



Choose Time Period

MAT MHT MQT Month

Product A cash values over last 12 months

Country	YTD - All Products	All Products	Product A	Product A Growth	Product A Growth %	Product A Market Share	Product A Contribution
Denmark	£22,385,065	£307,980,390	£4,697,168	£95,661	2.1%	1.5%	18.3%
Finland	£4,143,279	£52,341,673	£714,756	£135,754	23.4%	1.4%	2.8%
GB	£21,273,382	£262,765,437	£4,963,976	£681,105	15.9%	1.9%	19.4%
Norway	£25,584,261	£330,228,832	£5,333,891	-£46,923	-0.9%	1.6%	20.8%
Sweden	£40,821,119	£504,123,608	£9,901,777	-£70,396	-0.7%	2.0%	38.7%
Total	£114,207,106	£1,457,439,941	£25,611,568	£795,202	3.2%	1.8%	100.0%

Product A units over last 12 months

Country	YTD - All Products	All Products	Product A	Product A Growth	Product A Growth %	Product A Market Share	Product A Contribution
Denmark	97,683	1,364,949	10,618	1,627	18.1%	0.8%	11.4%
Finland	148,825	1,985,989	6,562	1,091	19.9%	0.3%	7.0%
GB	1,200,450	14,757,142	54,718	7,508	15.9%	0.4%	58.5%
Norway	85,014	1,111,547	7,653	-88	-1.1%	0.7%	8.2%
Sweden	102,064	1,213,150	13,921	-99	-0.7%	1.1%	14.9%
Total	1,634,036	20,432,777	93,472	10,039	12.0%	0.5%	100.0%





