

This decision form allows supplier to decide the online store spending for each SKU in the supplier’s Elecssories portfolio. The values from previous period are shown by default and the supplier can change it. All the changes are highlighted in red. If the decisions are not validated within the deadline, those from the previous period are submitted.

| Online Store Management - Elecssories |          |                    |                           |             |                  |           |
|---------------------------------------|----------|--------------------|---------------------------|-------------|------------------|-----------|
|                                       |          |                    |                           | Promotions  |                  |           |
| Brands                                |          | Visibility (\$mIn) | Order Volumes (units mln) | Prices (\$) | Frequency (Days) | Depth (%) |
| ELAND1                                |          | 1.5                |                           |             |                  |           |
|                                       | ELAND1_A |                    | 0.5                       | 11.0        | 5                | 0.6       |
|                                       | ELAND1_B |                    | 0.4                       | 10.5        | 4                | 0.5       |
| EHAYA1                                |          | 2.0                |                           |             |                  |           |
|                                       | EHAYA1_A |                    | 0.5                       | 9.5         | 5                | 0.5       |
|                                       | EHAYA1_B |                    | 0.7                       | 11.5        | 7                | 0.6       |
| ELABO1                                |          | 1.0                |                           |             |                  |           |
|                                       | ELABO1_A |                    | 0.6                       | 8.5         | 6                | 0.5       |

Product Portfolio Management

B&M List Prices

Negotiation Agreements

Production Volumes

General Marketing

I **Online Store Management**

Asset Investments

Market Research Orders