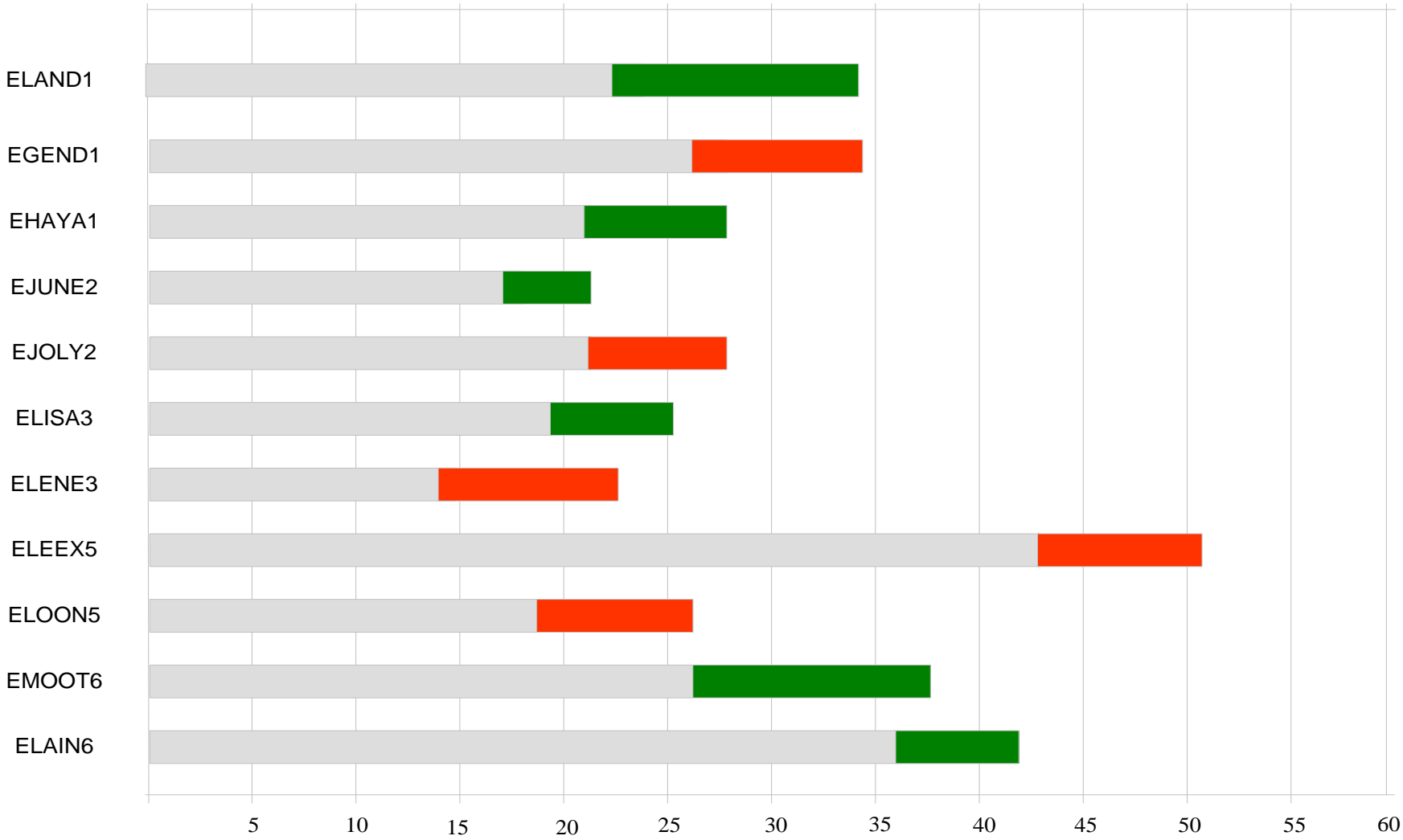


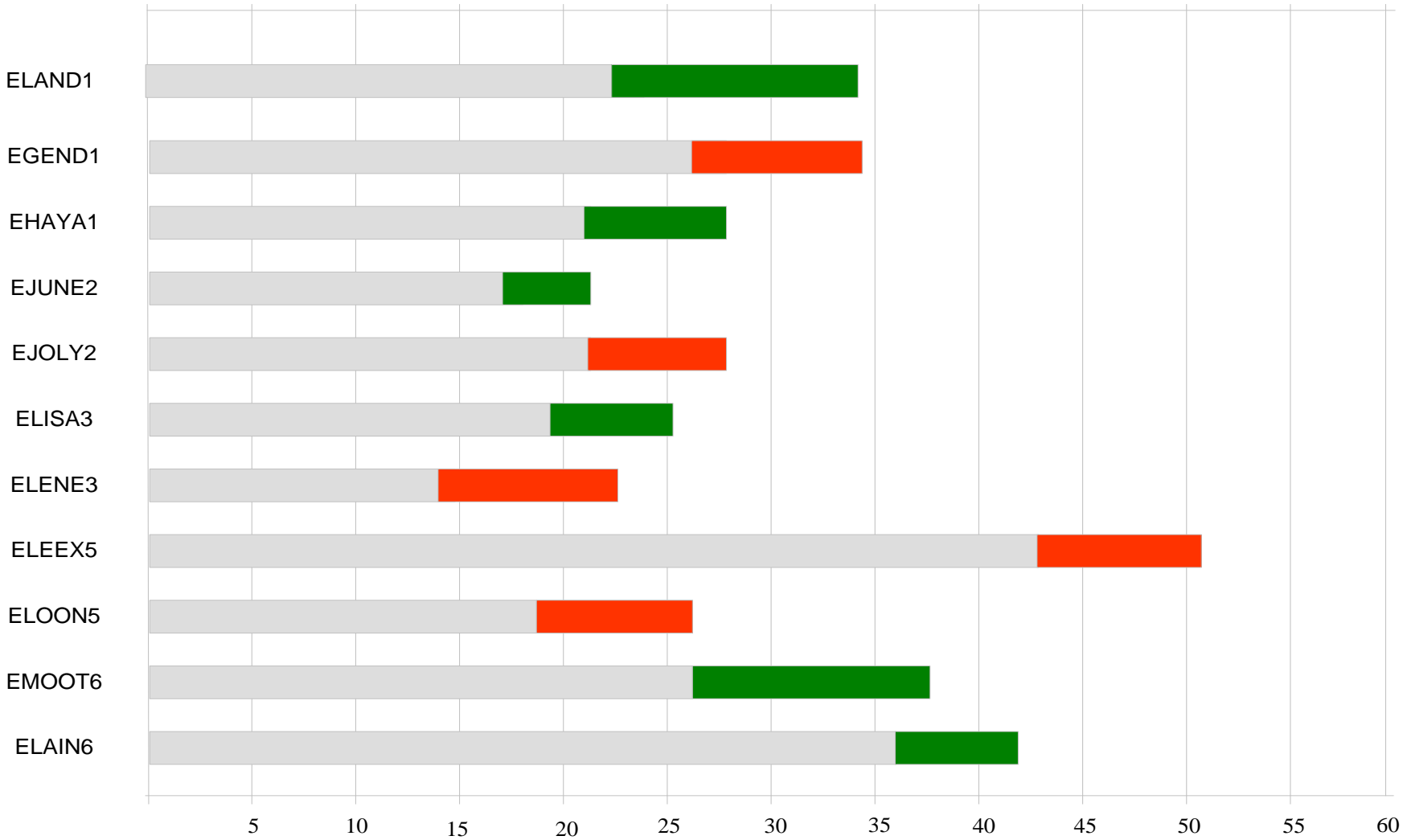
The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last 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 – Elecssories

Rural



Urban

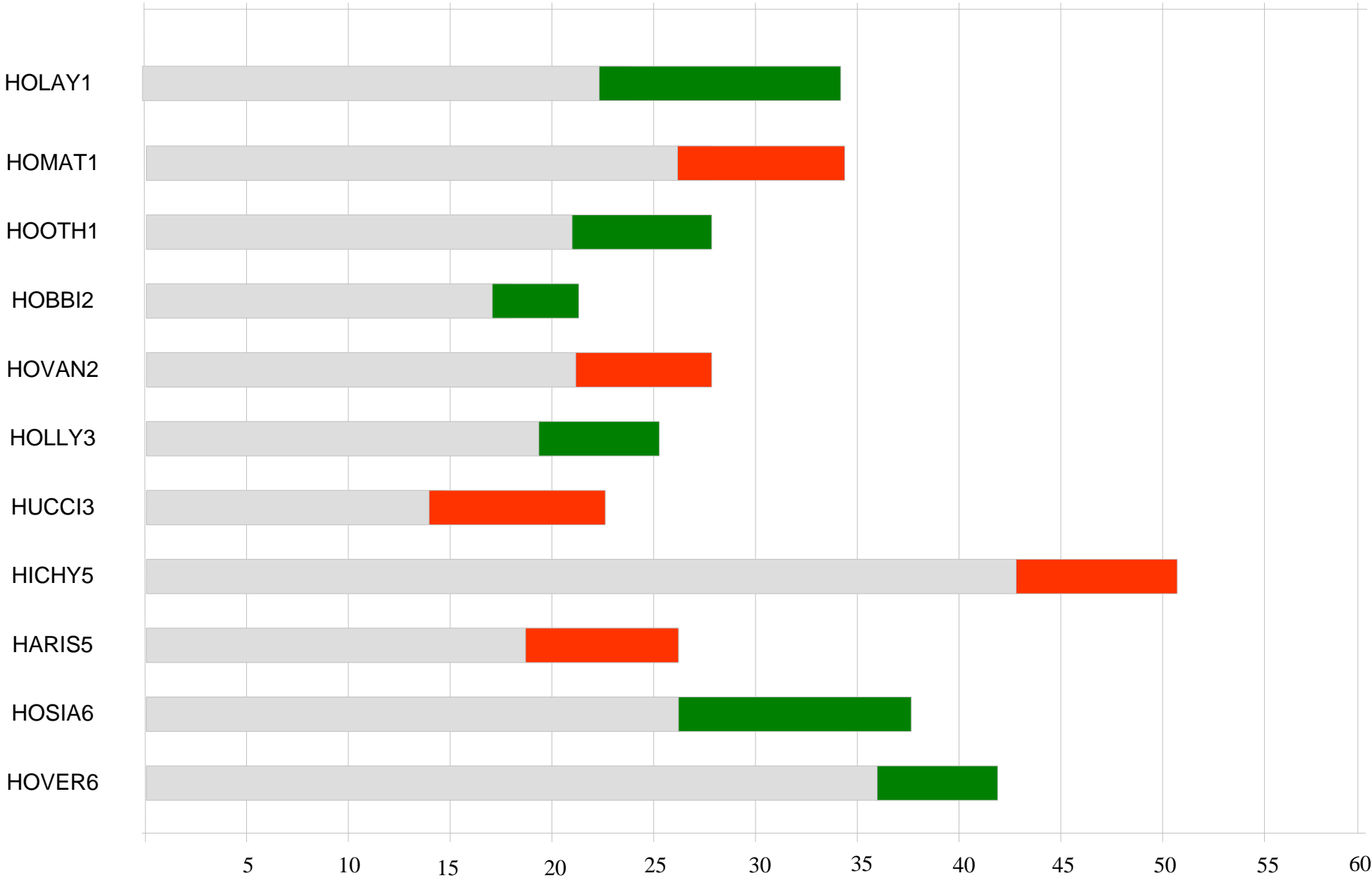


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- Sales by Shopper Segment
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