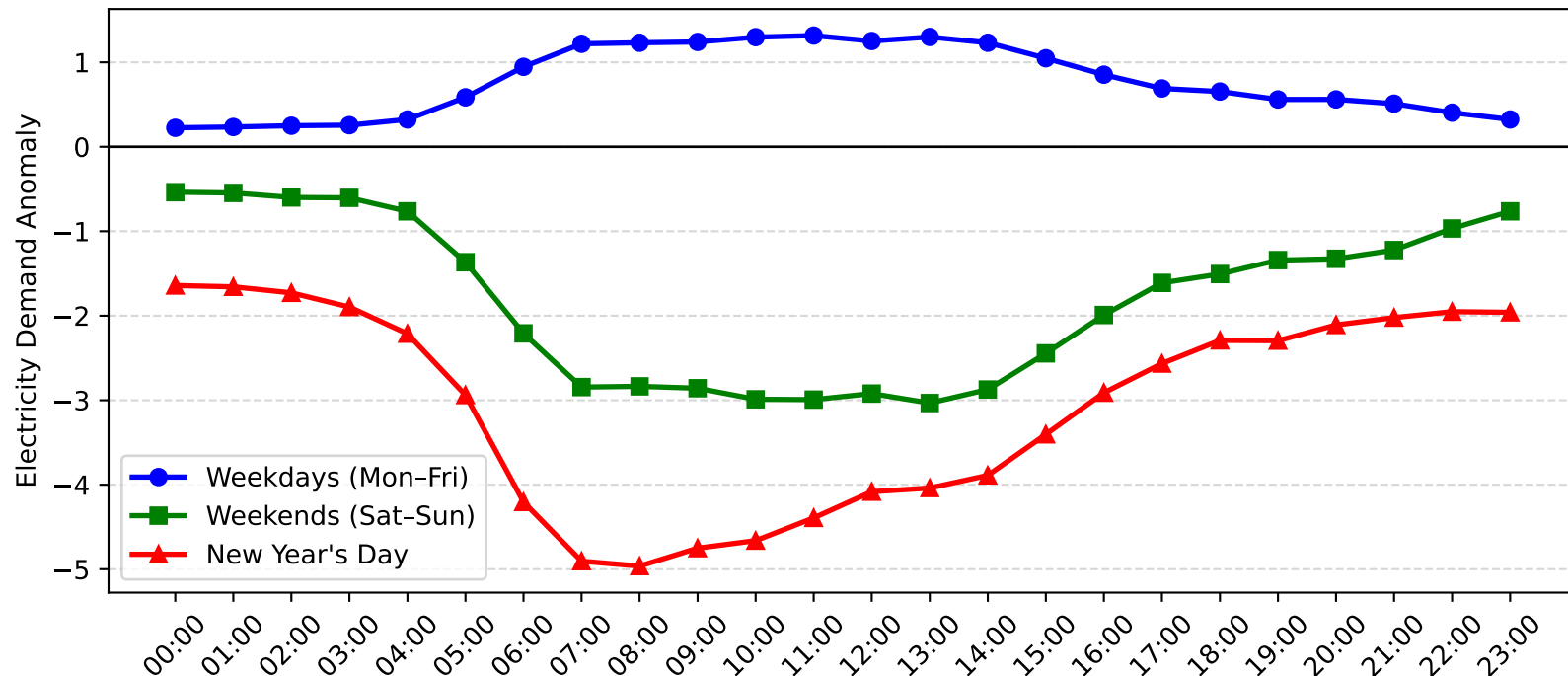




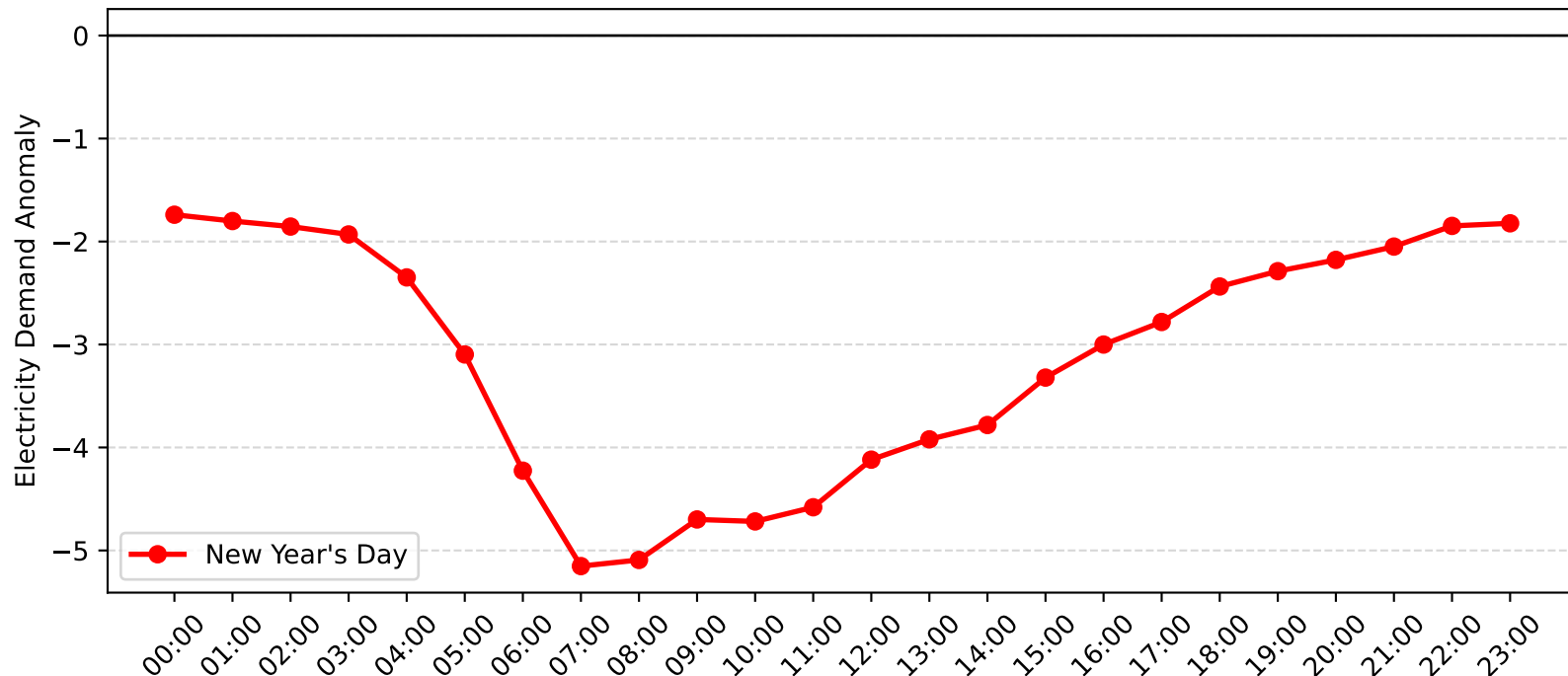
Somersby Demand Anomaly: New Year's Day (2012-2013)



