

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

Financial Results – Consolidated Profit & Loss Statement						
	B&M Business			Online Business		
	Total	Eleccsories	HealthBeauties	Total	Eleccsories	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 (%)						
- Trade and Marketing Expenses (\$mIn)						
Trade and Marketing Expenses (as % of sales)						
- 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 (%)						

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These two tables give the B&M business Profit & Loss statements for both categories by brand. When moving the cursor on the brand name, the Profit & Loss statement of that brand and all its variants will appear.

Financial Results – B&M Business Profit & Loss Statement (Elecssories)						
	TOTAL	ELAND1	EGEND1	EHAYA1	EMELT1	ELEAY1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Cost of Goods Sold (\$mIn)						
- Discontinued Goods Cost (\$mIn)						
- Inventory Holding Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) Trade Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

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Financial Results – B&M Business Profit & Loss Statement (HealthBeauties)						
	TOTAL	HOLAY1	HOTOO1	HEELY1	HELLO1	HOBBE1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Cost of Goods Sold (\$mIn)						
- Discontinued Goods Cost (\$mIn)						
- Inventory Holding Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) Trade Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

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Financial Results – Online Business Profit & Loss Statement (Elecssories)						
	TOTAL	ELAND1	EGEND1	EHAYA1	EMELT1	ELEAY1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Material Costs (\$mIn)						
(1) Cost of Goods Sold (\$mIn)						
(2) Discontinued Goods Cost (\$mIn)						
(3) Inventory Holding Cost (\$mIn)						
(4) eMall Commission and Shipping Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) eMall Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

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Financial Results – Online Business Profit & Loss Statement (HealthBeauties)						
	TOTAL	HOLAY1	HOTOO1	HEELY1	HELLO1	HOBBE1
Sales (\$mIn)						
Change from Previous Period (%)						
Value Share in Category (%)						
- Material Costs (\$mIn)						
(1) Cost of Goods Sold (\$mIn)						
(2) Discontinued Goods Cost (\$mIn)						
(3) Inventory Holding Cost (\$mIn)						
(4) eMall Commission and Shipping Cost (\$mIn)						
Gross Profit (\$mIn)						
Change from Previous Period (%)						
Gross Profit Margin (%)						
Share of Gross Profit/Loss in Category (%)						
- Marketing Expenses (\$mIn)						
(1) Advertising Online (\$mIn)						
(2) Advertising Offline (\$mIn)						
(3) eMall Support (\$mIn)						
Marketing Expenses (as % of sales)						
Share of Marketing Expenses in Category (%)						
- General Expenses (\$mIn)						
- Amortisation (\$mIn)						
Operating Profit (\$mIn)						
Change from Previous Period (%)						
Operating Profit Margin (%)						
Share of Operating Profit/Loss in Category (%)						
- Interest (\$mIn)						
- Taxes (\$mIn)						
- Exceptional Costs/Profits (\$mIn)						
Net Profit (\$mIn)						
Change from Previous Period (%)						
Net Profit Margin (%)						
Share of Net Profit/Loss in Category (%)						

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Financial Results – Profitability by Channel							
	Retailer 1		Retailer 2		Traditional Trade		Online Store
	Rural	Urban	Rural	Urban	Rural	Urban	
Eleccssories							
Gross Sales (\$mIn)							
Share of Gross Sales (%)							
Cost of Goods Sold (\$mIn)							
Trade Expenses (\$mIn)							
Trade Profit (\$mIn)							
Share of Trade Profit (%)							
HealthBeauties							
Gross Sales (\$mIn)							
Share of Gross Sales (%)							
Cost of Goods Sold (\$mIn)							
Trade Expenses (\$mIn)							
Trade Profit (\$mIn)							
Share of Trade Profit (%)							

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

Financial Results – Last Period Negotiations							
	Minimum Order Quantity	Discount Rate	Target Sales Volume	Bonus Rate	Payment Terms (days)	Other Compensation	Contract Honored
Retailer 1							
ELAND1_A							yes
ELAND1_B							no
EGEND1_A							
EHAYA1_A							
EHAYA1_B							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							
Retailer 2							
ELAND1_A							
ELAND1_B							
EHAYA1_A							
EHAYA1_B							
HOLAY1_A							
HOLAY1_B							
HOTOO1_A							
HEELY1_A							