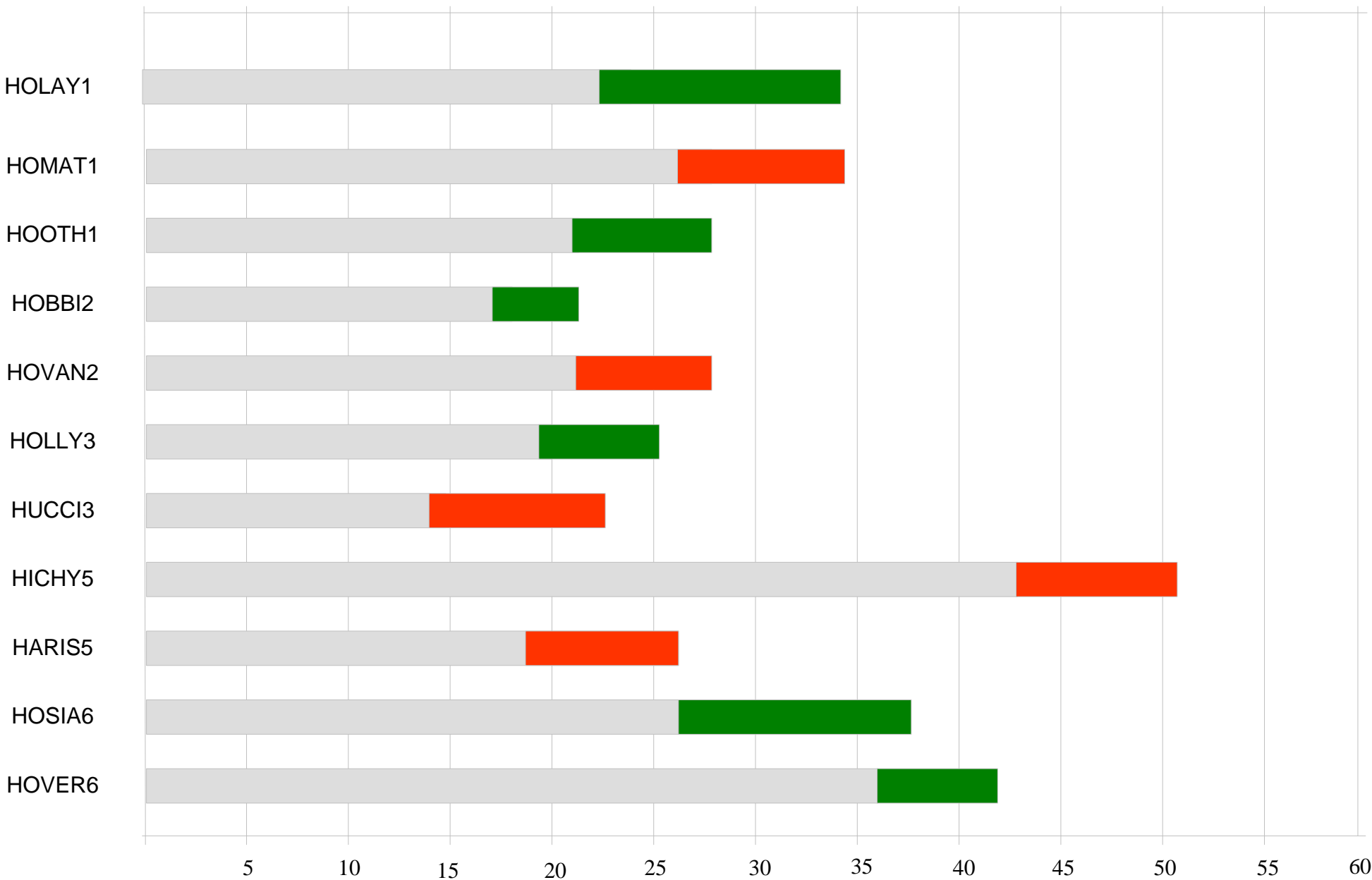
The bar charts show the levels of awareness for each brand in each market. The red section of the bar shows the drop in awareness over the last