

Key Performance Indicators		
	Eleccsories	HealthBeauties
Effectiveness of Trade Spending		
Effectiveness of Marketing Spending		
Portfolio Strength		
Channel Strength		
B&M Channel		
Share of Value Sales (%)		
Share of Volume Sales (%)		
Share of Shoppers (%)		
Online Channel		
Share of Value Sales (%)		
Share of Volume Sales (%)		
Share of Shoppers (%)		

Effectiveness of Trade Spending: Return on investment (ROI) of trade support spending

Effectiveness of Marketing Spending: Return on investment (ROI) of marketing spending

Portfolio Strength: Average awareness across SKUs in the category

Channel Strength: Share of sales and share of shoppers through the respective channel

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Eleccsories 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