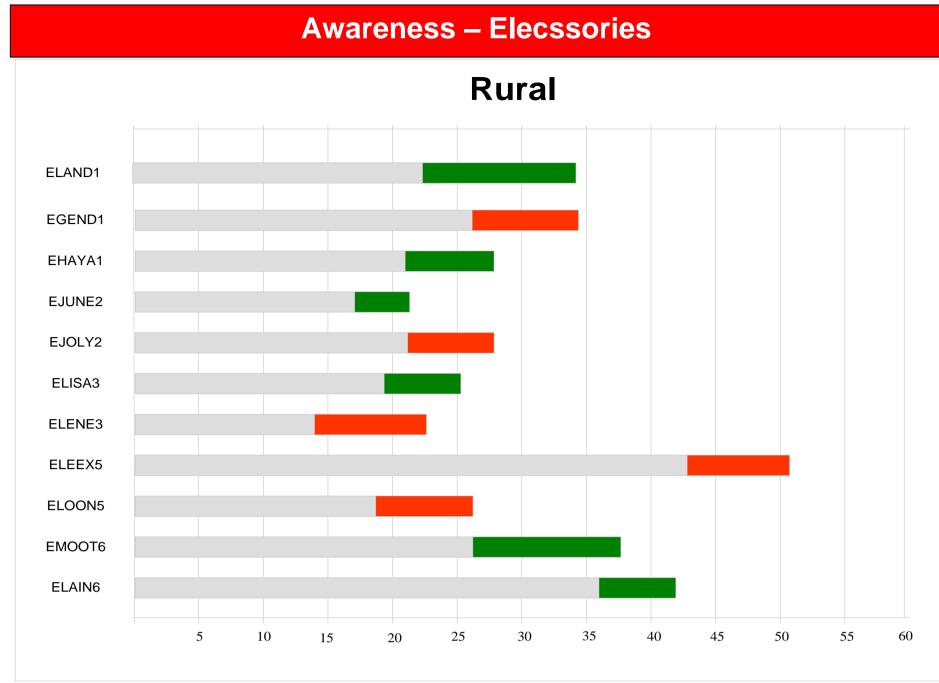
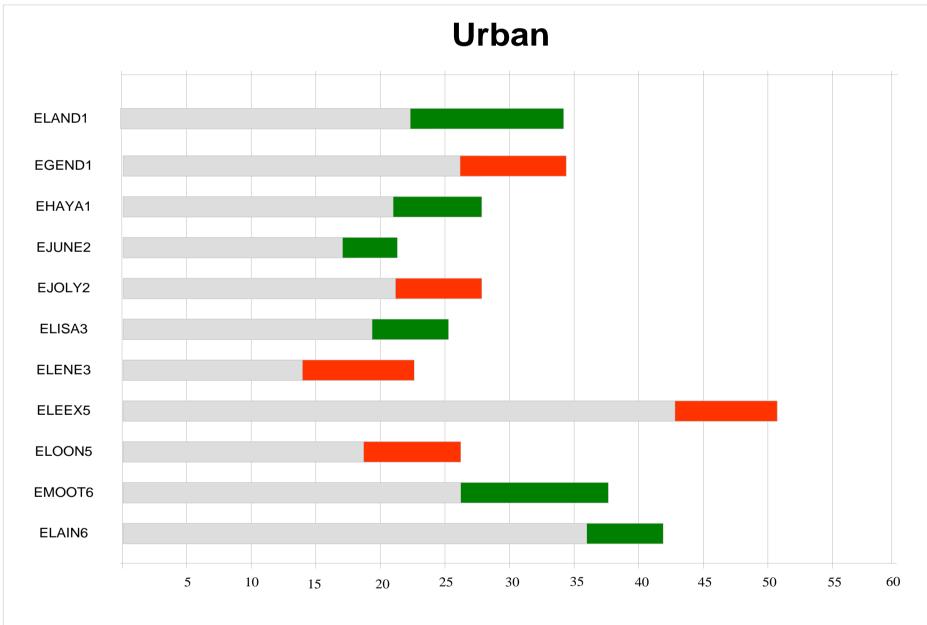
The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last two periods; hence, the grey section plus the green section is the level of awareness in the last period. Moving the cursor on the bar segments gives the exact values.





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Sales by Shopper Segment

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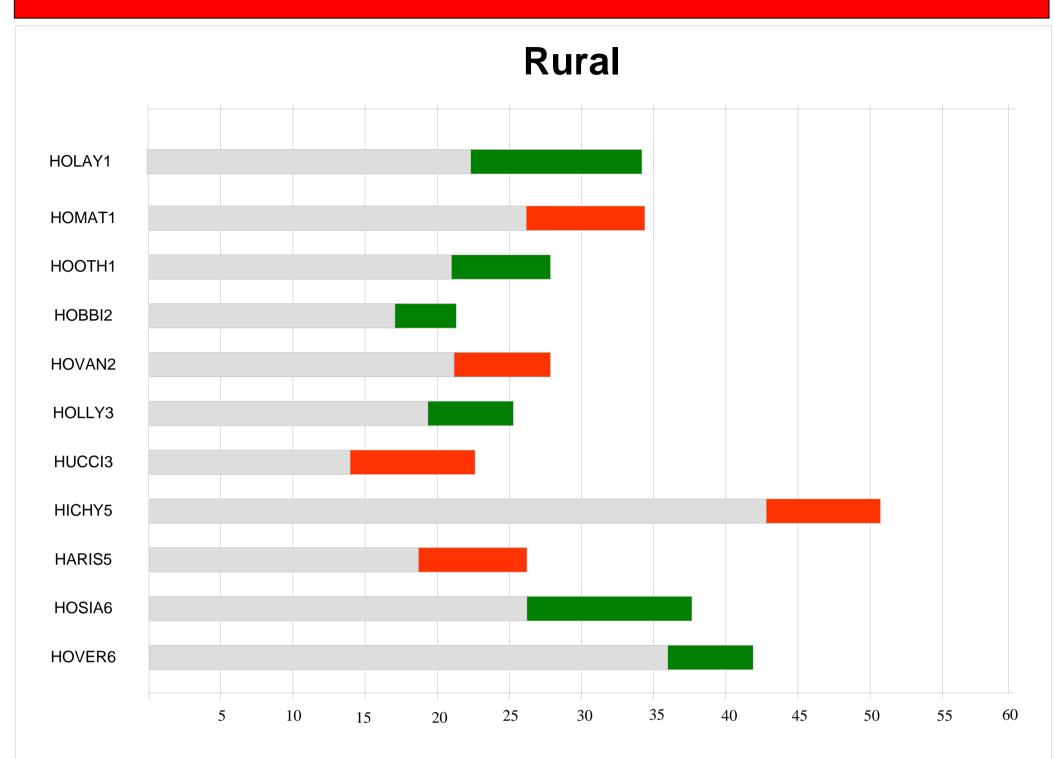
Promotion Intensity

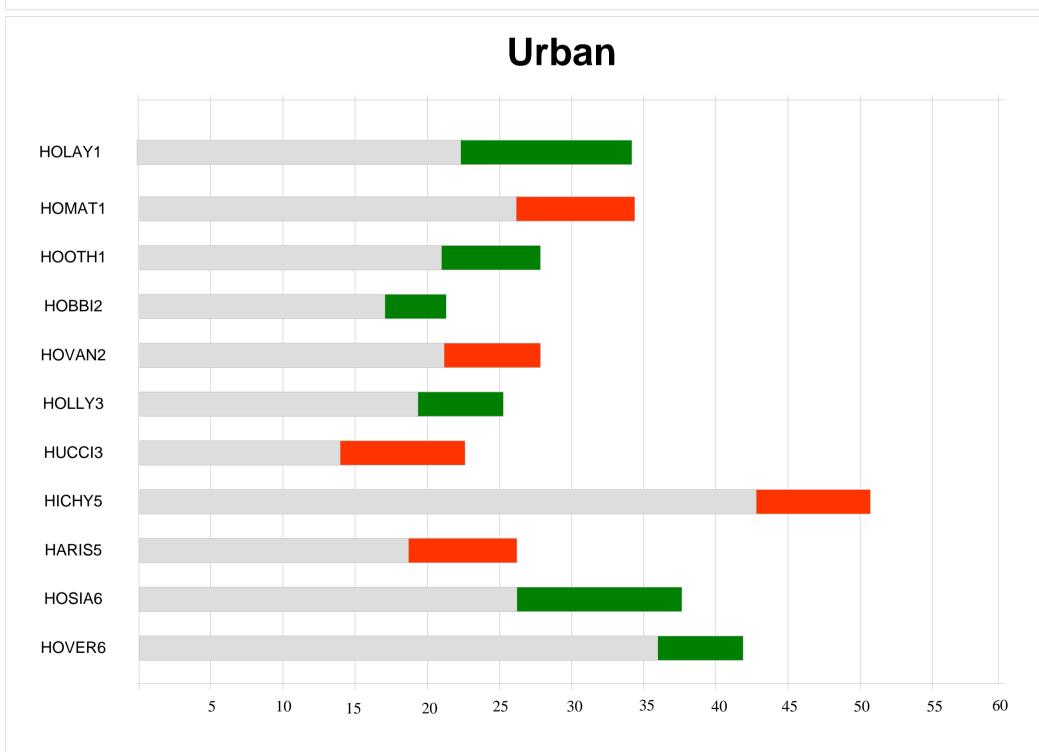
Supplier Intelligence

Retailer Intelligence

The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last two periods; hence, the grey section plus the green section is the level of awareness in the last period. Moving the cursor on the bar segments gives the exact values.







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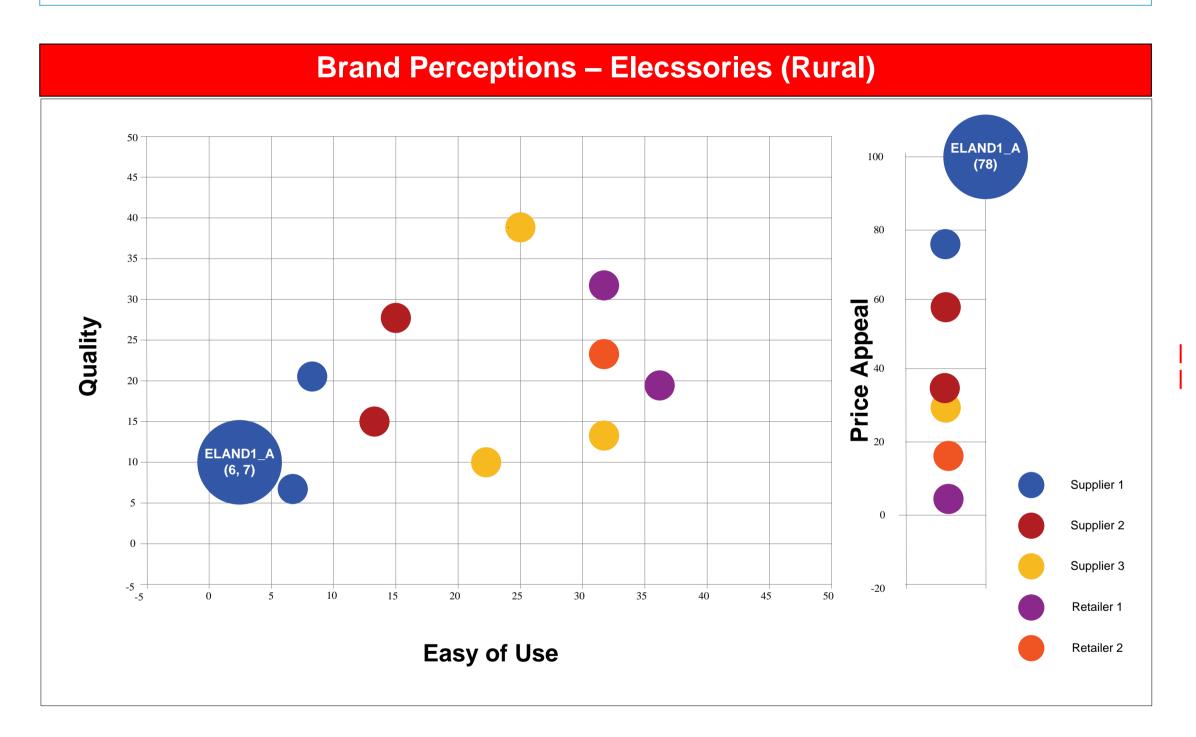
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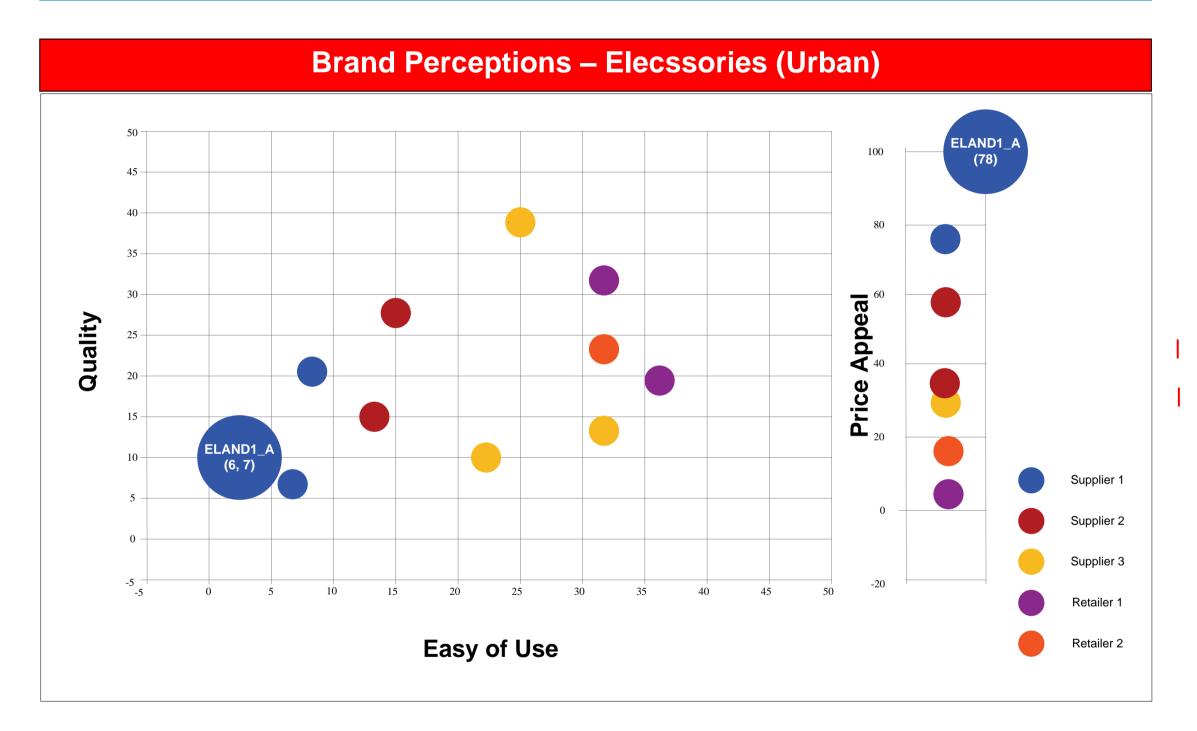
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Market Shares by Shopper Segment