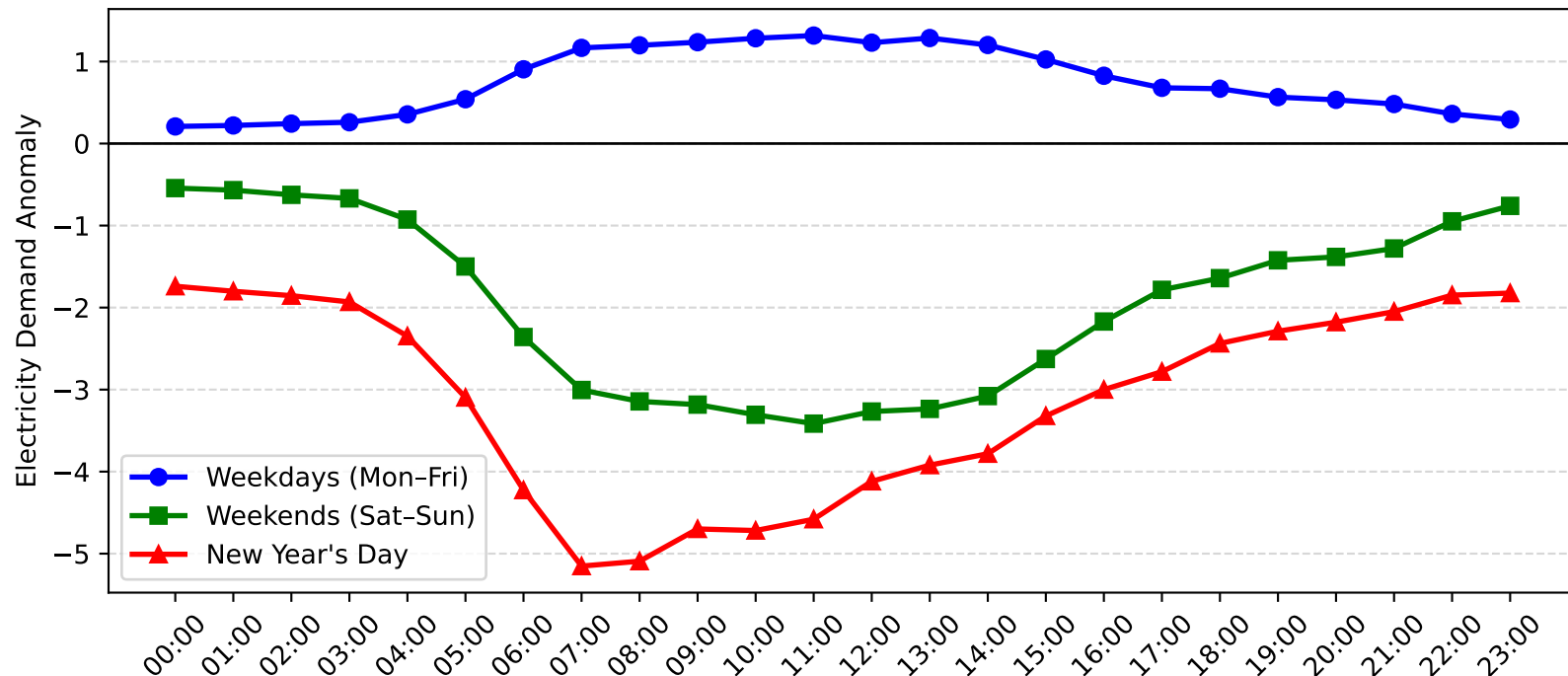
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2012-2013)



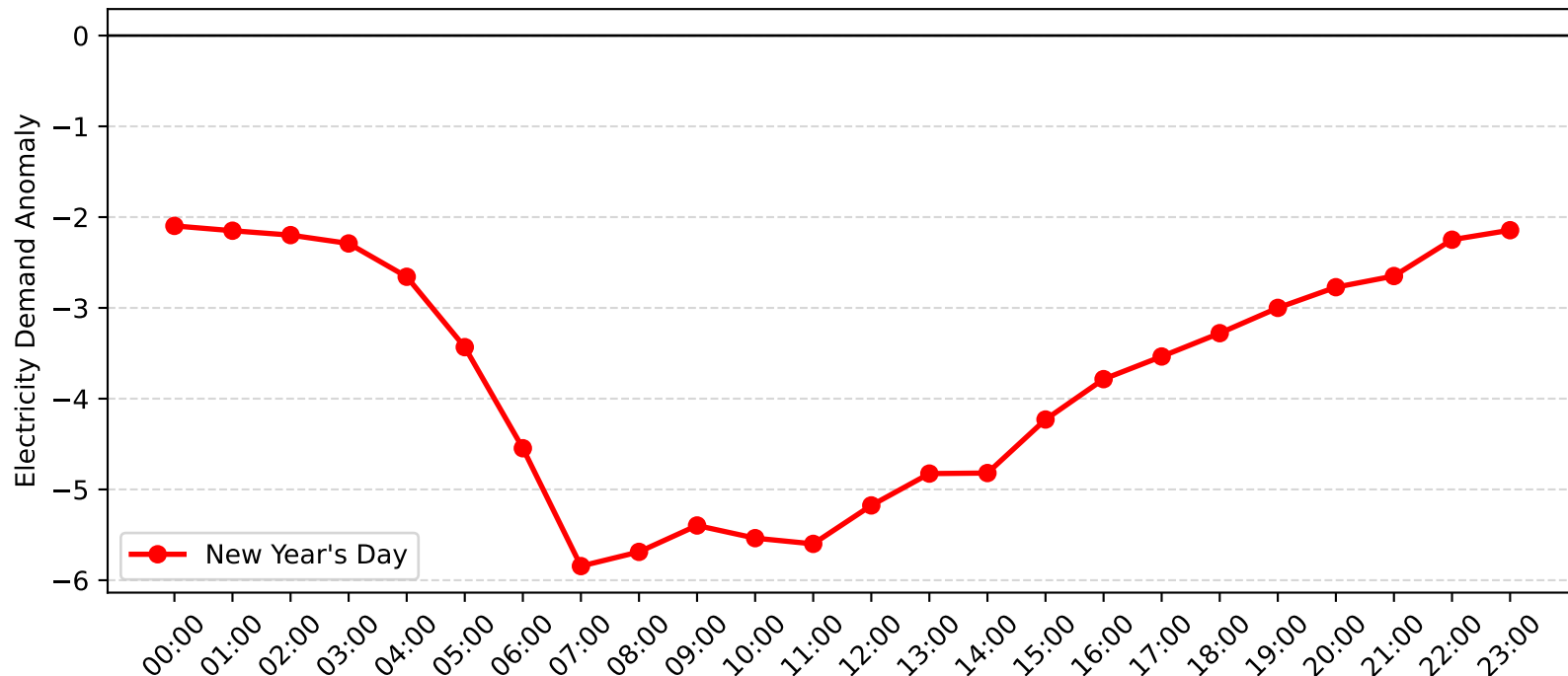
