

This table gives a consolidated Profit & Loss statement by category in each market

Financial Results – Consolidated Profit & Loss Statement							
	TOTAL	Rural			Urban		
		Total	Elecssories	HealthBeauties	Total	Elecssories	HealthBeauties
Sales (\$mIn)							
- Cost of Price Promotions (\$mIn)							
- Other Compensation (\$mIn)							
Net Sales Value (\$mIn)							
Change from Previous Period (%)							
- Cost of Goods Sold (\$mIn)							
- Value of Quantity Discounts (\$mIn)							
- Value of Performance Bonus (\$mIn)							
- Discontinued Goods Cost (\$mIn)							
- Inventory Holding Cost (\$mIn)							
Gross Profit (\$mIn)							
Change from Previous Period (%)							
Gross Profit Margin (%)							
- General Expenses (\$mIn)							
Operating Profit (\$mIn)							
Change from Previous Period (%)							
Operating Profit Margin (%)							
- Interest (\$mIn)							
- Taxes (\$mIn)							
- Exceptional Costs/Profits (\$mIn)							
Net Profit (\$mIn)							
Change from Previous Period (%)							
Net Profit Margin (%)							

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