

These two tables give the online business Profit & Loss statements for both categories by brand. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – Online Business Profit & Loss Statement (Elecssories)						
	TOTAL	ELAND1	EGEND1	EHAYA1	EMELT1	ELEAY1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Material Costs (\$mIn)						
(1) Cost of Goods Sold (\$mIn)						
(2) Discontinued Goods Cost (\$mIn)						
(3) Inventory Holding Cost (\$mIn)						
(4) eMall Commission (\$mIn)						
(5) Service Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) eMall Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

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- Financial Results

Consolidated Profit & Loss Statement

B&M Business Profit & Loss Statement

Online Business Profit & Loss Statement

Profitability by Channel

Last Period Negotiations

Market Research Purchases

Elecssories Situation Reports

HealthBeauties Situation Reports

Key Performance Indicators

Awareness

Brand Perceptions

Retailer Perceptions

Market Shares by Consumer Segment

Sales by Consumer Segment

Market Shares by Shopper Segment

Sales by Shopper Segment

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts