VanArsdel Ltd. Market Share

50K
Total Category Volume
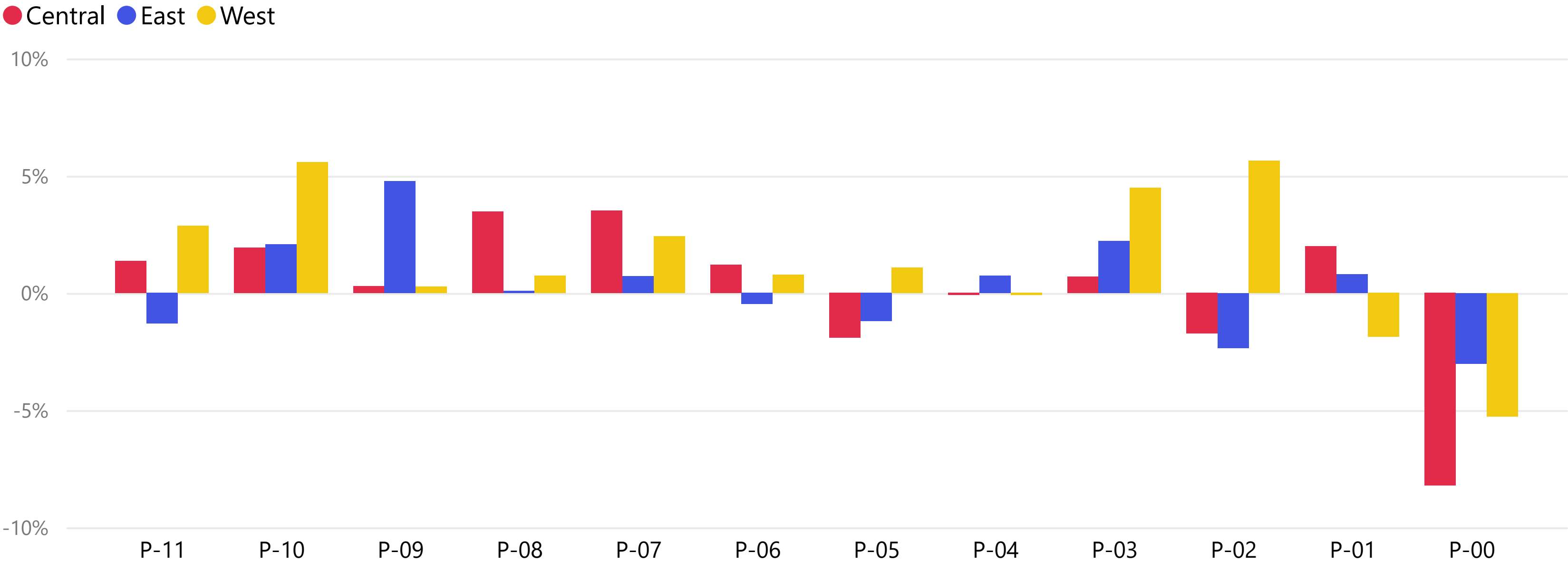
33%
% Units Market Share
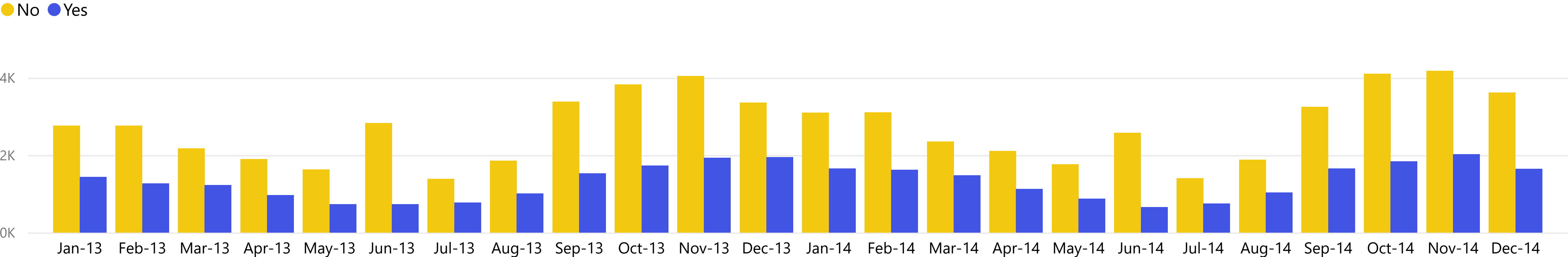
% Units Market Share YOY Change

% Units Market Share R12M

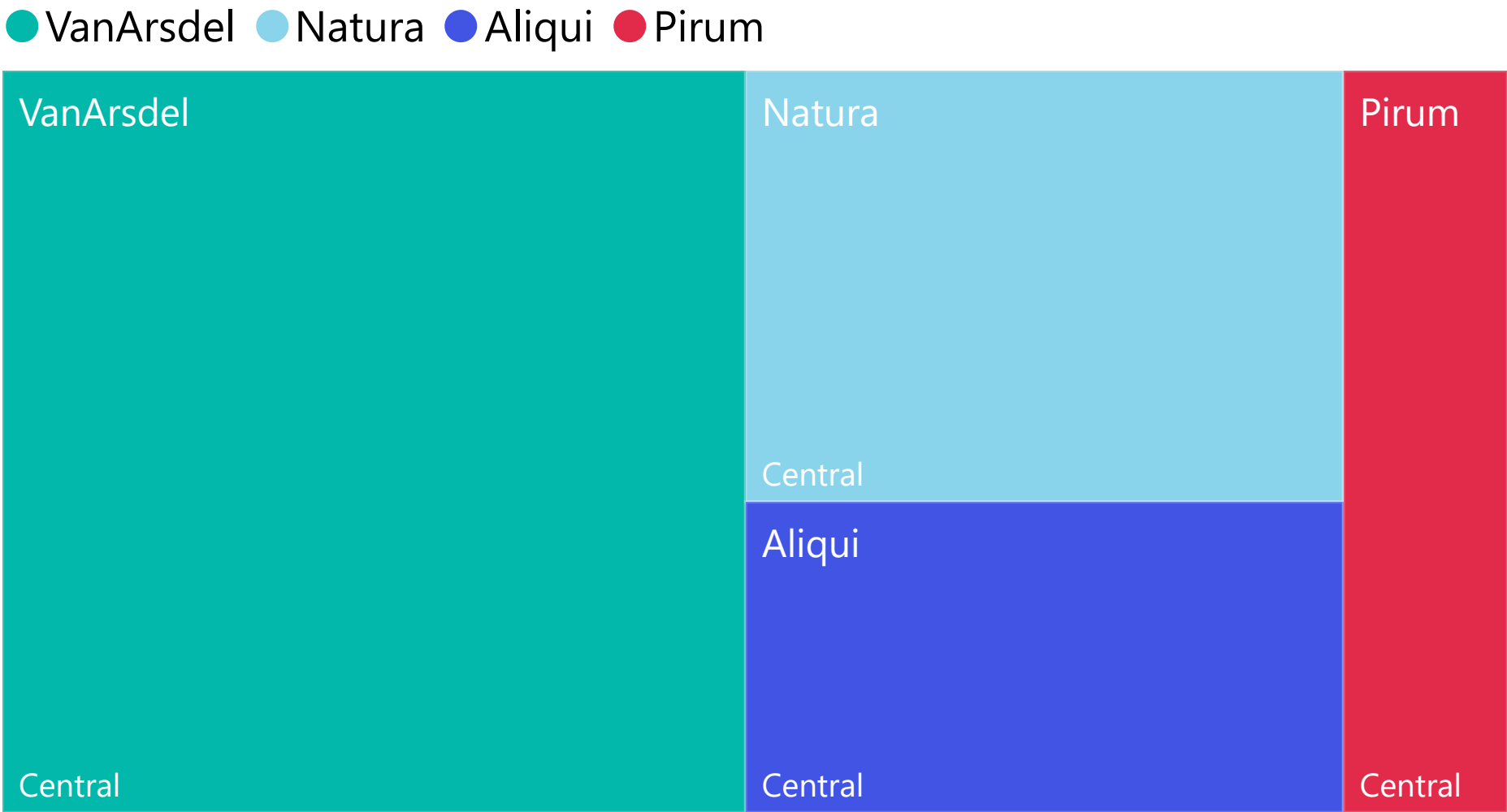## % Unit Market Share YOY Change by Rolling Period and Region

🔴 Central 🔵 East 🟡 West

Total Category Volume by Segment

🟡 Moderation
🔵 Convenience

9K
(38.69%)

15K (61.31%)

Total Units by Month and isVanArsdel

🟡 No 🔵 Yes

YTD Category Trend Analysis
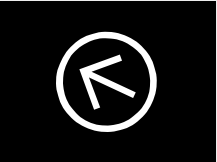
Total Units YTD by Manufacturer and Region

