

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 (%)							

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This table gives the Profit & Loss statement for both categories by brand level in the rural market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – Rural Profit & Loss Statement (Elecssories)													
	TOTAL	ELAND1	EGEND1	EHAYA1	EBETA2	ELOGO2	EHEDE2	EJUNE3	ELENA3	EJOLY3	ELISA5	ELEEX5	ELOOT5
Sales (\$mIn)													
- Cost of Price Promotions (\$mIn)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mIn)													
Change from Previous Period (%)													
Value Share in Category (%)													
- 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 (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mIn)													
Operating Profit (\$mIn)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mIn)													
- Taxes (\$mIn)													
- Exceptional Costs/Profits (\$mIn)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

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This table gives the Profit & Loss statement for both categories by brand level in the rural market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – Rural Profit & Loss Statement (HealthBeauties)													
	TOTAL	HOLAY1	HOTOO1	HEELY1	HELLO1	HOBBI2	HANNA2	HAVON2	HUCCI3	HEVIA3	HINDU3	HICHY5	HARIS5
Sales (\$mIn)													
- Cost of Price Promotions (\$mIn)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mIn)													
Change from Previous Period (%)													
Value Share in Category (%)													
- 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 (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mIn)													
Operating Profit (\$mIn)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mIn)													
- Taxes (\$mIn)													
- Exceptional Costs/Profits (\$mIn)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

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This table gives the Profit & Loss statement for both categories by brand level in the urban market. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – Urban Profit & Loss Statement (Elecssories)													
	TOTAL	ELAND1	EGEND1	EHAYA1	EBETA2	ELOGO2	EHEDE2	EJUNE3	ELENA3	EJOLY3	ELISA5	ELEEX5	ELOOT5
Sales (\$mIn)													
- Cost of Price Promotions (\$mIn)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mIn)													
Change from Previous Period (%)													
Value Share in Category (%)													
- 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 (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mIn)													
Operating Profit (\$mIn)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mIn)													
- Taxes (\$mIn)													
- Exceptional Costs/Profits (\$mIn)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

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Financial Results – Urban Profit & Loss Statement (HealthBeauties)													
	TOTAL	HOLAY1	HOTOO1	HEELY1	HELLO1	HOBBI2	HANNA2	HAVON2	HUCCI3	HEVIA3	HINDU3	HICHY5	HARIS5
Sales (\$mIn)													
- Cost of Price Promotions (\$mIn)													
- Other Compensation (\$mIn)													
Net Sales Value (\$mIn)													
Change from Previous Period (%)													
Value Share in Category (%)													
- 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 (%)													
Share of Gross Profit/Loss in Category (%)													
- General Expenses (\$mIn)													
Operating Profit (\$mIn)													
Change from Previous Period (%)													
Operating Profit Margin (%)													
Share of Operating Profit/Loss in Category (%)													
- Interest (\$mIn)													
- Taxes (\$mIn)													
- Exceptional Costs/Profits (\$mIn)													
Net Profit (\$mIn)													
Change from Previous Period (%)													
Net Profit Margin (%)													
Share of Net Profit/Loss in Category (%)													

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	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)								

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This table summarizes the negotiation agreements made during the last period and whether or not those agreements were honored.

Financial Results – Last Period Negotiations							
	Minimum Order Quantity	Discount Rate	Target Sales Volume	Bonus Rate	Payment Terms (days)	Other Compensation	Contract Honored
Supplier 1							
ELAND1_A							yes
ELAND1_B							
EGEND1_A							no
EHAYA1_A							
EHAYA1_B							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							
HELLO1_A							
Supplier 2							
EBETA2_A							
EBETA2_B							
ELOGO2_A							
EHEDE2_A							
EHEDE2_C							
HOBBI2_A							
HOBBI2_B							
HANNA2_A							
HAVON2_A							
Supplier 3							
EJUNE3_A							
EJUNE3_B							
EJOLY3_A							
HUCCI3_A							
HUCCI3_B							
HEVIA3_A							
HINDU3_A							
HELLO3_A							

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This table summarizes the market research studies purchased in the previous period.

Financial Results - Market Research Orders		
Report	Cost (in 000 \$)	Order Status
Awareness	375	Purchased
Brand Perceptions	450	Not Purchased
Retailer Perceptions	450	Not Purchased
Market Shares by Consumer Segment	275	Purchased
Sales by Consumer Segment	275	Not Purchased
Market Shares by Shopper Segment	275	Not Purchased
Sales by Shopper Segment	275	Not Purchased
B&M Retail Prices	250	Purchased
Promotion Intensity	250	Not Purchased
Supplier Intelligence	500	Not Purchased
Retailer Intelligence	500	Not Purchased
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	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								

