

This table summarizes key performance highlights for suppliers and retailers from a brand perspective. For suppliers, the B&M sales figures refer to sales to all the three the retailers. For Retailers, the sales represent the sale of their private labels. Consumer sales for each supplier and retailer represent the sales of the products from their product portfolios.

Performance Highlights – Brand Perspective

	Suppliers						Retailers	
	Supplier 1		Supplier 2		Supplier 3		Retailer 1	Retailer 2
	B&M (Wholesale)	Online	B&M (Wholesale)	Online	B&M (Wholesale)	Online		
Sales								
Volume (units mln)								
Elecssories								
HealthBeauties								
Value (\$mln)								
Elecssories								
HealthBeauties								
Consumer Market Shares								
Value Market Shares (%)								
Elecssories								
HealthBeauties								
Volume Market Shares (%)								
Elecssories								
HealthBeauties								
Operating Profit (\$mln)								
Cumulative Investments (\$mln)								

Performance Highlights

Brand Perspective

Channel Perspective

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

Sales by Channel

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

Forecasts