Somersby Demand Anomaly: New Year's Day (2013-2014)



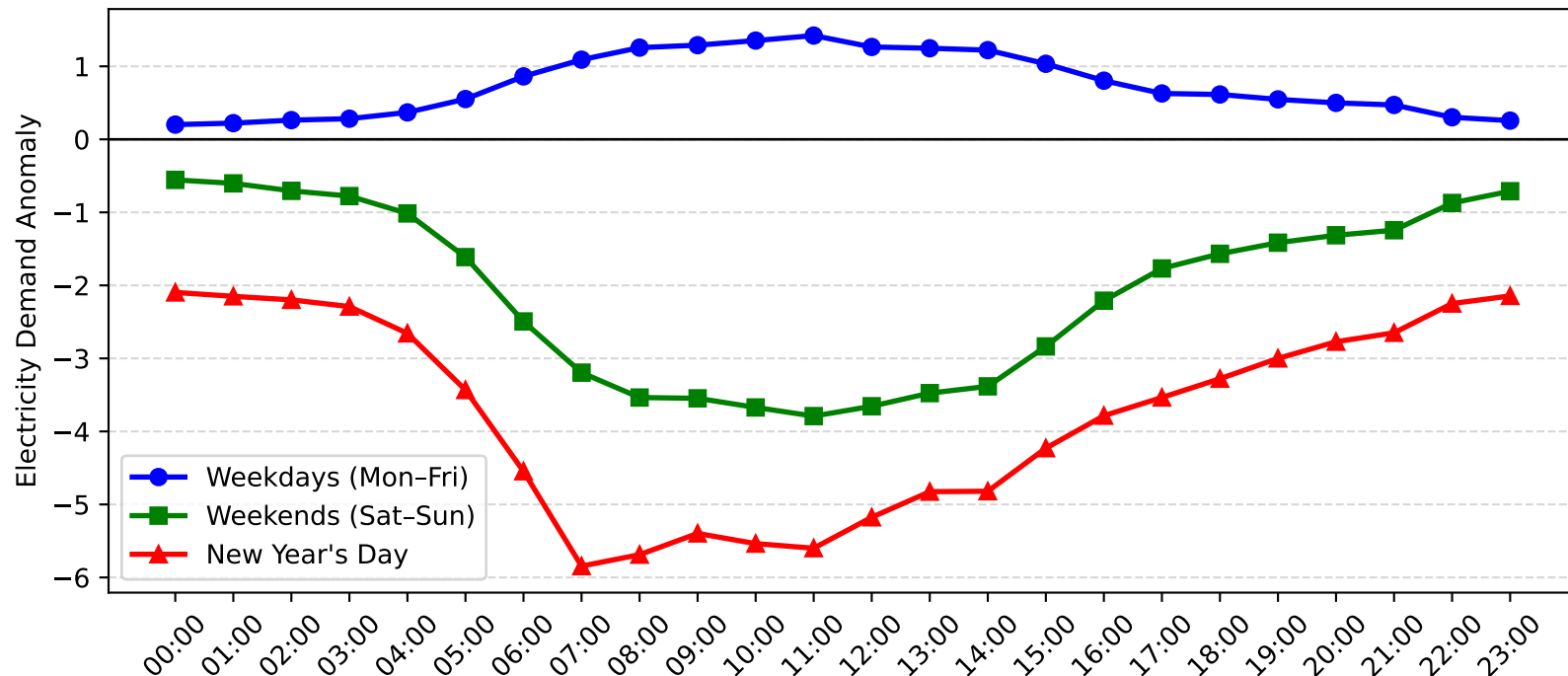
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2013-2014)