Sales by Shopper Segment

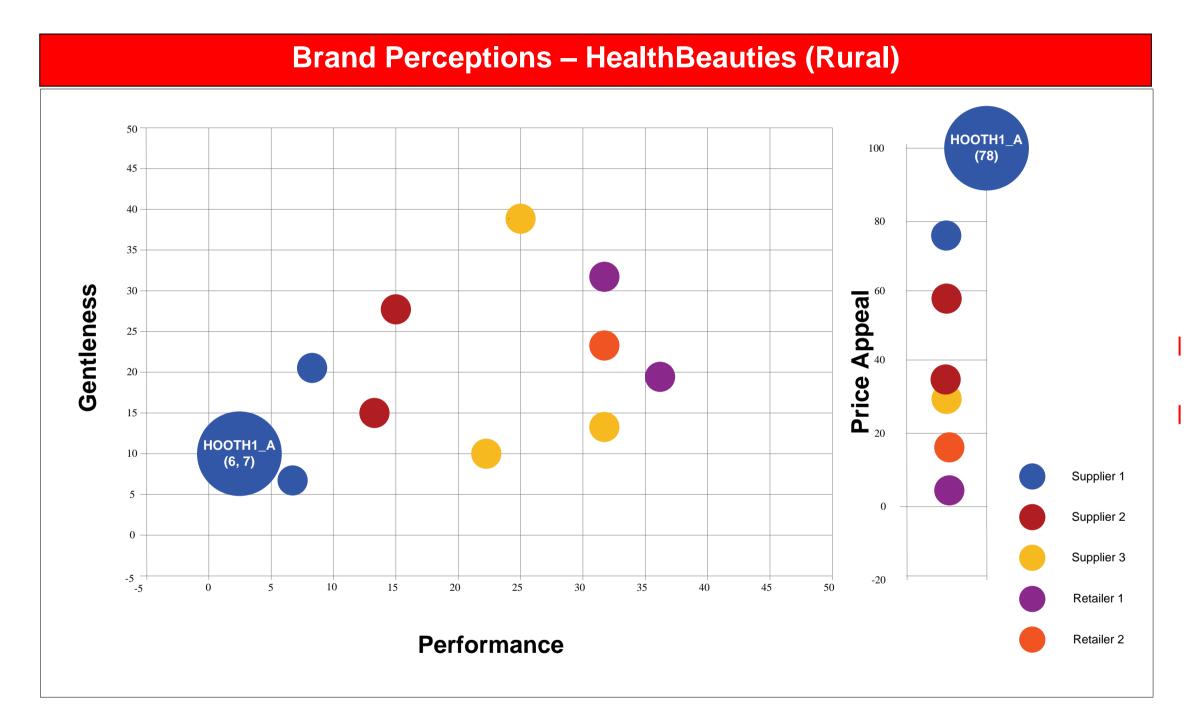
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Market Shares by Shopper Segment

Sales by Shopper Segment

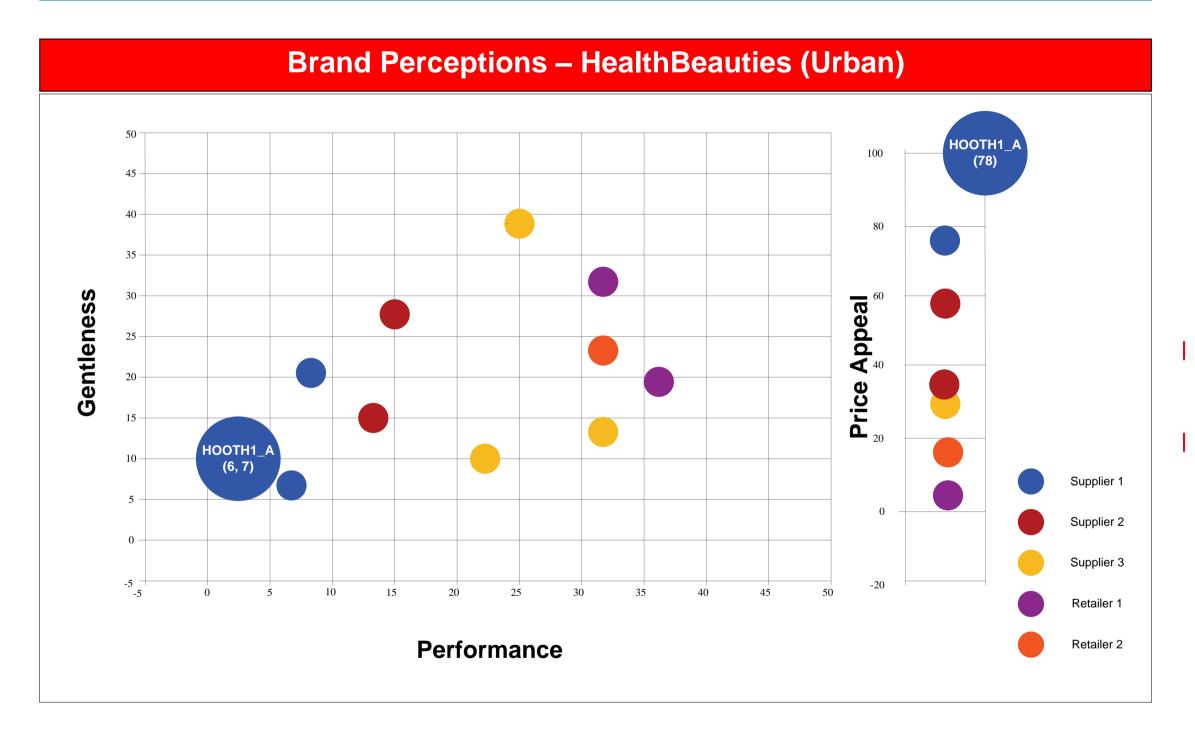
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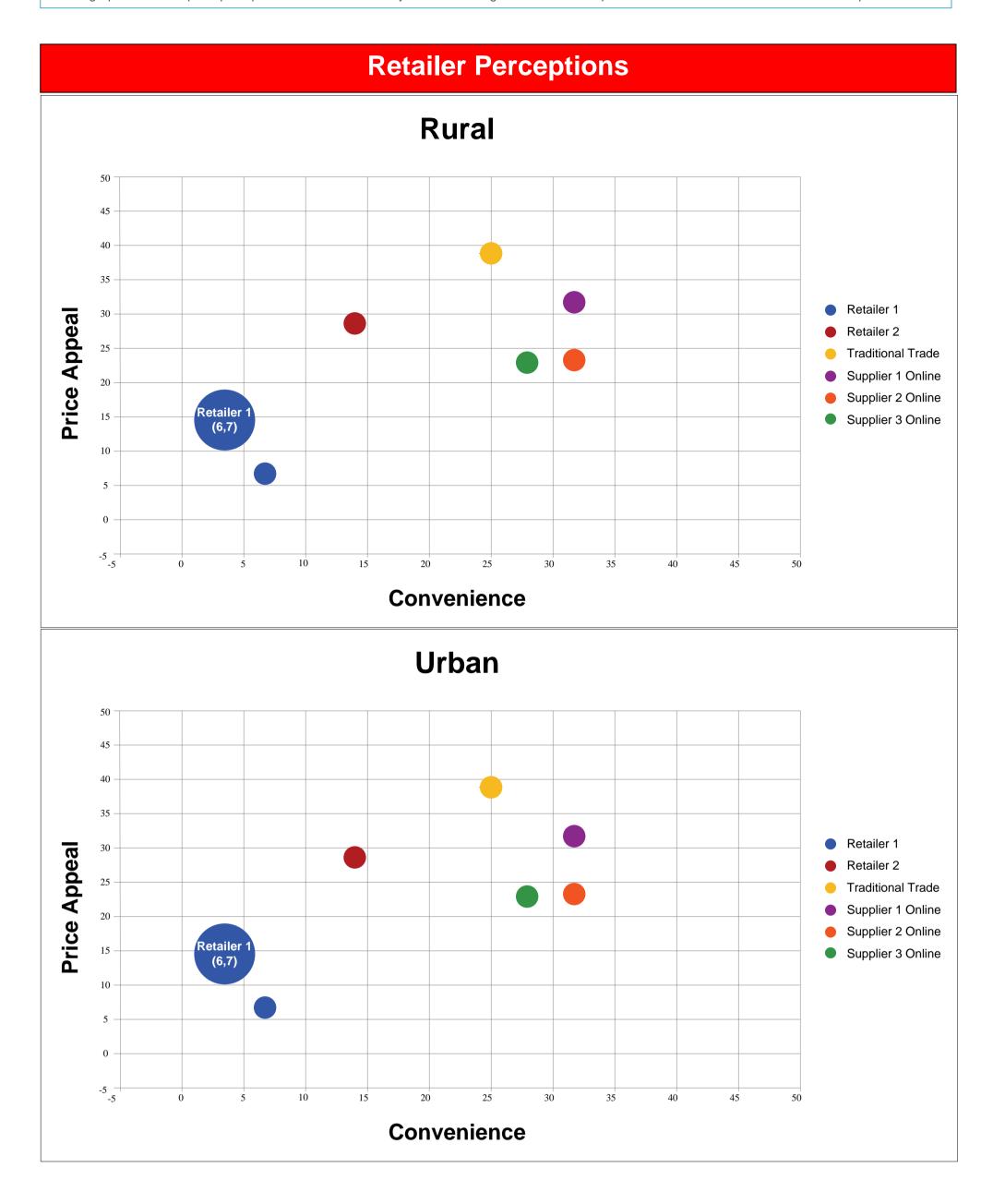
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This table shows the volume and value markets shares for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Market Share	es by	Consumer	Segment	- Elecsso	ries (Ru	ıral)	
	Price Sensiti		Value for		Fashio		Freaks	
	Volume Share C	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2 ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3 EMOOT3								
EJEEP3								
Total Retailer 1								
ELISA5								
ELEEX5								
ETOMY5 Total								
Retailer 2								
ELOON6								
ELAIN6								
ELAIN6 ELANG6								
ELAIN6	Price Sensiti	ivo	Value for	Money	Fashio		Freak	
ELAIN6 ELANG6	Price Sensiti		Value for I	_	Fashio Value Share		Freaks	
ELAIN6 ELANG6 Total		ive Change	Value for I	Money Change	Fashio Value Share	n Change	Freaks Value Share	
ELAIN6 ELANG6 Total Supplier 1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2				_				Change
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2				_				
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6				_				