- VanArsdel
- Natura
- Aliqui
- Pirum

Total Units by Month and Manufacturer

- Aliqui
- Natura
- Pirum
- VanArsdel
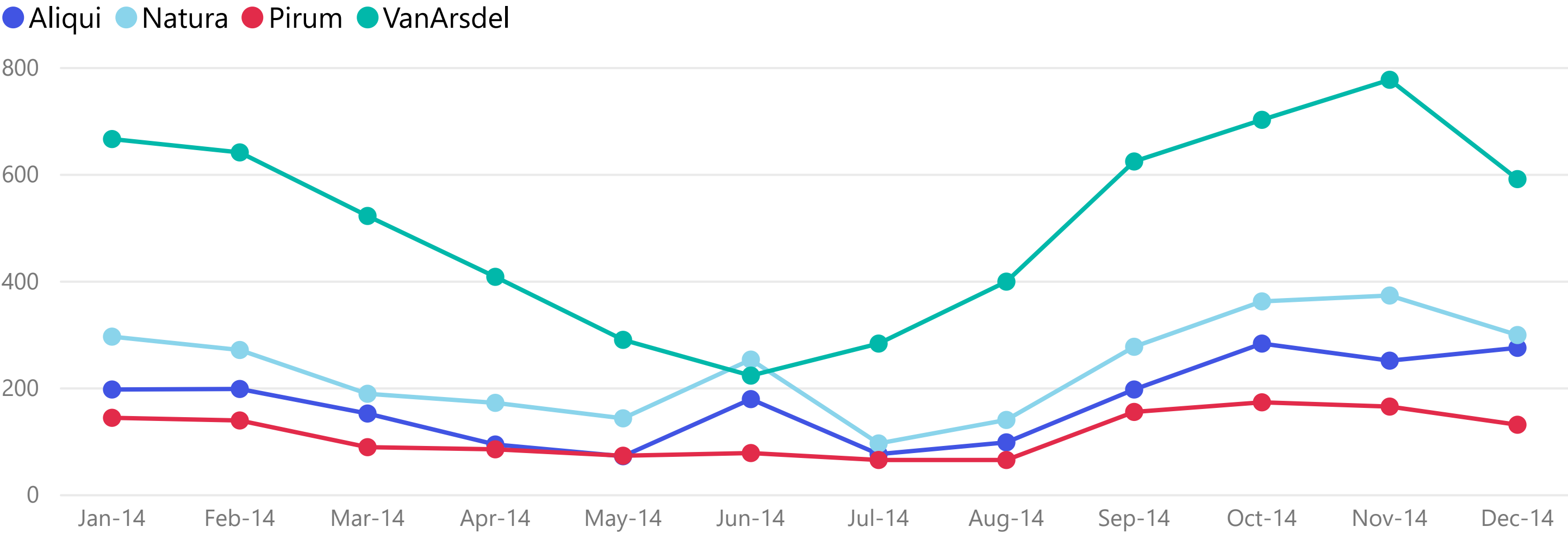
% Units Market Share by State
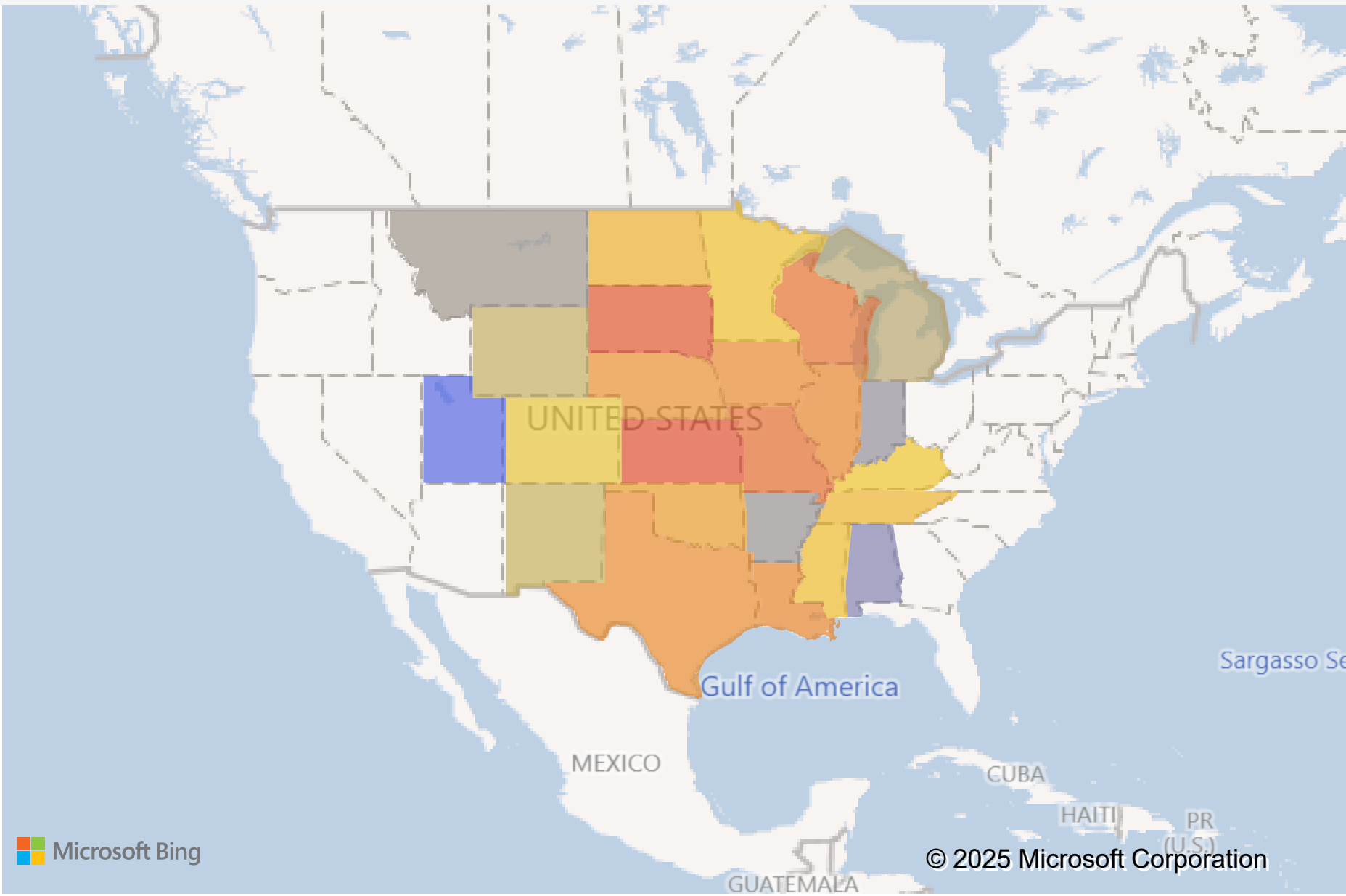
Total Units YTD Var % by Month and Manufacturer

