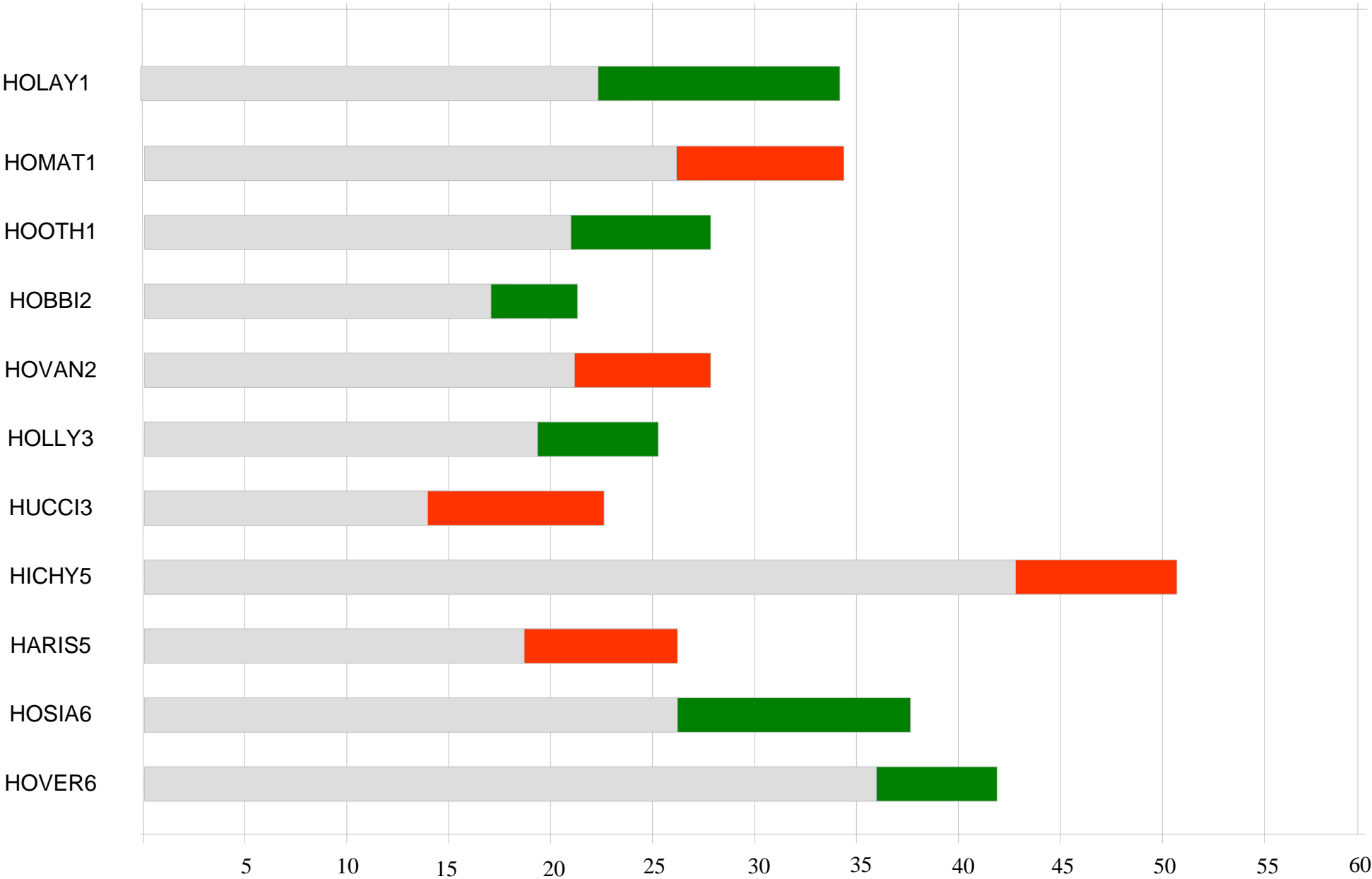


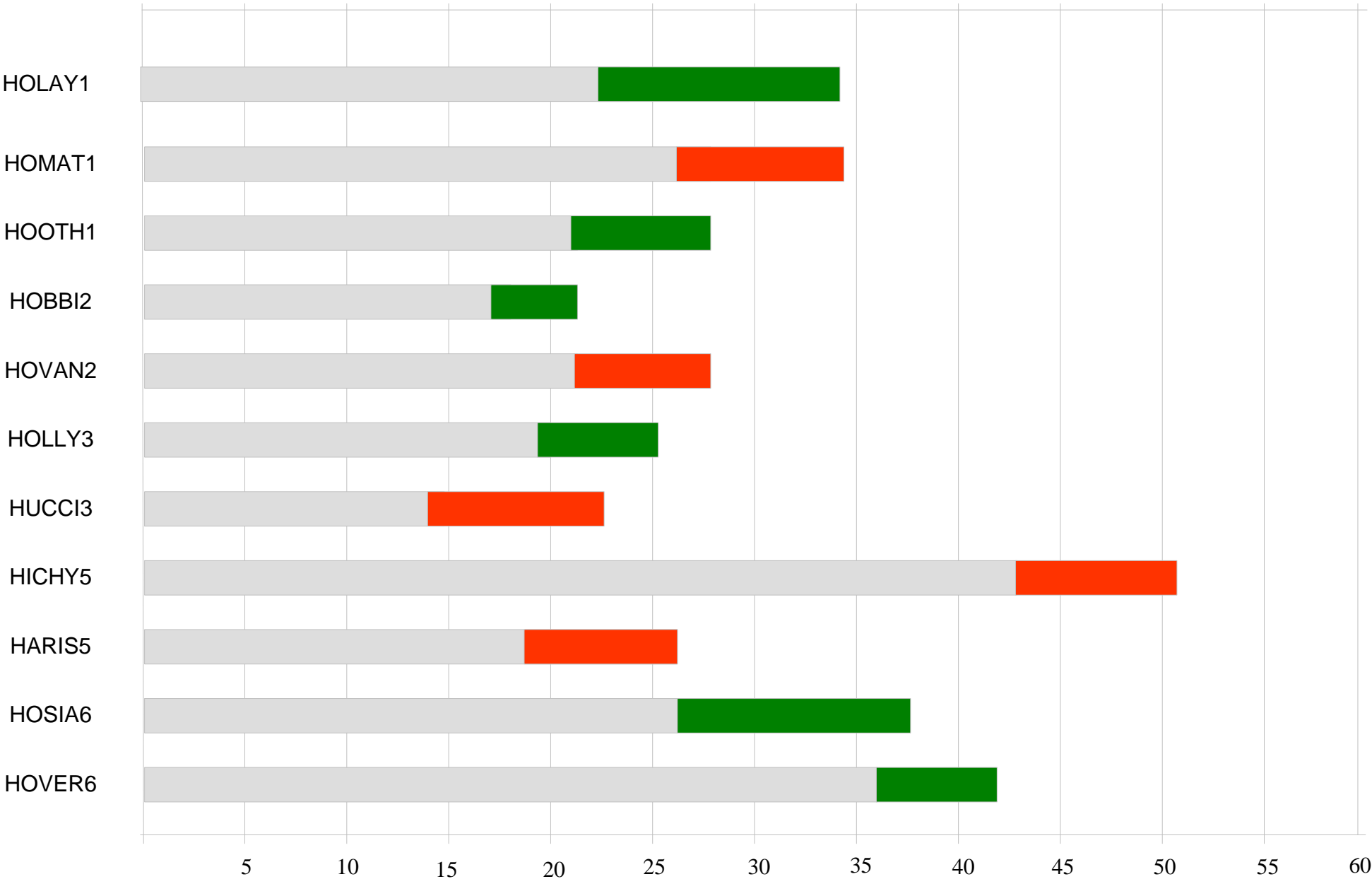
The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last two periods; hence, the grey section plus the green section is the level of awareness in the last period. Moving the cursor on the bar segments gives the exact values.

Awareness – HealthBeauties

Rural



Urban



Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMail Prices and Promotion Intensity

Financial Results

Elecssories Situation Reports

HealthBeauties Situation Reports

Key Performance Indicators

Awareness

Elecssories

HealthBeauties

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