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This table shows the volume and value markets shares for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Market Share	es by	Consumer	Segment	– Elecssoı	ies (Urk	oan)	
	Price Sensi		Value for		Fashio		Freaks	
	Volume Share	Change	Volume Share	e Change	Volume Share	Change	Volume Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Price Sensit Value Share		Value for	woney	Fashio	n	Freaks	
			Value Share	Change	Value Share	Change	Value Share	Change
Cumpliar 1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EMOOT3	value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELISA5 ELEEX5 ETOMY5		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6 ELAIN6		Change	Value Share	Change	Value Share	Change	Value Share	Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6		Change	Value Share	Change	Value Share	Change	Value Share	Change

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Supplier Intelligence Retailer Intelligence This table shows the volume and value markets shares for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

M	larket Shares	s by Co	onsumer Se	egment -	- HealthBea	uties (F	Rural)	
	Price Sensit		Value for N		Health Cons		Impatie	
Cumplion 4	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1 HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total		_						
	Price Sensit Value Share	ti ve Change	Value for Notes Value Share	/loney Change	Health Cons Value Share	cious Change	Impatie Value Share	nt Change
Supplier 1	value enale	Onlango	value chare	Orlango	value enaie	Onlango	value chare	Onlange
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
HMOOT1 Total								
Total								
Total								
Total Supplier 2								
Total Supplier 2 HOBBI2								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6 HOVER6								
Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6								

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Retailer Intelligence

This table shows the volume and value markets shares for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Price Sensitive	Value for Mo	onev	Health Cons	scious	Impatie	ent
	Volume Share Change					Volume Share	Change
Supplier 1							
HOLAY1							
HOMAT1							
HOOTH1							
HORRY1							
HMOOT1							
Total							
Supplier 2							
HOBBI2							
HAVON2							
HOLLY2							
HORES1							
Total							
Supplier 3							
HUCCI3							
HEVIA3							
HEEKE3							
HOUES3							
Total							
Retailer 1							
HICHY5							
HARIS5							
HORGE5							
Total							
Retailer 2							
HOSIA6							
HOVER6							
HWARD6							
Total		N/ 1 / 1		Health Cons	•		
	Price Sensitive	Value for Mo	oney				
.	Value Share Change	Value Share				Impatie	To the second se
Supplier 1	Value Share Change	Value Share	Change	Value Share	Change	Value Share	The second secon
	Value Share Change	Value Share					The second secon
HOLAY1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1	Value Share Change	Value Share					To the second se
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2	Value Share Change	Value Share					To the second se
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2	Value Share Change	Value Share					To the second se
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2	Value Share Change	Value Share					To the second se
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total	Value Share Change	Value Share					The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2	Value Share Change	Value Share					To the second se
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6	Value Share Change	Value Share					Change

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HealthBeauties – Rural

HealthBeauties - Urban

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Sales by Shopper Segment

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Supplier Intelligence Retailer Intelligence This table shows the volume and value sales for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales	by Cons	umer S	Segment –	Elecssories	(Rural)		
	Price Sen			e for Money	Fashio		Freak	
	Volume Sales	Change	Volume	Sales Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELAIN6								
ELAIN6 ELANG6	Price Sen			e for Money	Fashio Value Sales		Freak	
ELAIN6 ELANG6 Total	Price Sen Value Sales	sitive Change	Valu Value S			on Change	Freaks Value Sales	
ELAIN6 ELANG6 Total Supplier 1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total								
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE								Change
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE								

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This table shows the volume and value sales for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales b	y Cons	umer Segm	ent – El	lecssories (Urban)		
	Price Sens		Value for N		Fashio		Freaks	
<u> </u>	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6 Total								
ELANG6	Price Sens		Value for N	_	Fashio Value Sales		Freaks Value Sales	
ELANG6 Total	Price Sens Value Sales	sitive Change	Value for N Value Sales	loney Change	Fashio Value Sales	n Change	Freaks Value Sales	
ELANG6 Total Supplier 1				_				
ELANG6 Total Supplier 1 ELAND1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2				_				Change
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total				_				
Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EMOOT3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5				_				
Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5				_				
Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total				_				
ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total				_				
Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES				_				
Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES				_				

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This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Price Sensitive	Value for Money	Health Conscious	Impatient
	Volume Sales Change		Volume Sales Change	Volume Sales Change
Supplier 1				
HOLAY1				
HOMAT1				
HOOTH1				
HORRY1				
HMOOT1				
Total				
Supplier 2				
HOBBI2				
HAVON2				
HOLLY2				
HORES1				
Total				
Supplier 3				
HUCCI3				
HEVIA3				
HEEKE3				
HOUES3				
Total				
Retailer 1				
HICHY5				
HARIS5				
HORGE5				
Total				
Retailer 2				
HOSIA6				
HOVER6				
HWARD6				
Total				
	Dries Considius	Value for Manay	Haalth Canasiaus	Immatiant
	Price Sensitive	Value for Money	Health Conscious	Impatient
Committee 4	Price Sensitive Value Sales Change	Value for Money Value Sales Change	Health Conscious Value Sales Change	1
Supplier 1				The second secon
HOLAY1				1
HOLAY1 HOMAT1				The state of the s
HOLAY1				The state of the s
HOLAY1 HOMAT1				1
HOLAY1 HOMAT1 HOOTH1				1
HOLAY1 HOMAT1 HOOTH1 HORRY1				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2				1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2				1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2				1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1				1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2				The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6				The state of the s