two periods; hence, the grey section is the level of awareness in the last period. The green section of the bar shows the increase in awareness over the last 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



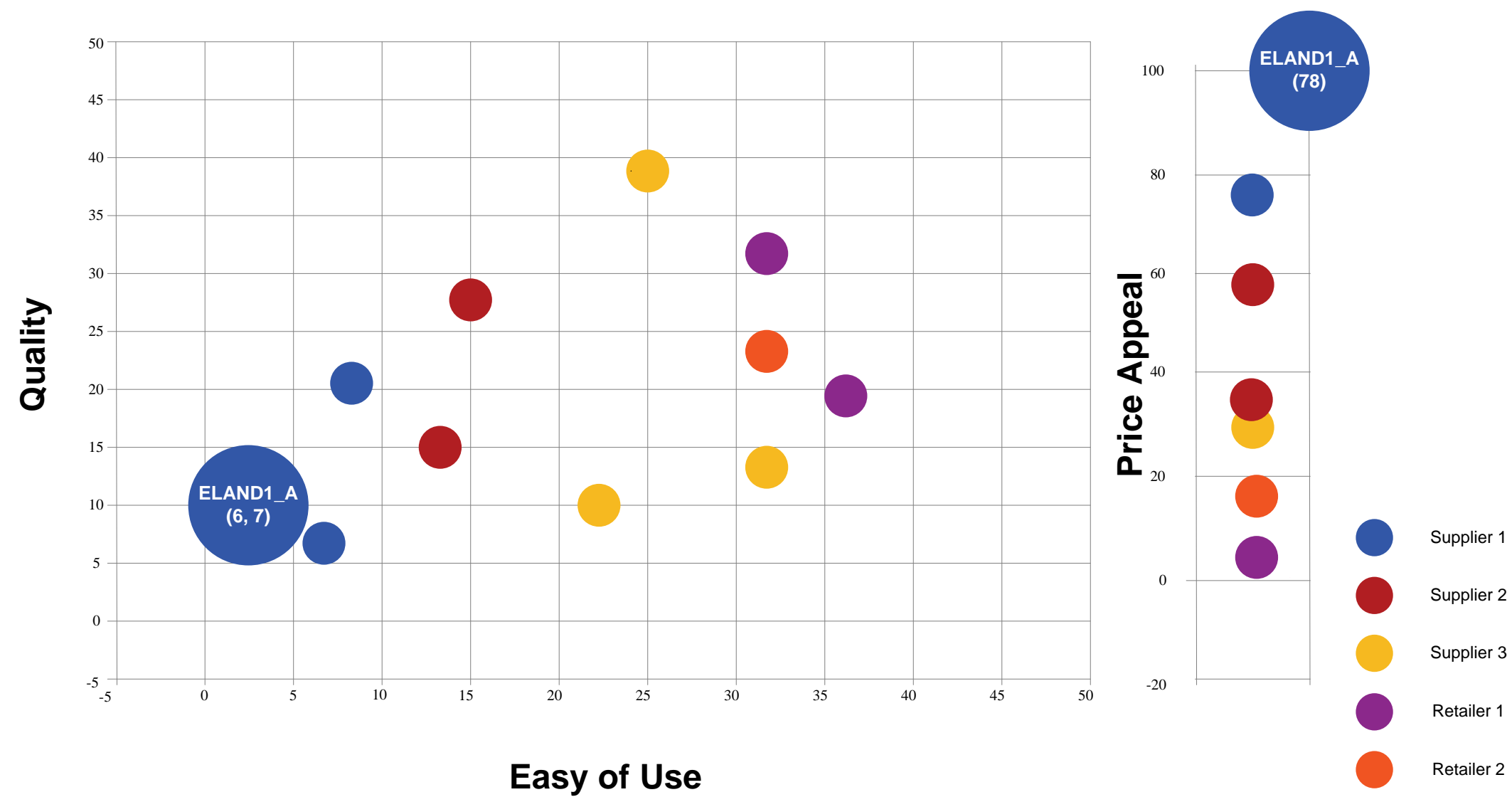
Urban



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These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