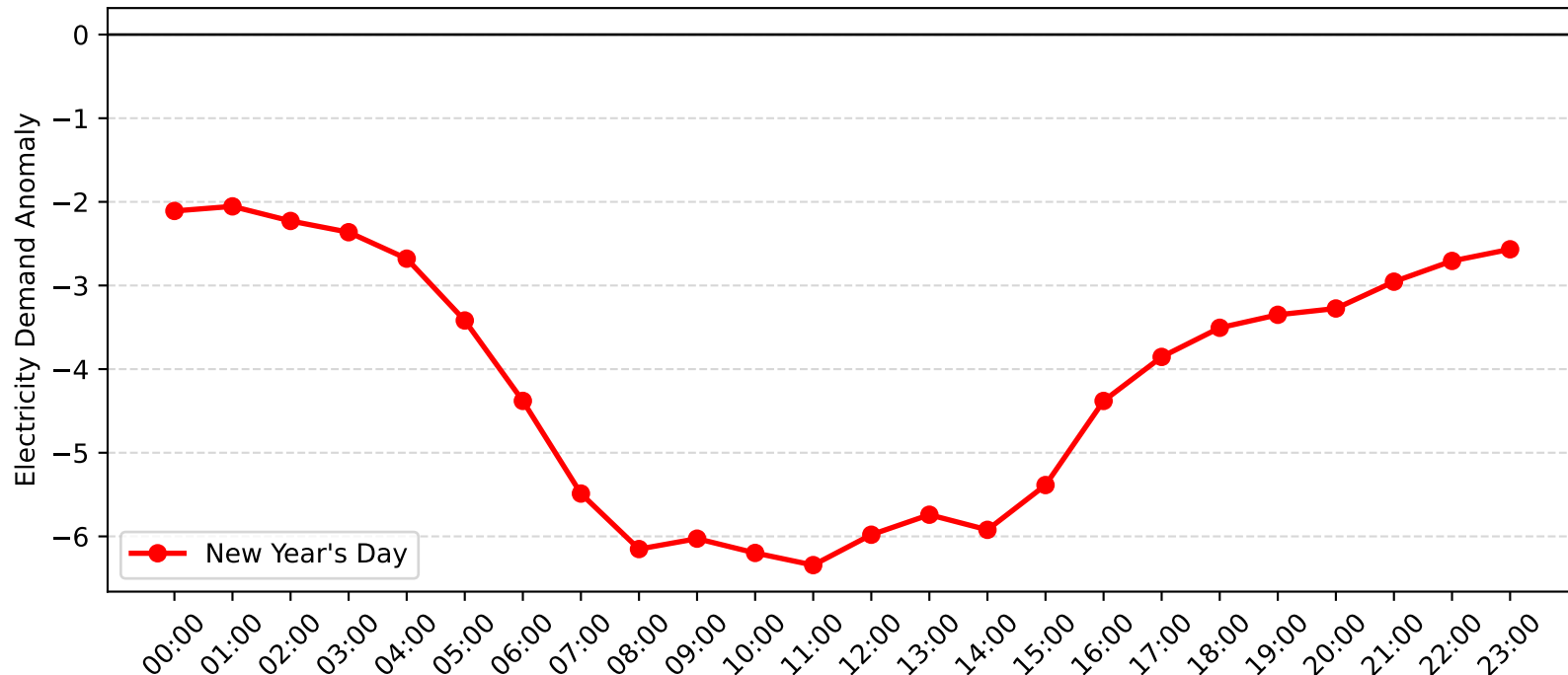
Somersby Demand Anomaly: New Year's Day (2014-2015)



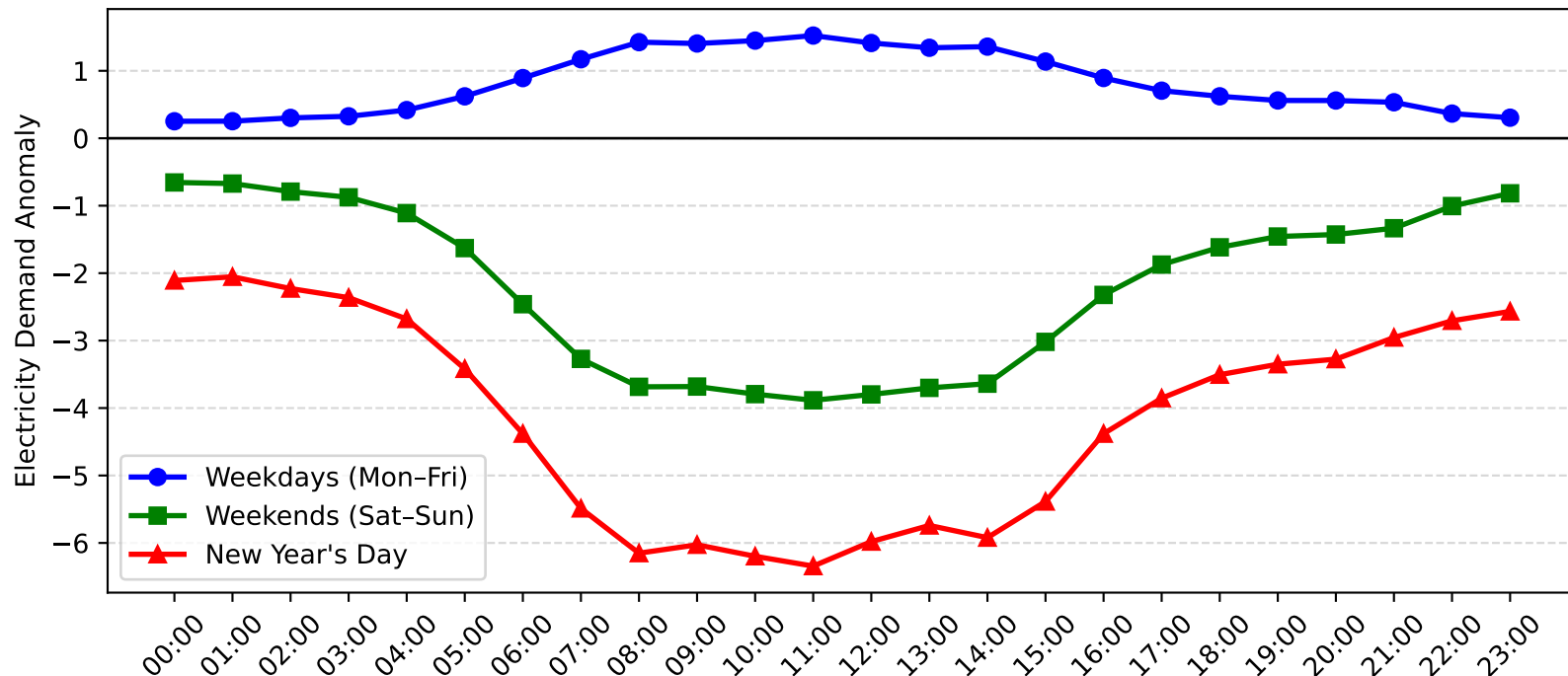
Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2014-2015)



Somersby Demand Anomaly: New Year's Day (2015-2016)

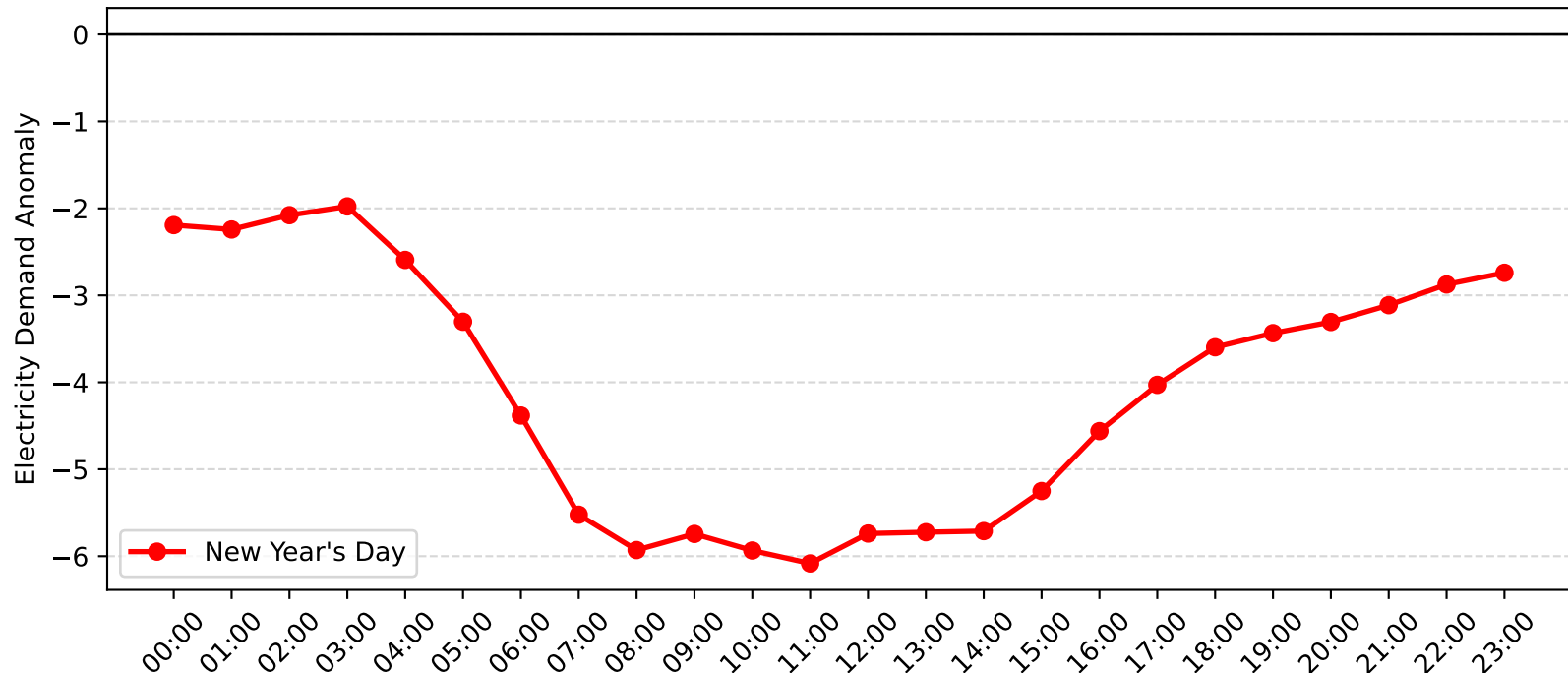


Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2015-2016)

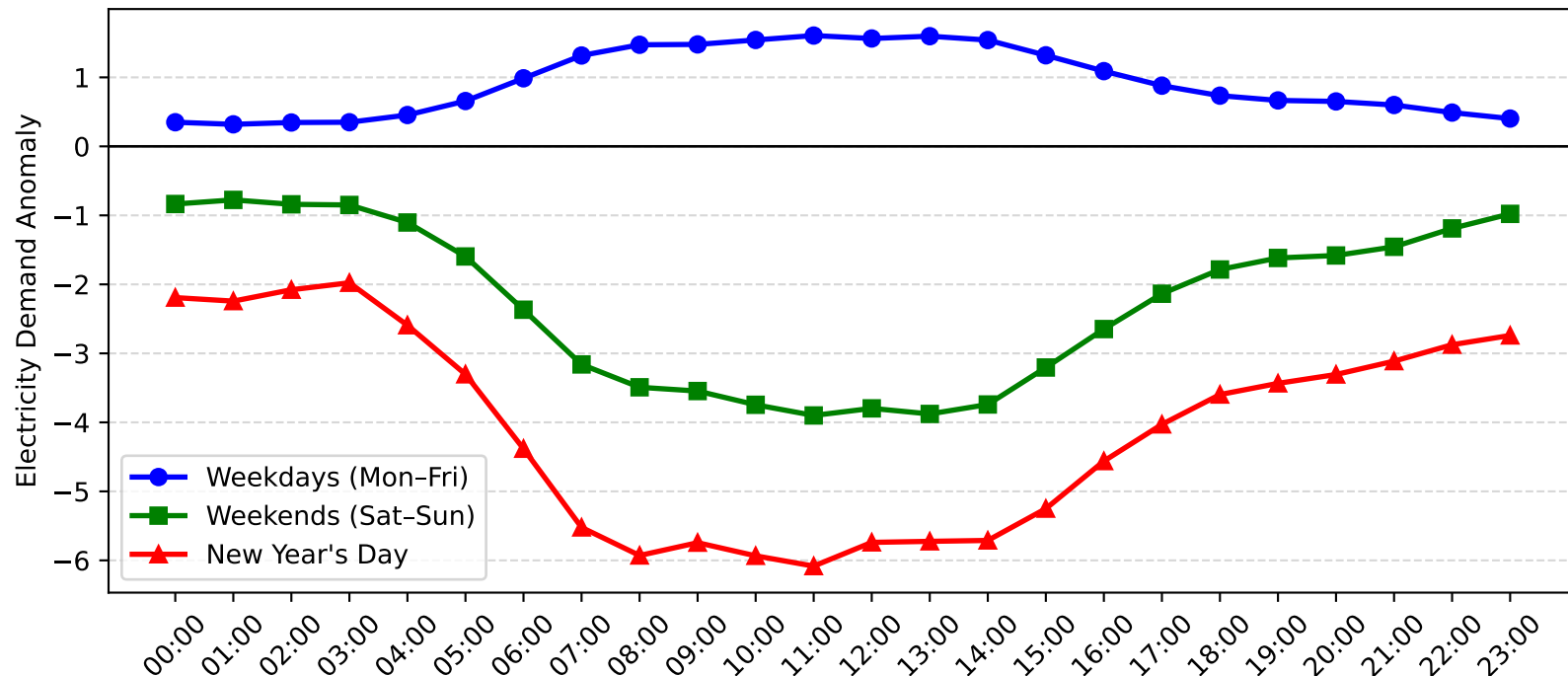




