

HealthBeauties Situation Report – Volume (Total)													
(units mln)	Initial Inventory			Production Volume	Available Inventory (including production +/- internal transfers)			Shipped to Retailers	Sold Online	Discontinued	Closing Inventory		Unit Production cost (\$)
	Offline	Online	Total		Offline	Online	Total				Offline	Online	
HOLAY1_A													
HOLAY1_B													
HOTOO1_A													
HEELY1_A													
HELLO1_A													

HealthBeauties Situation Report – Volume (by Retailer and Market)							
(units mln)	Order Volume				Delivered Volume		
	Retailer 1	Retailer 2	Retailer 3	Planned Online	Retailer 1	Retailer 2	Retailer 3
Urban							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							
HELLO1_A							
Rural							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							
HELLO1_A							

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

Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

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