

| 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 (%)                    |            |       |            |       |                   |       |              |

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

I Financial Results

Consolidated Profit & Loss Statement

B&M Business Profit & Loss Statement

Online Business Profit & Loss Statement

I Profitability by Channel

Last Period Negotiations

Market Research Reports

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