- Aliqui
- Natura
- Pirum
- VanArsdel

Sentiment Analysis
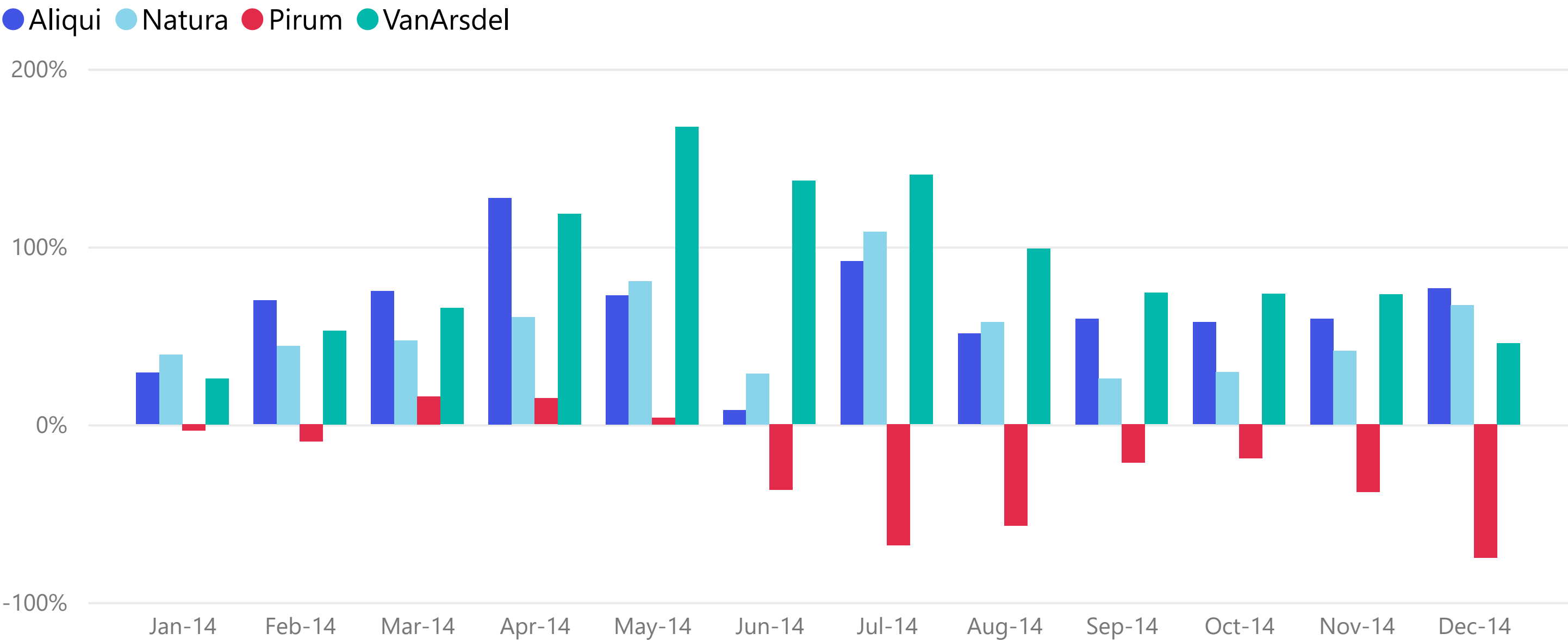
68
Sentiment

4
Sentiment Gap

Sentiment Gap by District and Region

● Central ● East ● West

District	Value
District #26	23
District #13	16
District #22	16
District #38	14
District #19	13