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	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Elecssories						
Supplier 1						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Supplier 2						
EBETA2_A						
EBETA2_B						
ELOGO2_A						
EHEDE2_A						
EHEDE2_C						
Supplier 3						
EJUNE3_A						
EJUNE3_B						
EJOLY3_A						
Private Label						
ELISA5_A						
ELISA5_B						
ELEEX5_A						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
HealthBeauties						
Supplier 1						
HOLAY1_A						
HOLAY1_B						
HOLAY1_A						
Supplier 2						
HOBBI2_A						
HOBBI2_B						
HAVON2_A						
Supplier 3						
HUCCI3_A						
HUCCI3_B						
HEVIA3_A						
Private Label						
HICHY5_A						
HICHY5_A						
HARIS5_B						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Elecssories						
Supplier 1						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Supplier 2						
EBETA2_A						
EBETA2_B						
ELOGO2_A						
EHEDE2_A						
EHEDE2_C						
Supplier 3						
EJUNE3_A						
EJUNE3_B						
EJOLY3_A						
Private Label						
ELISA5_A						
ELISA5_B						
ELEEX5_A						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
HealthBeauties						
Supplier 1						
HOLAY1_A						
HOLAY1_B						
HOLAY1_A						
Supplier 2						
HOBBI2_A						
HOBBI2_B						
HAVON2_A						
Supplier 3						
HUCCI3_A						
HUCCI3_B						
HEVIA3_A						
Private Label						
HICHY5_A						
HICHY5_A						
HARIS5_B						

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Rural Situation Report – Volume							
(units mln)	Initial Inventory	Ordered Volume	Delivered Volume	Sales Volume	Discontinued Goods Volume	Closing Inventory	Net Retail Price (\$)
Elecssories							
Supplier 1							
ELAND1_A							
ELAND1_B							
EGEND1_A							
EHAYA1_A							
EHAYA1_B							
Supplier 2							
EBETA2_A							
EBETA2_B							
ELOGO2_A							
EHEDE2_A							
EHEDE2_C							
Supplier 3							
EJUNE3_A							
EJUNE3_B							
EJOLY3_A							
Private Label							
ELISA5_A							
ELISA5_B							
ELEEX5_A							
HealthBeauties							
Supplier 1							
HOLAY1_A							
HOLAY1_B							
HOLAY1_A							
Supplier 2							
HOBBI2_A							
HOBBI2_B							
HAVON2_A							
Supplier 3							
HUCCI3_A							
HUCCI3_B							
HEVIA3_A							
Private Label							
HICHY5_A							
HICHY5_A							
HARIS5_B							

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	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Elecssories								
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
Private Label								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
HealthBeauties								
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_A								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
Private Label								
HICHY5_A								
HICHY5_A								
HARIS5_B								

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Urban Situation Report – Market Shares by Shopper Segment						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Elecssories						
Supplier 1						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Supplier 2						
EBETA2_A						
EBETA2_B						
ELOGO2_A						
EHEDE2_A						
EHEDE2_C						
Supplier 3						
EJUNE3_A						
EJUNE3_B						
EJOLY3_A						
Private Label						
ELISA5_A						
ELISA5_B						
ELEEX5_A						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
HealthBeauties						
Supplier 1						
HOLAY1_A						
HOLAY1_B						
HOLAY1_A						
Supplier 2						
HOBBI2_A						
HOBBI2_B						
HAVON2_A						
Supplier 3						
HUCCI3_A						
HUCCI3_B						
HEVIA3_A						
Private Label						
HICHY5_A						
HICHY5_A						
HARIS5_B						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Elecssories						
Supplier 1						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Supplier 2						
EBETA2_A						
EBETA2_B						
ELOGO2_A						
EHEDE2_A						
EHEDE2_C						
Supplier 3						
EJUNE3_A						
EJUNE3_B						
EJOLY3_A						
Private Label						
ELISA5_A						
ELISA5_B						
ELEEX5_A						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
HealthBeauties						
Supplier 1						
HOLAY1_A						
HOLAY1_B						
HOLAY1_A						
Supplier 2						
HOBBI2_A						
HOBBI2_B						
HAVON2_A						
Supplier 3						
HUCCI3_A						
HUCCI3_B						
HEVIA3_A						
Private Label						
HICHY5_A						
HICHY5_A						
HARIS5_B						

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Urban Situation Report – Volume							
(units mln)	Initial Inventory	Ordered Volume	Delivered Volume	Sales Volume	Discontinued Goods Volume	Closing Inventory	Net Retail Price (\$)
Elecssories							
Supplier 1							
ELAND1_A							
ELAND1_B							
EGEND1_A							
EHAYA1_A							
EHAYA1_B							
Supplier 2							
EBETA2_A							
EBETA2_B							
ELOGO2_A							
EHEDE2_A							
EHEDE2_C							
Supplier 3							
EJUNE3_A							
EJUNE3_B							
EJOLY3_A							
Private Label							
ELISA5_A							
ELISA5_B							
ELEEX5_A							
HealthBeauties							
Supplier 1							
HOLAY1_A							
HOLAY1_B							
HOLAY1_A							
Supplier 2							
HOBBI2_A							
HOBBI2_B							
HAVON2_A							
Supplier 3							
HUCCI3_A							
HUCCI3_B							
HEVIA3_A							
Private Label							
HICHY5_A							
HICHY5_A							
HARIS5_B							

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Key Performance Indicators		
	Rural	Urban
Rotation Index		
Volume		
Elecssories		
HealthBeauties		
Value		
Elecssories		
HealthBeauties		
Profitability Index		
Stock Cover		
Share of Shoppers (%)		
B&M Shoppers		
All Shoppers		

Rotation Index measures sales (volume and value) per 1% shelf space

Profitability index measures gross profit per 1% shelf space

Stock cover is the ratio of closing inventory over weekly sales volume

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