

Financial Results – Profitability by Supplier								
	Suppliers						Private Label	
	Supplier 1		Supplier 2		Supplier 3			
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
Eleccsories								
Shelf Space (%)								
Sales (\$mIn)								
Sales Per 1% of Shelf Space (\$mIn)								
Share of Value Sales (%)								
Gross Contribution (\$mIn)								
Gross Contribution Per 1% of Shelf Space (\$mIn)								
As % of Value Sales								
Share of Gross Contribution (%)								
Terms of Payment (days)								
HealthBeauties								
Shelf Space (%)								
Sales (\$mIn)								
Sales Per 1% of Shelf Space (\$mIn)								
Share of Value Sales (%)								
Gross Contribution (\$mIn)								
Gross Contribution Per 1% of Shelf Space (\$mIn)								
As % of Value Sales								
Share of Gross Contribution (%)								
Terms of Payment (days)								

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Consolidated Profit & Loss Statement

Rural Profit & Loss Statement

Urban Profit & Loss Statement

Profitability by Supplier

Last Period Negotiations

Market Research Purchases

Rural Situation Reports

Urban 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