District #07	10
District #33	9
District #18	9
District #08	8
District #32	6
District #23	5
District #02	
District #20	
District #15	
District #35	
District #30	
District #39	
District #28	-4
District #29	-4
District #25	-6
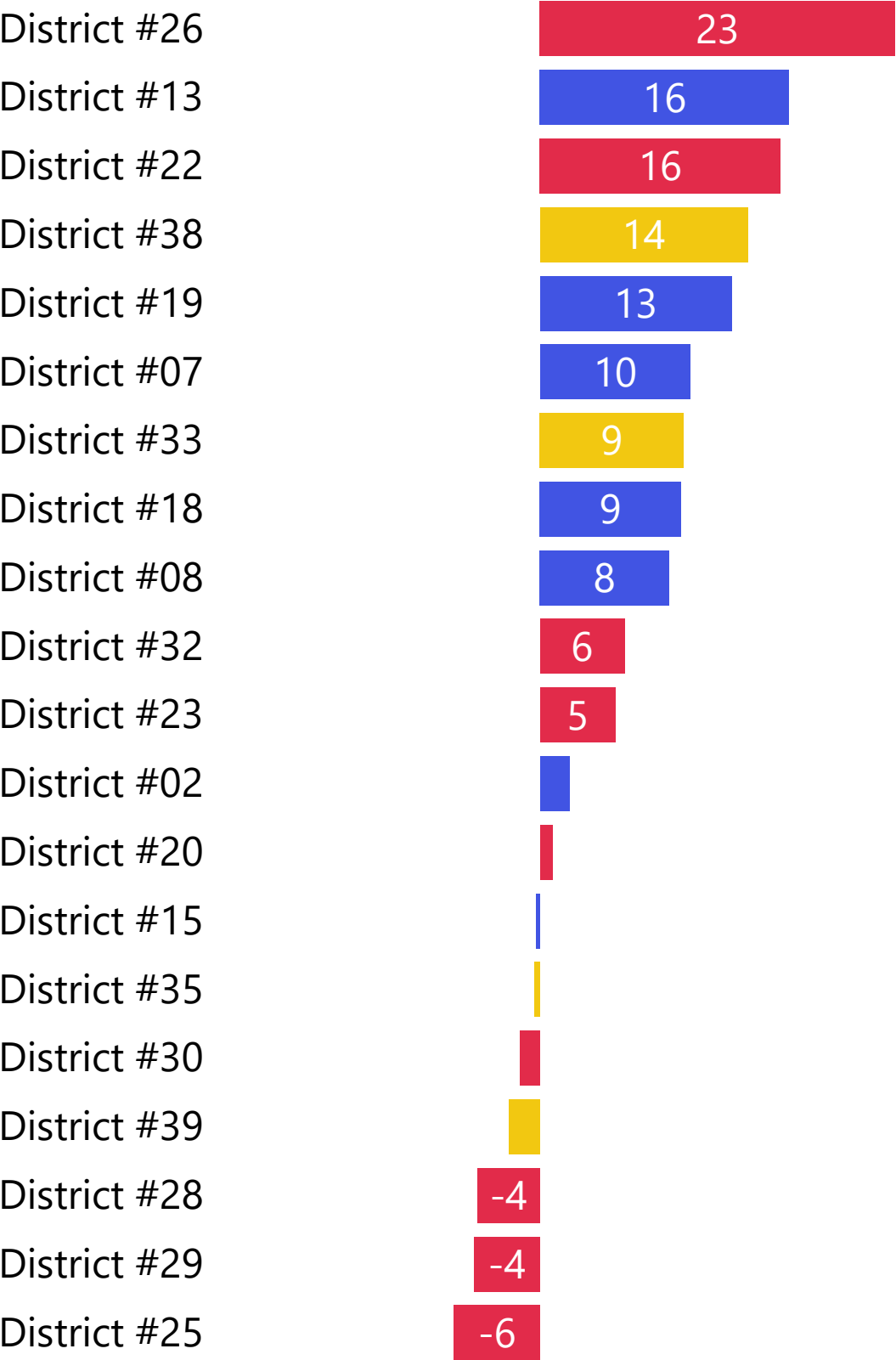
VanArsdel - Sentiment by Month