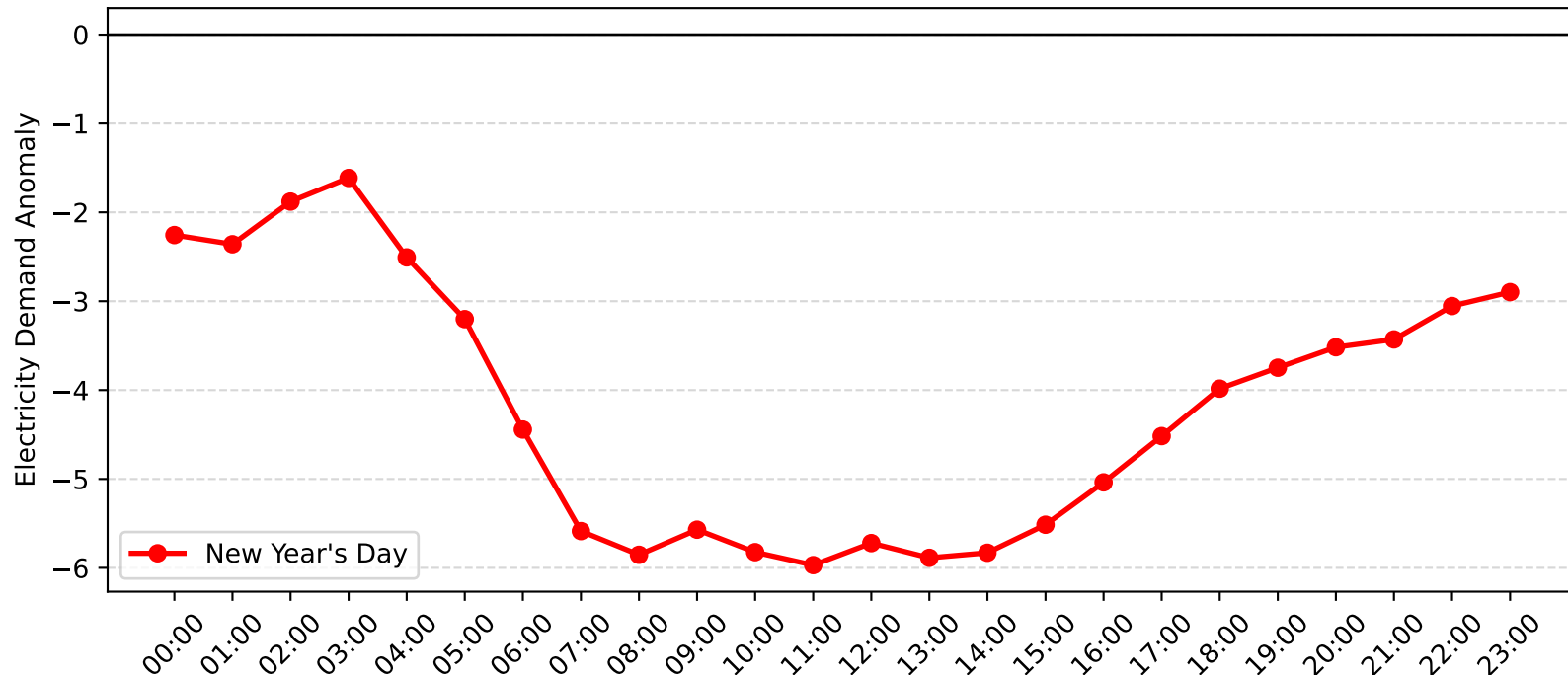
Somersby Demand Anomaly: New Year's Day (2016-2017)



Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2016-2017)



Somersby Demand Anomaly: New Year's Day (2017-2018)



Somersby Demand Anomaly: New Year's Day vs Weekday/Weekend (2017-2018)