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HealthBeauties - Rural

HealthBeauties - Urban

Market Shares by Shopper Segment

Sales by Shopper Segment

Sales by Channel

B&M Retail Prices

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Supplier Intelligence

This table shows the volume and value sales for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Price Sensitive	mer Segment – Hea	Health Conscious	
	Volume Sales Change	Value for Money Volume Sales Change	Volume Sales Change	Impatient Volume Sales Change
Supplier 1	volume dates offarige	volume dales offange	volume dates Change	volume dales Change
HOLAY1				
HOMAT1				
HOOTH1				
HORRY1				
HMOOT1				
Total				
Supplier 2 HOBBI2				
HAVON2				
HOLLY2				
HORES1				
Total				
Supplier 3				
HUCCI3				
HEVIA3				
HEEKE3				
HOUES3				
Total				
Retailer 1				
HICHY5				
HARIS5				
HORGE5				
Total				
Retailer 2				
HOSIA6				
HOVER6				
HWARD6				
Total				
	Price Sensitive	Value for Money	Health Conscious	Impatient
	Value Calaa Charasa	Value Calas Charas	Value Calae Channe	The state of the s
Dominia 4	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2	Value Sales Change	Value Sales Change	Value Sales Change	The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2	Value Sales Change	Value Sales Change	Value Sales Change	The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2	Value Sales Change	Value Sales Change	Value Sales Change	The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total	Value Sales Change	Value Sales Change	Value Sales Change	1
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total	Value Sales Change	Value Sales Change	Value Sales Change	The second secon
HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6	Value Sales Change	Value Sales Change	Value Sales Change	The state of the s

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Sales by Consumer Segment

Elecssories – Rural

Elecssories – Urban

HealthBeauties - Rural

HealthBeauties - Urban

Market Shares by Shopper Segment

Sales by Shopper Segment

Sales by Channel

B&M Retail Prices

Promotion Intensity
Supplier Intelligence

This table shows the volume and value market shares for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Market Shares	by Shoppe	r Segment -	- Elecssories	(Rural)	
	B&M C	Only	Online	Only	Mixed	l
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELOON6						
ELOON6 ELAIN6						
ELOON6 ELAIN6 ELANG6	B&M C	-	Online Value Share		Mixed Value Share	
ELOON6 ELAIN6 ELANG6 Total	B&M C Value Share	Only Change	Online Value Share	Only Change	Mixed Value Share	Change
ELOON6 ELAIN6 ELANG6 Total Supplier 1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUNE		-				
ELOON6 ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJUN		-				

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Promotion Intensity
Supplier Intelligence
Retailer Intelligence

This table shows the volume and value market shares for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

M	arket Shares b	7	ei Segillelit –	- Elecssorie	s (urban)	
	B&M Or		Online		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						
	B&M O r Value Share	nly Change	Online Value Share	Only Change	Mixed Value Share	
Supplier 1			value Share	Change	value Share	Change
			value Share	Onange	value Share	Chang
ELAND1			value Share	Change	value Strate	Chang
			value Silaie	Offarige	value Strate	Chang
ELAND1			value Silare	Griange	value Strate	Chang
ELAND1 EGEND1			value Silaie	Orlange	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1			value Silare	Orlange	value Strate	Chang
ELAND1 EGEND1 EHAYA1			value Silare	Offarige	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total			value Silare	Offarige	value Griare	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2			value Silaie	Offarige	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2			value Silare	Offarige	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2			value Silare	Offarige	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2			value Silare	Offdrige	value Strate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2			value Silare	Offdrige	value Stiate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total			value Silare	Offdrige	value Stiate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3			value Silare	Offdrige	value Stiate	Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3			value Silare	Orlange		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3			value Silare	Officiality		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EMOOT3			value Silare	Orlange		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3			value Share	Offdrige		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EMOOT3				Officiality		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total				Offdrige		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total				Officiality		Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELISA5 ELEEX5 ETOMY5						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJU						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJU						Chang
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6 ELAIN6						Change
ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNES EJU						Change

Performance Highlights Market Shares Sales Segment Leadership **Cross-Segment Sales Volumes** Product Portfolio eMall Prices and Promotion Intensity Financial Results **Elecssories Situation Reports** HealthBeauties Situation Reports Key Performance Indicators Awareness **Brand Perceptions Retailer Perceptions** Market Shares by Consumer Segment Sales by Consumer Segment **Market Shares by Shopper Segment** Elecssories – Rural Elecssories - Urban HealthBeauties - Rural HealthBeauties - Urban Sales by Shopper Segment Sales by Channel

B&M Retail Prices
Promotion Intensity
Supplier Intelligence
Retailer Intelligence

This table shows the volume and value market shares for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Ma	rket Shares	by Shoppe	r Segment –	HealthBeau	ties (Rural)	
		Only		ne Only	Mixed	
	Volume Share	e Change	Volume Share	Change	Volume Share	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HOVER6						
HOVER6 HWARD6		Only		ne Only	Mixed	
HOVER6 HWARD6 Total	B&M Value Share	_	Onlin Value Share	ne Only Change	Mixed Value Share	
HOVER6 HWARD6 Total Supplier 1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2		-				
HOVER6 HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 ELOON6		-				Change

Performance Highlights Market Shares Sales Segment Leadership **Cross-Segment Sales Volumes** Product Portfolio eMall Prices and Promotion Intensity Financial Results **Elecssories Situation Reports** HealthBeauties Situation Reports Key Performance Indicators Awareness **Brand Perceptions** Retailer Perceptions Market Shares by Consumer Segment Sales by Consumer Segment **Market Shares by Shopper Segment** Elecssories – Rural Elecssories – Urban HealthBeauties - Rural HealthBeauties - Urban Sales by Shopper Segment Sales by Channel **B&M Retail Prices**

Promotion Intensity
Supplier Intelligence
Retailer Intelligence

This table shows the volume and value market shares for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	B&M Only	Online	Only	Mixe	d
	Volume Share Change		Change	Volume Share	Change
Supplier 1	<u> </u>				
HOLAY1					
HOMAT1					
HOOTH1					
HORRY1					
HMOOT1					
Total					
Supplier 2					
HOBBI2					
HAVON2					
HOLLY2					
HORES1					
Total					
Supplier 3					
HUCCI3					
HEVIA3					
HEEKE3					
HOUES3					
Total					
Retailer 1					
HICHY5					
HARIS5					
HORGE5					
Total					
Retailer 2					
HOSIA6					
HOVER6					
HOVER6					
HWARD6					
	B&M Only	Online	Only	Mixe	4
HWARD6	B&M Only Value Share Change	Online Value Share		Mixed Value Share	
HWARD6 Total	•		Only Change		d Change
HWARD6	•				
HWARD6 Total Supplier 1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1	•				
HWARD6 Total Supplier 1 HOLAY1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 ELOON6	•				
HWARD6 Total Supplier 1 HOLAY1 HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2	•				

Performance Highlights Market Shares Sales Segment Leadership **Cross-Segment Sales Volumes** Product Portfolio eMall Prices and Promotion Intensity Financial Results Elecssories Situation Reports HealthBeauties Situation Reports Key Performance Indicators Awareness **Brand Perceptions** Retailer Perceptions Market Shares by Consumer Segment Sales by Consumer Segment **Market Shares by Shopper Segment** Elecssories – Rural Elecssories – Urban

