

| HealthBeauties Situation Report – Volume | | | | | | | | | |
|--|-------------------|--------|-------------------|--------------|--------|---------------------------|-------------------|--------|---------------------------|
| (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 | | | | | | | | |

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

Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

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