● Yes
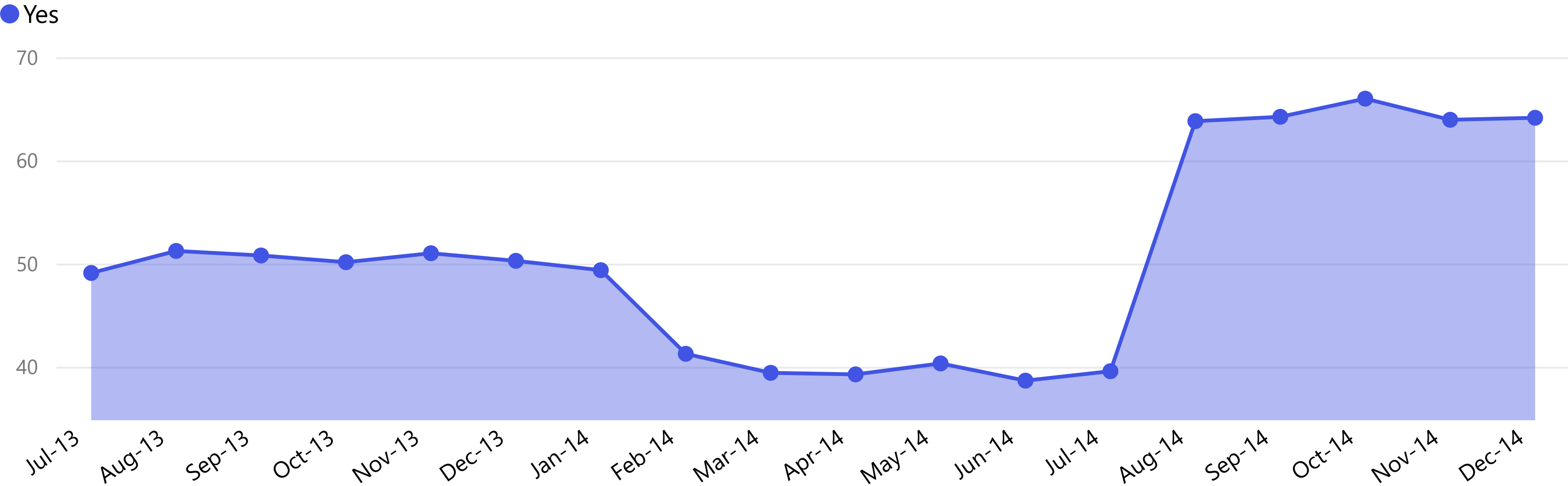
Industry Sentiment by Month

● No

Growth Opportunities Analysis
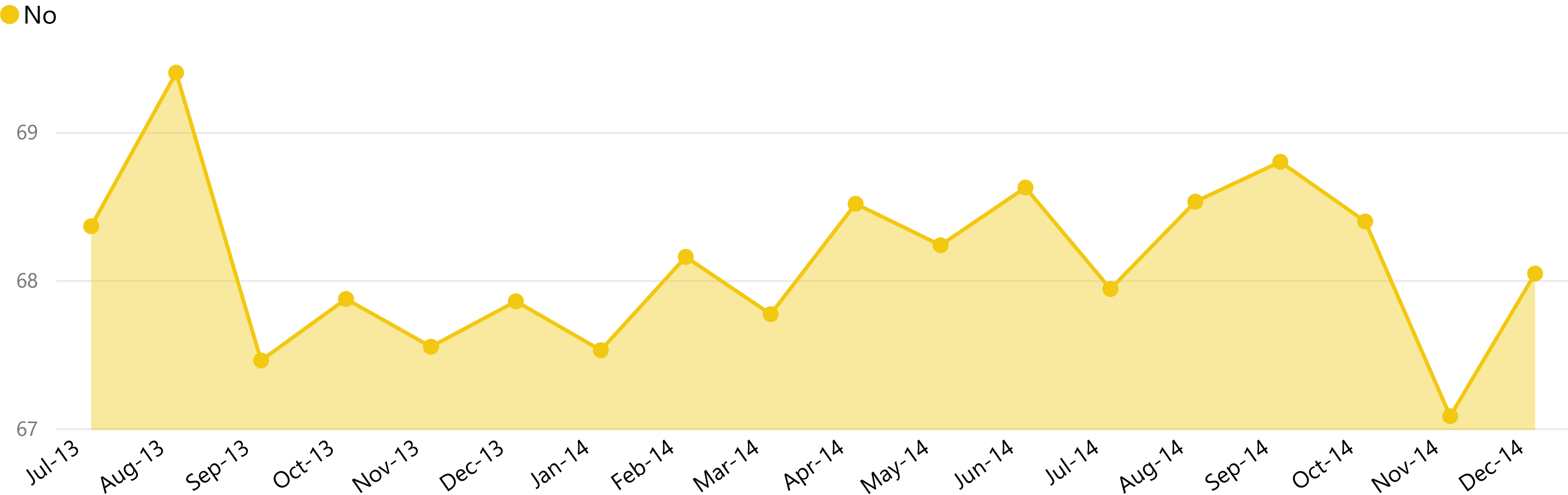
Total Units and Total Units R12Ms by Month