HealthBeauties – Urban
Sales by Shopper Segment
Sales by Channel
B&M Retail Prices

HealthBeauties - Rural

Promotion Intensity
Supplier Intelligence
Retailer Intelligence

This table shows the volume and value sales for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales	by Shopper	Segment -	- Elecsso	ries (Ru	ıral)	
		3&M Only		Online Only		Mixed	1
	Volume S				ange	Volume Sales	Change
Supplier 1			· c.a.iio (11.05 Caloo	290
ELAND1							
EGEND1							
EHAYA1							
EHAMO1							
ELONG1							
Total							
Supplier 2							
EBETA2							
ELOGO2							
EHEDE2							
EHOOT2							
Total							
Supplier 3							
EJUNE3							
EJOLY3							
EMOOT3							
EJEEP3							
Total							
Retailer 1							
ELISA5							
ELEEX5							
ETOMY5							
Total							
Retailer 2							
ELOON6							
ELOON6 ELAIN6							
ELAIN6							
ELAIN6 ELANG6	Value S	B&M Only ales Change		Online Only ales Cha	ange	Mixed Value Sales	d Change
ELAIN6 ELANG6 Total					ange		
ELAIN6 ELANG6 Total					ange		
ELAIN6 ELANG6 Total Supplier 1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2					ange		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6					ange		

Performance Highlights Market Shares Sales Segment Leadership Cross-Segment Sales Volumes Product Portfolio eMall Prices and Promotion Intensity Financial Results Elecssories Situation Reports HealthBeauties 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** Elecssories - Rural Elecssories – Urban HealthBeauties - Rural HealthBeauties - Urban Sales by Channel **B&M Retail Prices Promotion Intensity**

> Supplier Intelligence Retailer Intelligence

This table shows the volume and value sales for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales by Sh	opper Se	gment – E	lecssories (U	rban)	
	B&M On	lly	On	line Only	Mixed	i
	Volume Sales	Change	Volume Sale	es Change	Volume Sales	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELOON6 ELAIN6						
ELAIN6						
ELAIN6 ELANG6	B&M On Value Sales			line Only	Mixed Value Sales	
ELAIN6 ELANG6 Total	B&M On Value Sales	ily Change	On Value Sales	-	Mixed Value Sales	
ELAIN6 ELANG6 Total Supplier 1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 ELOGOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2				-		
ELAIN6 ELANG6 Total Supplier 1 ELAND1 EGEND1 EHAYA1 EHAMO1 ELONG1 Total Supplier 2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6				-		Change

Performance Highlights Market Shares Sales Segment Leadership **Cross-Segment Sales Volumes** Product Portfolio eMall Prices and Promotion Intensity Financial Results Elecssories Situation Reports HealthBeauties 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** Elecssories – Rural Elecssories - Urban HealthBeauties - Rural HealthBeauties - Urban Sales by Channel **B&M Retail Prices**

Promotion Intensity
Supplier Intelligence
Retailer Intelligence

This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales by Sho	opper seg	ment – neat	nBeauties (Rurai)	
	B&M O	nly	Online	Only	Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Chang
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M O Value Sales	change	Online Value Sales	Only Change	Mixed Value Sales	
Supplier 1			value Sales	Orlange	, a.a. Ca. C	Chang
LIOL ANA			value Sales	Onange		Chang
HOLAY1			value Gales	Change	value cales	Chang
HOLAY1 HOMAT1			value Sales	Change		Chang
			value Gales	Change		Chang
HOMAT1			value Gales	Change		Chang
HOMAT1 HOOTH1			value Gales	Change		Chang
HOMAT1 HOOTH1 HORRY1			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total			value Jaies	Change		Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3			value Sales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5			value dales			Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5						Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total						Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2						Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total						Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2						Chang
HOMAT1 HOOTH1 HORRY1 HMOOT1 Total Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6						Chang

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Promotion Intensity
Supplier Intelligence
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This table shows the volume and value sales for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

	Sales by Sho	11			Jibaii)	
	B&M C		Online		Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M C Value Sales	Only Change	Online Value Sales	Only Change	Mixed Value Sales	l Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
Supplier 2 HOBBI2						
Supplier 2 HOBBI2 HAVON2						
Supplier 2 HOBBI2 HAVON2 HOLLY2						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 ELOON6						
Supplier 2 HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 ELOON6 ELAIN6						
HOBBI2 HAVON2 HOLLY2 HORES1 Total Supplier 3 HUCCI3 HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 ELOON6						

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HealthBeauties – Rural

HealthBeauties – Urban

Sales by Channel

Elecssories – Urban

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This table shows the volume and value sales for all the Elecssories brands sold in the rural market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

		S	ales by Chan	nel – Elec	ssories (Ru	ral)		
	Retaile		Retaile			onal Trade	Online	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								I
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2	·							
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJONES EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Retaile	r 1	Retaile	r 2	Traditi	onal Trade	Online	Store
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1	'		'					
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
Supplier 2 EBETA2								
EBETA2 ELOGO2								
Supplier 2 EBETA2 ELOGO2 EHEDE2								
EBETA2 ELOGO2 EHEDE2 EHOOT2								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3								
EBETA2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3								
EBETA2 EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6 ELAIN6								
EBETA2 ELOGO2 EHEDE2 EHOOT2 Total Supplier 3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6								

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Elecssories – Urban HealthBeauties – Rural

HealthBeauties - Urban

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This table shows the volume and value sales for all the Elecssories brands sold in the urban market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

		Sa	ales by Chan	nel – Elec	ssories (Url	oan)		
	Retaile	er 1	Retaile	er 2	Traditi	onal Trade	Online	Store
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2 EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Retaile		Retaile			onal Trade	Online	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1 ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
Supplier 3 EJUNE3								
EJUNE3 EJOLY3								
EJUNE3 EJOLY3 EMOOT3								
EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total								
EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total								
EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1								
EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5								
EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5								
EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total								
EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total								
EJUNE3 EJUNE3 EJOLY3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6 ELAIN6								
EJUNE3 EJUNE3 EJUNE3 EMOOT3 EJEEP3 Total Retailer 1 ELISA5 ELEEX5 ETOMY5 Total Retailer 2 ELOON6								

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Elecssories – UrbanHealthBeauties – Rural

HealthBeauties - Urban

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Supplier Intelligence

This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

		Sal	es by Channe	I – Healt	hBeauties (F	Rural)		
	Retaile		Retailer		_	onal Trade	Online	Store
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1					'			
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2 HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total	Detelle	- A	Datallan	^	To a dist	and Trade	Oveline	01
	Retaile Value Sales	Change	Retailer Value Sales	Change	Value Sales	onal Trade Change	Online Value Sales	Change
Supplier 1	value Gales	Change	value Gales	Change	value Gales	Change	value Gales	Change
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2					'			
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3						I		
HUCCI3								
HEVIA3								
HEEKE3								
HEEKE3 HOUES3								
HEEKE3 HOUES3 Total								
HEEKE3 HOUES3 Total Retailer 1								
HEEKE3 HOUES3 Total Retailer 1 HICHY5								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2								
HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6								

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This table shows the volume and value sales for all the HealthBeauties brands sold in the urban market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

