

Financial Results – Consolidated Profit & Loss Statement						
	B&M Business			Online Business		
	Total	Elecssories	HealthBeauties	Total	Elecssories	HealthBeauties
Sales (\$mIn)						
Change from Previous Period (%)						
- Material Costs (\$mIn)						
(1) Cost of Goods Sold (\$mIn)						
(2) Discontinued Goods Cost (\$mIn)						
(3) Inventory Holding Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
- Marketing Expenses (\$mIn)						
(1) Marketing (\$ mln)						
(2) Price Promotions Online (\$ mln)						
Marketing Expenses (as % of sales)						
Trade Profit (\$mIn)						
Change from Previous Period (%)						
Trade Profit Margin (%)						
- Trade Expenses						
(1) B&M Trade Support (\$ mln)						
(2) eMall Commission (\$ mln)						
(3) Service Cost (\$ mln)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

I	Financial Results
I	Consolidated Profit & Loss Statement
	B&M Business Profit & Loss Statement
	Online Business Profit & Loss Statement
	Profitability by Channel
	Last Period Negotiations
	Market Research Purchases

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

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts