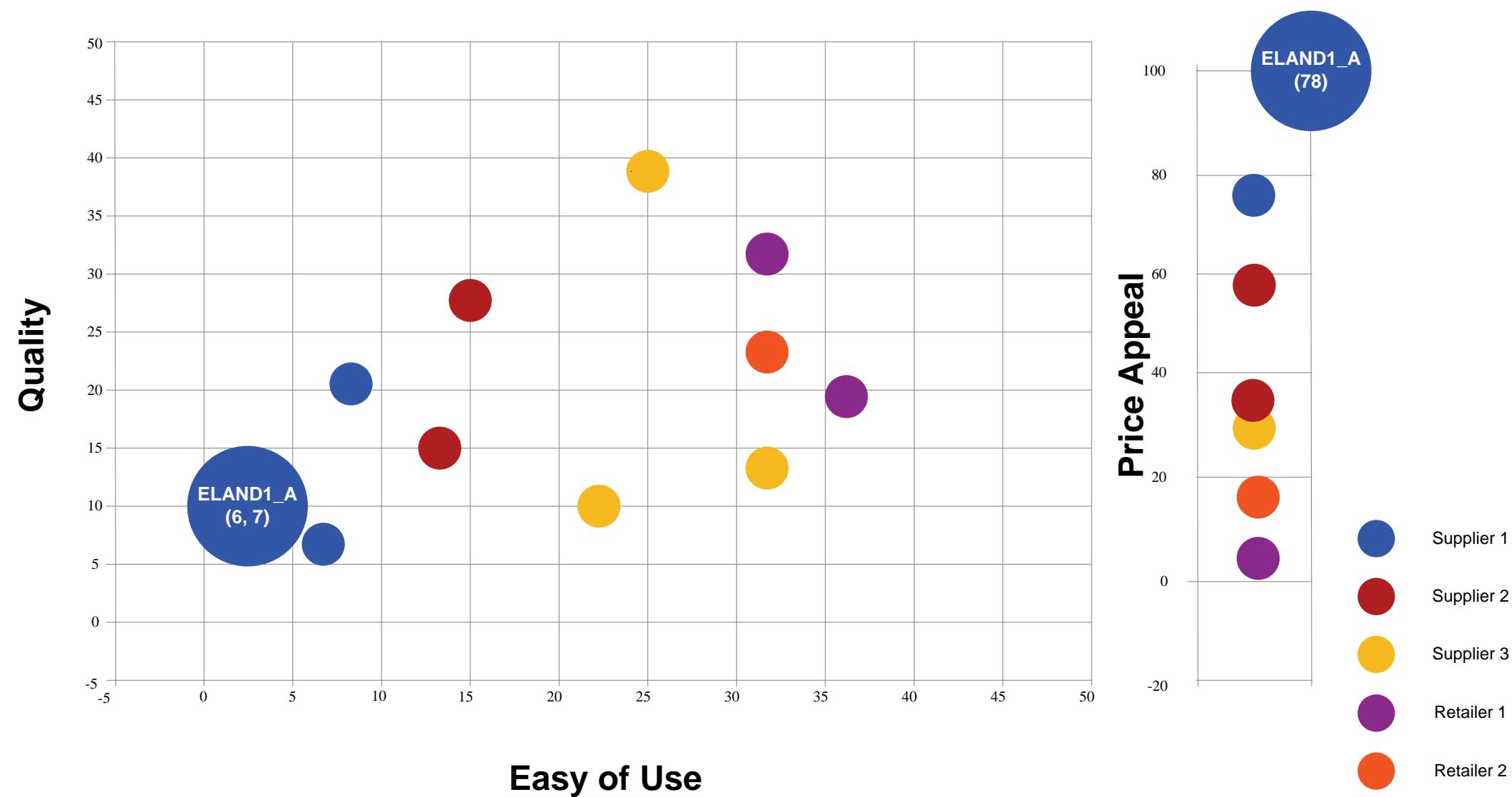


These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

## Brand Perceptions – Eleccsories (Rural)



- 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**
  - Eleccsories – Rural**
  - Eleccsories – Urban
  - HealthBeauties – Rural
  - HealthBeauties – Urban
- Retailer Perceptions
- Market Shares by Consumer Segment
- Sales by Consumer Segment
- Market Shares by Shopper Segment
- Sales by Shopper Segment
- Sales by Shopper Segment
- Sales by Channel
- B&M Retail Prices
- Promotion Intensity
- Supplier Intelligence
- Retailer Intelligence