- Total Units
- Total Units R12Ms

Total Units by Segment

Segment	Value
Productivity	7.3K
Extreme	6.7K
Select	3.8K
All Season	3.4K
Youth	3.4K
Regular	1.3K
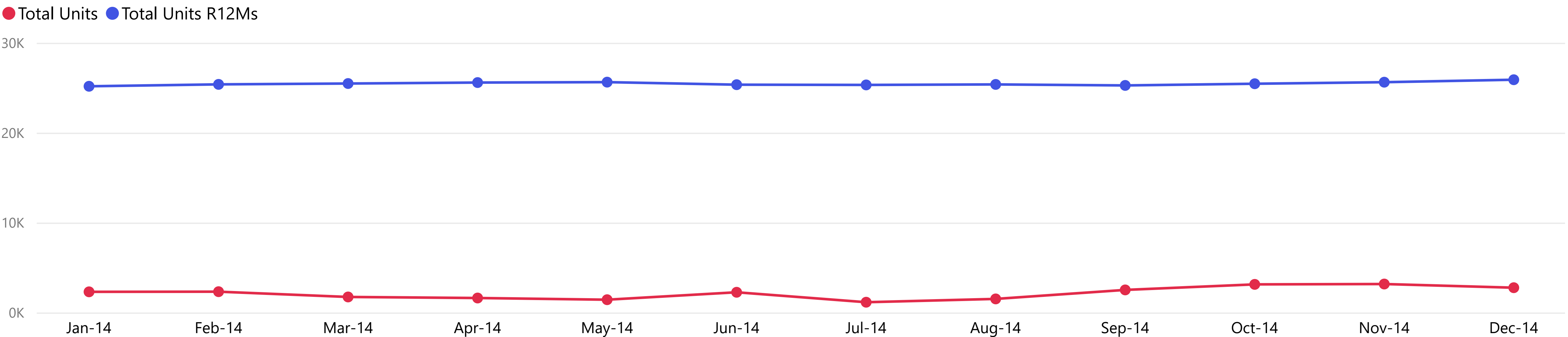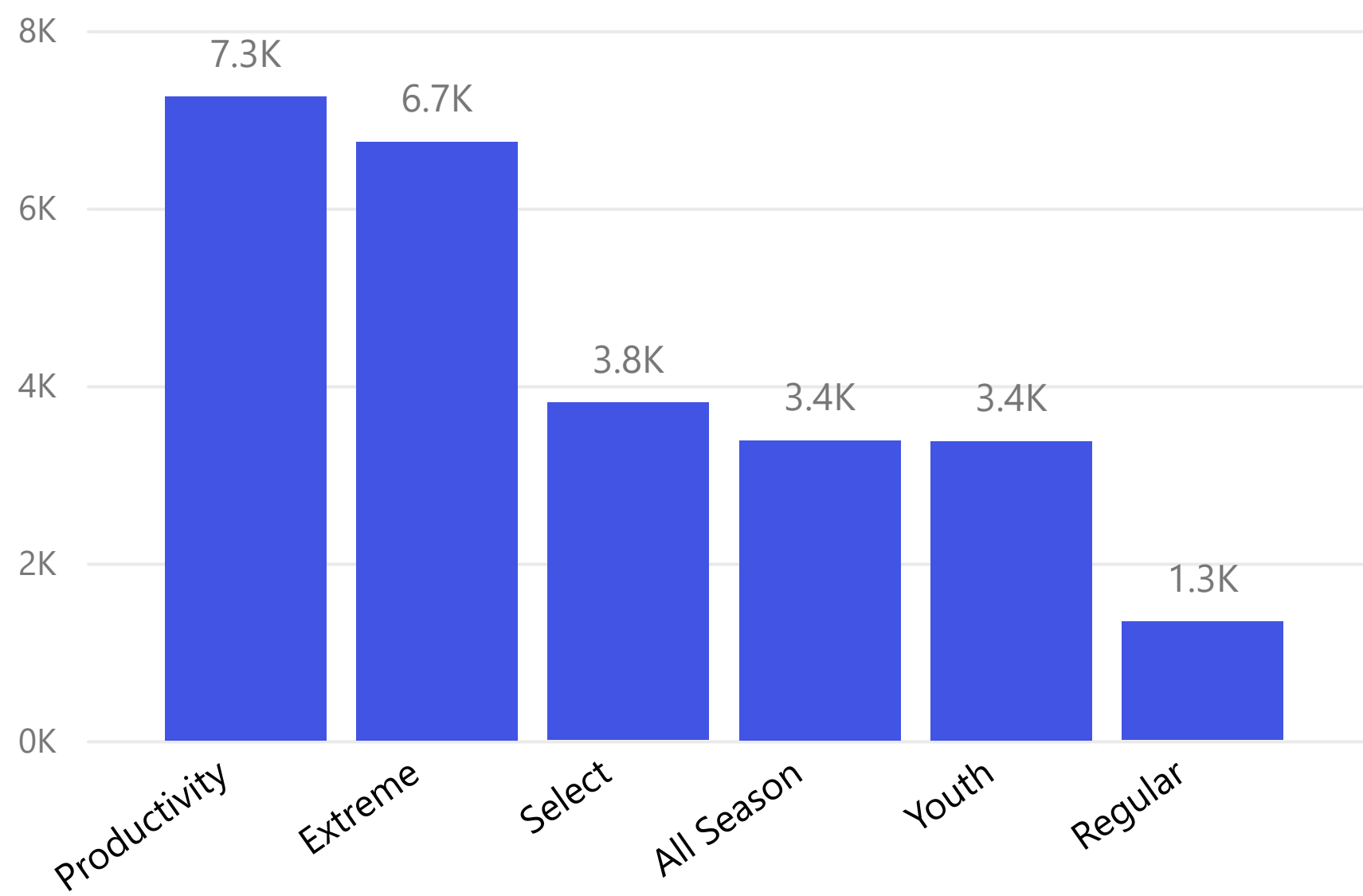
Total Units by Rolling Period and Region