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

Market Research Orders		
Report	Cost (in 000 \$)	Order Status
Awareness	375	Purchased
Brand Perceptions	450	Not Purchased
Retailer Perceptions	450	Not Purchased
Market Shares by Consumer Segment	275	Purchased
Sales by Consumer Segment	275	Not Purchased
Market Shares by Shopper Segment	275	Not Purchased
Sales by Shopper Segment	275	Not Purchased
B&M Retail Prices	250	Purchased
Promotion Intensity	250	Not Purchased
Supplier Intelligence	500	Not Purchased
Retailer Intelligence	500	Not Purchased
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Elecssories Situation Report – Market Shares by Consumer Segment								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Urban								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
ELAND1_A								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Rural								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
Urban								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
ELAND1_A								

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Elecssories Situation Report – Market Shares by Shopper Segment						
	B&M Only		Online Only		Mixed	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Urban						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
ELAND1_A						
	B&M Only		Online Only		Mixed	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Rural						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
EHAYA1_B						
Urban						
ELAND1_A						
ELAND1_B						
EGEND1_A						
EHAYA1_A						
ELAND1_A						

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Elecssories Situation Report – Volume (Total)									
(units mln)	Initial Inventory		Production Volume	Sales Volume		Discontinued Goods Volume	Closing Inventory		Unit Production cost (\$)
	Offline	Online		Offline	Online		Offline	Online	
ELAND1_A									
ELAND1_B									
EGEND1_A									
EHAYA1_A									
ELAND1_A									

Elecssories Situation Report – Volume (by Retailer and Market)								
(units mln)	Order Volume				Sales Volume			
	Retailer 1	Retailer 2	Retailer 3	Online	Retailer 1	Retailer 2	Retailer 3	Online
Urban								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
ELAND1_A								
Rural								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
ELAND1_A								

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HealthBeauties Situation Report – Market Shares by Consumer Segment								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural								
HOLAY1_A								
HOLAY1_B								
HOTOO1_A								
HEELY1_A								
HELLO1_A								
Urban								
HOLAY1_A								
HOLAY1_B								
HOTOO1_A								
HEELY1_A								
HELLO1_A								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Rural								
HOLAY1_A								
HOLAY1_B								
HOTOO1_A								
HEELY1_A								
HELLO1_A								
Urban								
HOLAY1_A								
HOLAY1_B								
HOTOO1_A								
HEELY1_A								
HELLO1_A								

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	B&M Only		Online Only		Mixed	
	Volume Share	Change (%)	Volume Share	Change (%)	Volume Share	Change (%)
Rural						
HOLAY1_A						
HOLAY1_B						
HOTOO1_A						
HEELY1_A						
HELLO1_A						
Urban						
HOLAY1_A						
HOLAY1_B						
HOTOO1_A						
HEELY1_A						
HELLO1_A						
	B&M Only		Online Only		Mixed	
	Value Share	Change (%)	Value Share	Change (%)	Value Share	Change (%)
Rural						
HOLAY1_A						
HOLAY1_B						
HOTOO1_A						
HEELY1_A						
HELLO1_A						
Urban						
HOLAY1_A						
HOLAY1_B						
HOTOO1_A						
HEELY1_A						
HELLO1_A						

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(units mln)	Initial Inventory		Production Volume	Sales Volume		Discontinued Goods Volume	Closing Inventory		Unit Production Cost (\$)
	Offline	Online		Offline	Online		Offline	Online	
HOLAY1_A									
HOLAY1_B									
HOTOO1_A									
HEELY1_A									
HELLO1_A									

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

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	Eleccsories	HealthBeauties
Effectiveness of Trade Spending		
Effectiveness of Marketing Spending		
Portfolio Strength		
Channel Strength		
B&M Channel		
Share of Value Sales (%)		
Share of Volume Sales (%)		
Share of Shoppers (%)		
Online Channel		
Share of Value Sales (%)		
Share of Volume Sales (%)		
Share of Shoppers (%)		

Effectiveness of Trade Spending: Return on investment (ROI) of trade support spending

Effectiveness of Marketing Spending: Return on investment (ROI) of marketing spending

Portfolio Strength: Average awareness across SKUs in the category

Channel Strength: Share of sales and share of shoppers through the respective channel

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