		Sale	es by Channe	el – Health	iBeauties (L	rban)		
	Retaile	er 1	Retaile	er 2	Traditi	onal Trade	Online	Store
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1			I	l		I		
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2 HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total	5.1.11	_	5.4.11					.
	Retaile Value Sales		Retaile Value Sales		Value Sales	onal Trade	Online Sales	
Supplier 1	value Sales	Change	value Sales	Change	value Sales	Change	value Sales	Change
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEVIA3 HEEKE3								
HEVIA3 HEEKE3 HOUES3								
HEVIA3 HEEKE3 HOUES3 Total								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6 HOVER6								
HEVIA3 HEEKE3 HOUES3 Total Retailer 1 HICHY5 HARIS5 HORGE5 Total Retailer 2 HOSIA6								

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			B&M Retail Pri	ces – E	lecssories			
		Reta	iler 1			Retai	ler 2	
	Rural		Urban		Rural		Urban	
	Net Retail Price (\$) Cha	ange	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
EHAMO1_A								
EHAMO1-B								
ELONG1_A								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
EHOOT2_A								
EHOOT2_B								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
EJOLY3_B								
EJOLY3_C								
EMOOT3_A								
EMOOT3_B								
EJEEP3_A								
Retailer 1								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
ELISA5_C								
ELEEX5_B								
ETOMY5_A								
Retailer 2								
ELOON6_A								
ELOON6_B								
ELAIN6_A								
ELAIN6_B								
ELANG6_B								

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		В	&M Retail Price	es – He	althBeauties			
		Reta	iler 1			Retai	ler 2	
	Rural		Urban		Rural		Urban	
	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change
Supplier 1	(1)		(1)	0	(1)		(1)	
HOLAY1_A								
HOLAY1_B								
HOLAY1_C								
HOMAT1_A								
HOMAT1_B								
HOMAT1_C								
HOOTH1_A								
HOOTH1_B								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
HOLLY2_A								
HOLLY2_B								
HOLLY2_C								
HORES1_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
HEEKE3_A								
HEEKE3_B								
HEEKE3_C								
HOUES3_A								
HOUES3_B								
Retailer 1								
HICHY5_A								
HICHY5_A								
HARIS5_B								
HORGE5_A								
HORGE5_B								
HORRY5_A								
Retailer 2								
HOSIA6_A								
HOSIA6_B								
HOVER6_B								
HWARD6_A								
HWARD6_B								

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Sales by Shopper Segment

Sales by Channel

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Licosconico

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Retailer Intelligence

		Prom	otion Inte	nsity – E	lecssorie	S		
		Reta	ailer 1			Ret	ailer 2	
	Rı	ural		ban	Ru		Urk	an
	Length	Depth	Length	Depth	Length	Depth	Length	Depth
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
EHAMO1_A								
EHAMO1-B								
ELONG1_A								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
EHOOT2_A								
EHOOT2_B								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
EJOLY3_B								
EJOLY3_C								
EMOOT3_A								
EMOOT3_B								
EJEEP3_A								
Retailer 1								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
ELISA5_C								
ELEEX5_B								
ETOMY5_A								
Retailer 2								
ELOON6_A								
ELOON6_B								
ELAIN6_A								
ELAIN6_B								
ELANG6_B								

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		Promo	tion Inten	sity - Hea	lthBeauti	es		
		Ret	ailer 1			Ret	ailer 2	
	Rı	ıral	Urk	an	Ru			oan
	Length	Depth	Length	Depth	Length	Depth	Length	Depth
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_C								
HOMAT1_A								
HOMAT1_B								
HOMAT1_C								
HOOTH1_A								
HOOTH1_B								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
HOLLY2_A								
HOLLY2_B								
HOLLY2_C								
HORES1_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
HEEKE3_A								
HEEKE3_B								
HEEKE3_C								
HOUES3_A								
HOUES3_B								
Retailer 1								
HICHY5_A								
HICHY5_A								
HARIS5_B								
HORGE5_A								
HORGE5_B								
HORRY5_A								
Retailer 2								
HOSIA6_A								
HOSIA6_B								
HOVER6_B								
HWARD6_A								
HWARD6_B								

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Supplier Intelligence								
		Elecssories			HealthBeauties			
	Supplier 1	Supplier 2	Supplier 3	Supplier 1	Supplier 2	Supplier 3		
Advertising (\$mln)								
Offline								
Rural								
Urban								
Online								
Trade Support (\$mIn)								
Actual								
Rural								
Retailer 1								
Retailer 2								
Urban								
Retailer 1								
Retailer 2								
Negotiated								
Rural								
Retailer 1								
Retailer 2								
Urban								
Retailer 1								
Retailer 2								
Online Investments (\$mln)								
Visibility								
Other								
Assets								
Technology Level								
Design Level								
Production								
Capacity (units mln)								
Utilization Rate (%)								
Flexibility (min) (%)								
Flexibility (max) (%)								

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This table summarizes retailer intelligence information. Online and Offline advertising are national expenditures (ie, not broken down my market) and we repeat the national figures under both markets. Shelf space allocations are shown by brand but moving the cursor on any brand name will reveal the shelf space allocations for all the variants of that brand (SKU level).

Retailer Intelligence									
	Rur	al	Urban						
	Retailer 1	Retailer 2	Retailer 1	Retailer 2					
Advertising (\$mln)									
Online	23	45	23	45					
Offline									
Local									
In-Store Service									
Shelf Space Allocation (%)									
Supplier 1									
ELAND1									
EGEND1									
EHAYA1									
EHAMO1									
ELONG1									
Supplier 2									
EBETA2									
ELOGO2									
EHEDE2									
EHOOT2									
Supplier 3									
EJUNE3									
EJOLY3									
EMOOT3									
EJEEP3									
Retailer 1									
ELISA5									
ELEEX5									
ETOMY5									
Retailer 2									
ELOON6									
ELAIN6									
Supplier 1									
HOLAY1									
HOMAT1									
HOOTH1									
Supplier 2									
HOBBI2									
HAVON2									
HOLLY2									
HORES1									
Supplier 3									
HUCCI3									
HEVIA3									
HEEKE3									
HOUES3									
Retailer 1									
HICHY5									
HICHY5									
HORGE5									
HORRY5									
Retailer 2									
HOSIA6									
HWARD6									

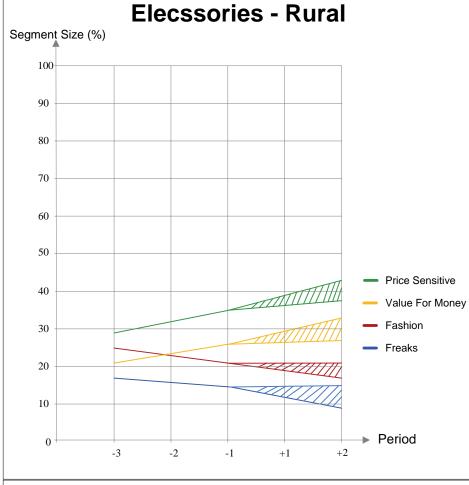
Performance Highlights Market Shares Sales Segment Leadership Cross-Segment Sales Volumes Product Portfolio eMall Prices and Promotion Intensity Financial Results **Elecssories Situation Reports** HealthBeauties Reports Key Performance Indicators Awareness **Brand Perceptions Retailer Perceptions** Market Shares by Consumer Segment Sales by Consumer Segment Market Shares by Shopper Segment Sales by Shopper Segment Sales by Channel

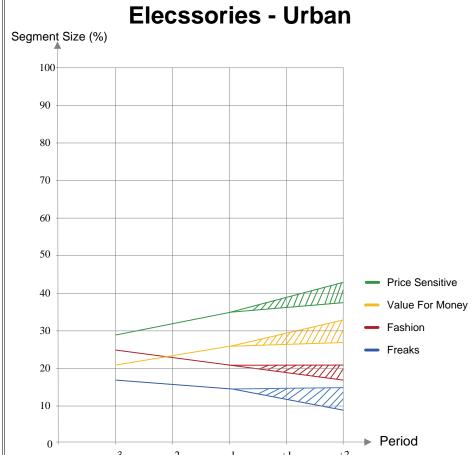
Retailer Intelligence

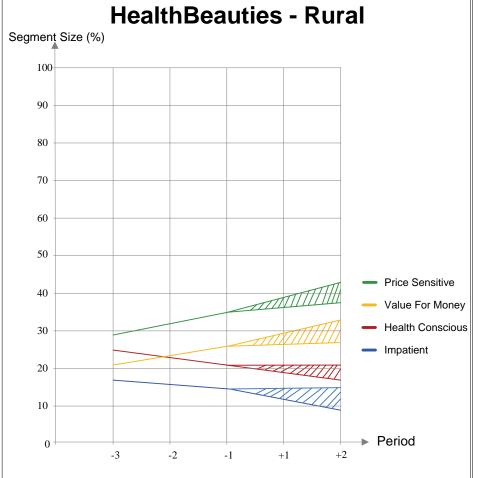
B&M Retail Prices Promotion Intensity Supplier Intelligence

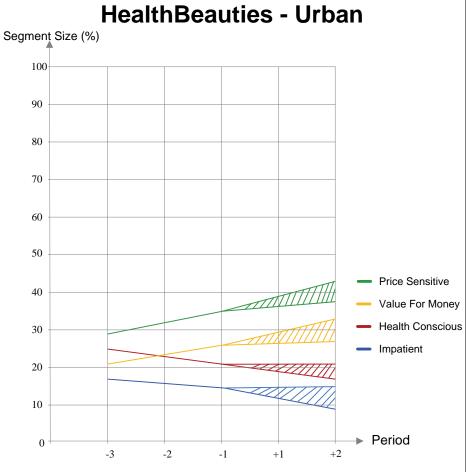
These graphs show the historical values and the two-period ahead forecasts of the consumer segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Consumer Segment Size









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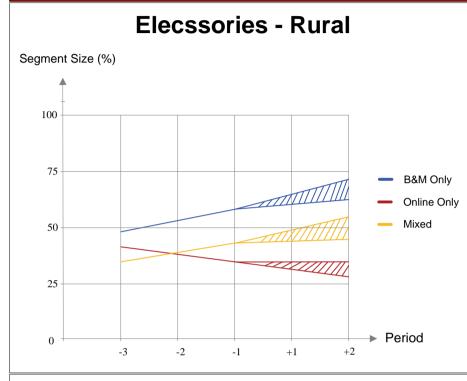
Consumer Segment Size

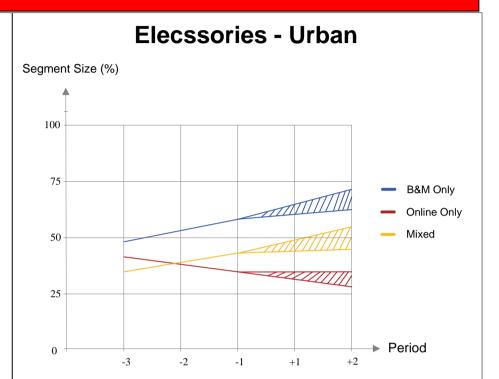
Shopper Segment Size

Category Volume s by Market

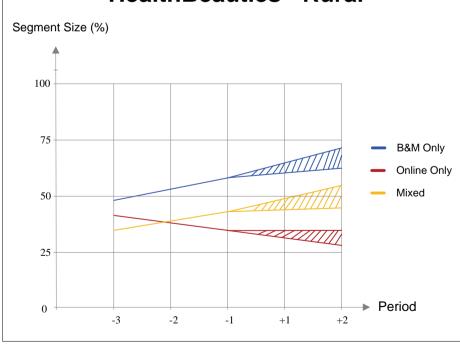
These graphs show the historical values and the two-period ahead forecasts of the shopper segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Shopper Segment Size

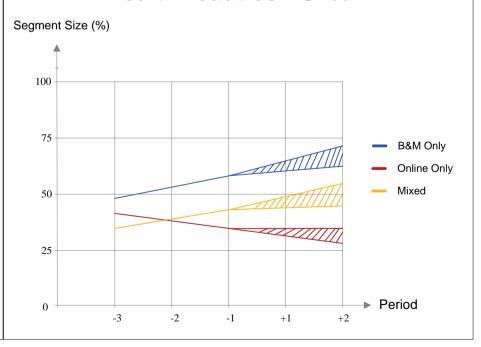




HealthBeauties - Rural



HealthBeauties - Urban



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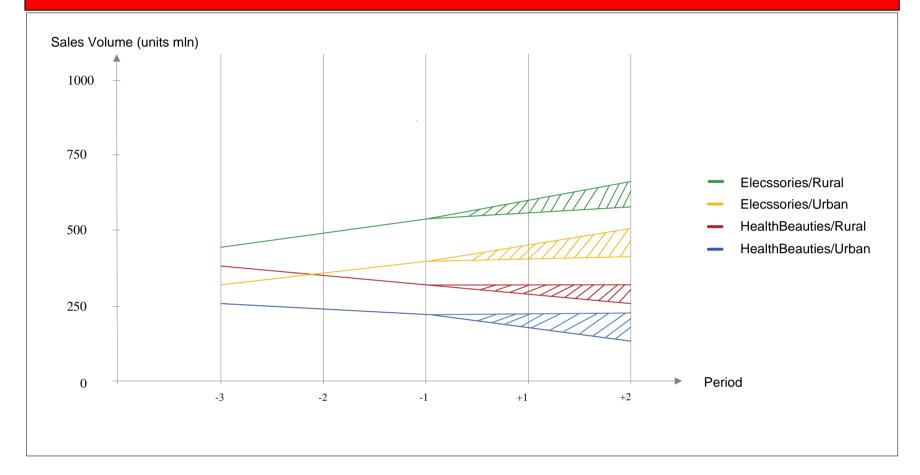
Consumer Segment Size

Shopper Segment Size

Category Volumes by Market

This graph shows the historical values and the two-period ahead forecasts of category volumes by market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Category Volumes by Market



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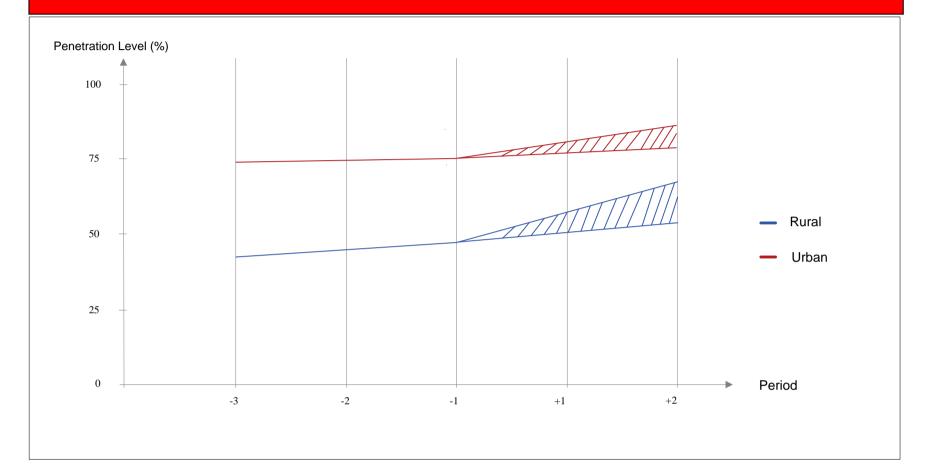
Consumer Segment Size

Shopper Segment Size

Category Volumes by Market

These graphs show the historical values and the two-period ahead forecasts of the internet penetration rates by market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Internet Penetration Rates



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