- Central
- East
- West

Details Matrix
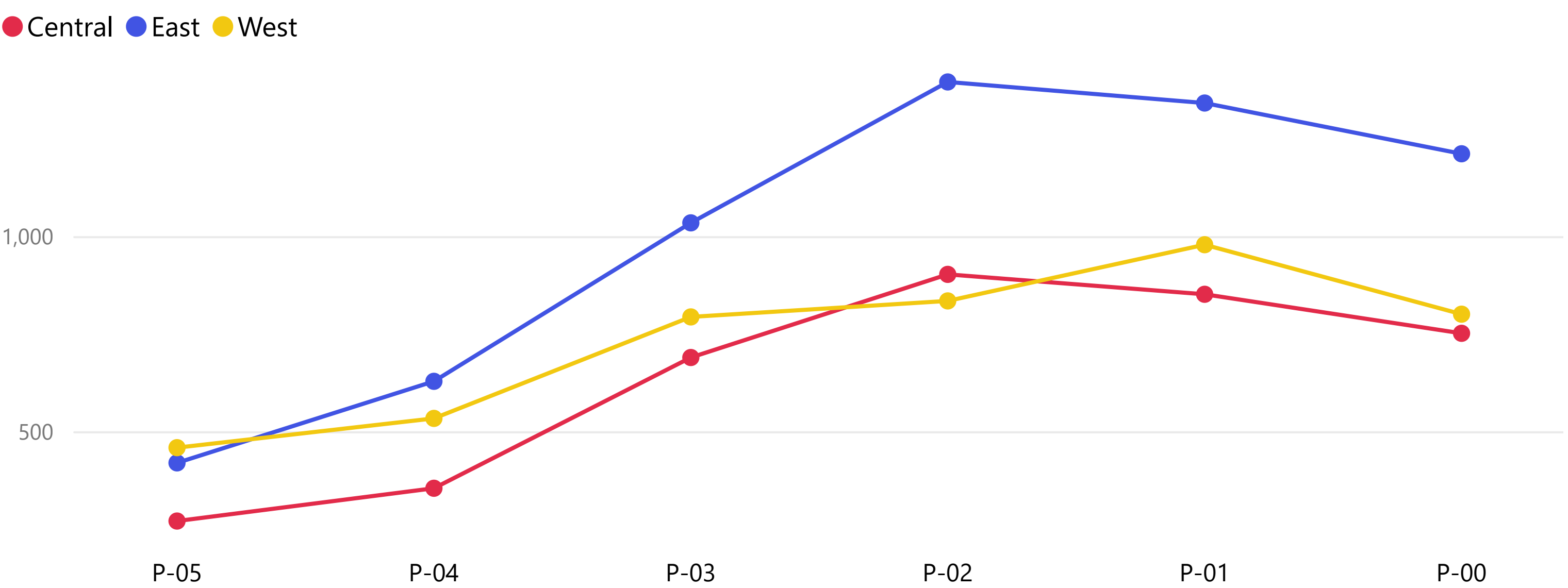
Region	Manufacturer	Product	Total Category Volume	Total Units YTD Var %	Sales $
⊟ East	⊞ **Natura**		**81,620**	**-4.97%**	**$304,164,793**
	⊞ **Aliqui**		**76,706**	**-4.35%**	**$287,049,229**
	⊞ **VanArsdel**		**51,118**	**-14.52%**	**$515,648,481**
	⊞ **Currus**		**40,551**	**-2.99%**	**$214,489,881**
	⊞ **Pirum**		**32,981**	**-6.38%**	**$115,063,583**
	⊞ **Quibus**		**9,909**	**-8.71%**	**$37,192,473**
	⊞ **Pomum**		**3,630**	**-11.38%**	**$11,561,468**
	⊞ **Victoria**		**3,592**	**-12.75%**	**$21,624,707**
	⊞ **Abbas**		**3,141**	**-18.40%**	**$30,432,711**
	⊞ **Leo**		**2,471**	**-14.57%**	**$27,767,257**
	⊞ **Barba**		**1,560**	**-27.44%**	**$23,536,283**
	⊞ **Salvus**		**1,445**	**-19.79%**	**$2,269,484**
	⊟ Fama	Fama UE-83	176	-15.91%	$1,551,766
		Fama UR-08	120	-28.33%	$772,632
		Fama UR-48	104	-26.92%	$596,975
		Fama UC-02	84	-25.00%	$1,069,790
		Fama UR-24	75	-16.00%	$566,764
		Fama UE-16	72	-18.06%	$906,973
		Fama UC-03	65	-36.92%	$722,909
		Fama UE-03	47	-4.26%	$594,068
		Fama UE-13	43	-23.26%	$355,248
		Fama UE-53	43	-4.65%	$498,195
		Fama UE-57	42	-4.76%	$476,148
		Fama UE-93	38	-42.11%	$454,740

This workbook and related data is provided by Obvience.