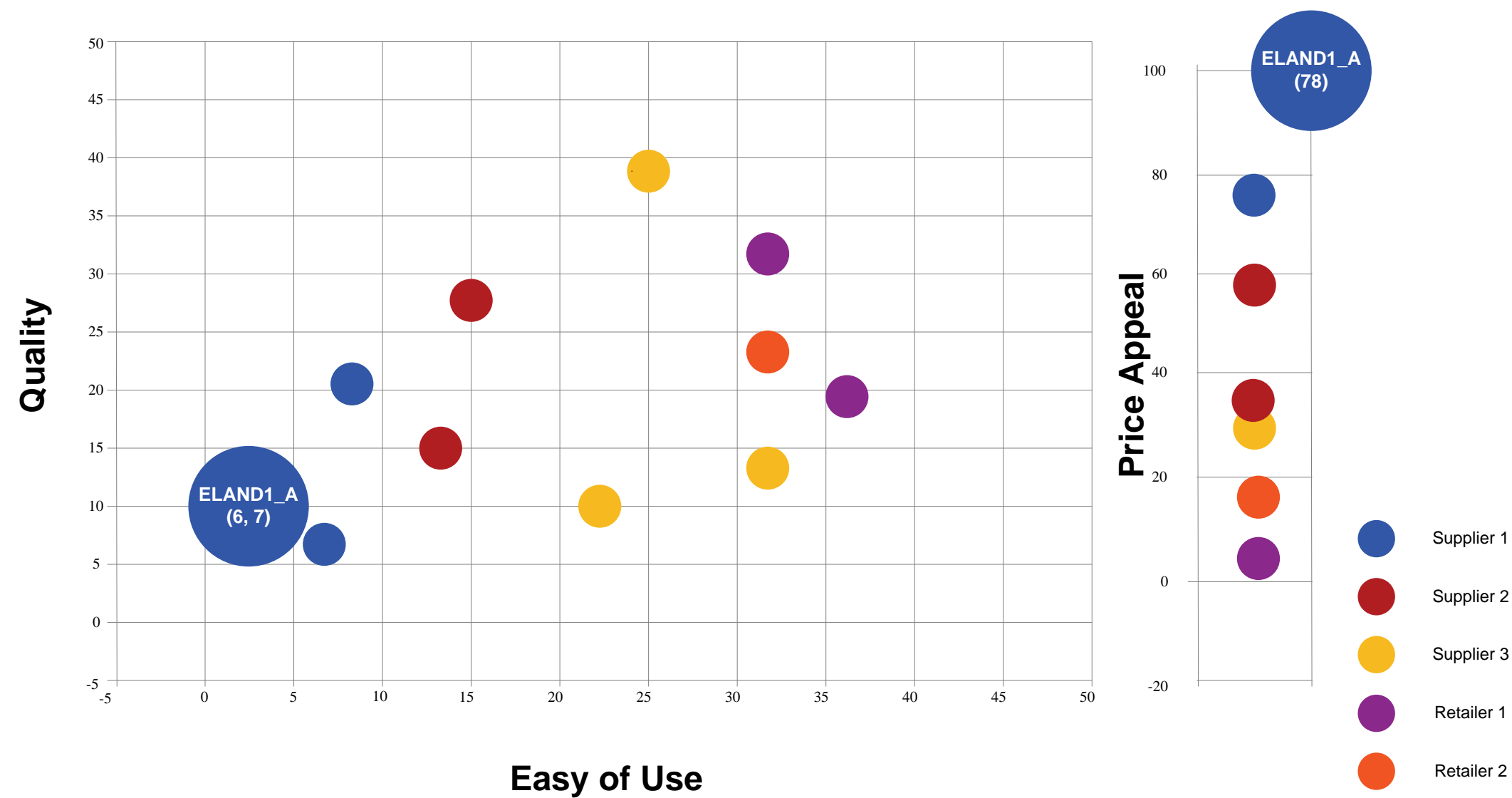
Brand Perceptions – Eleccsories (Rural)



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- Sales by Shopper Segment
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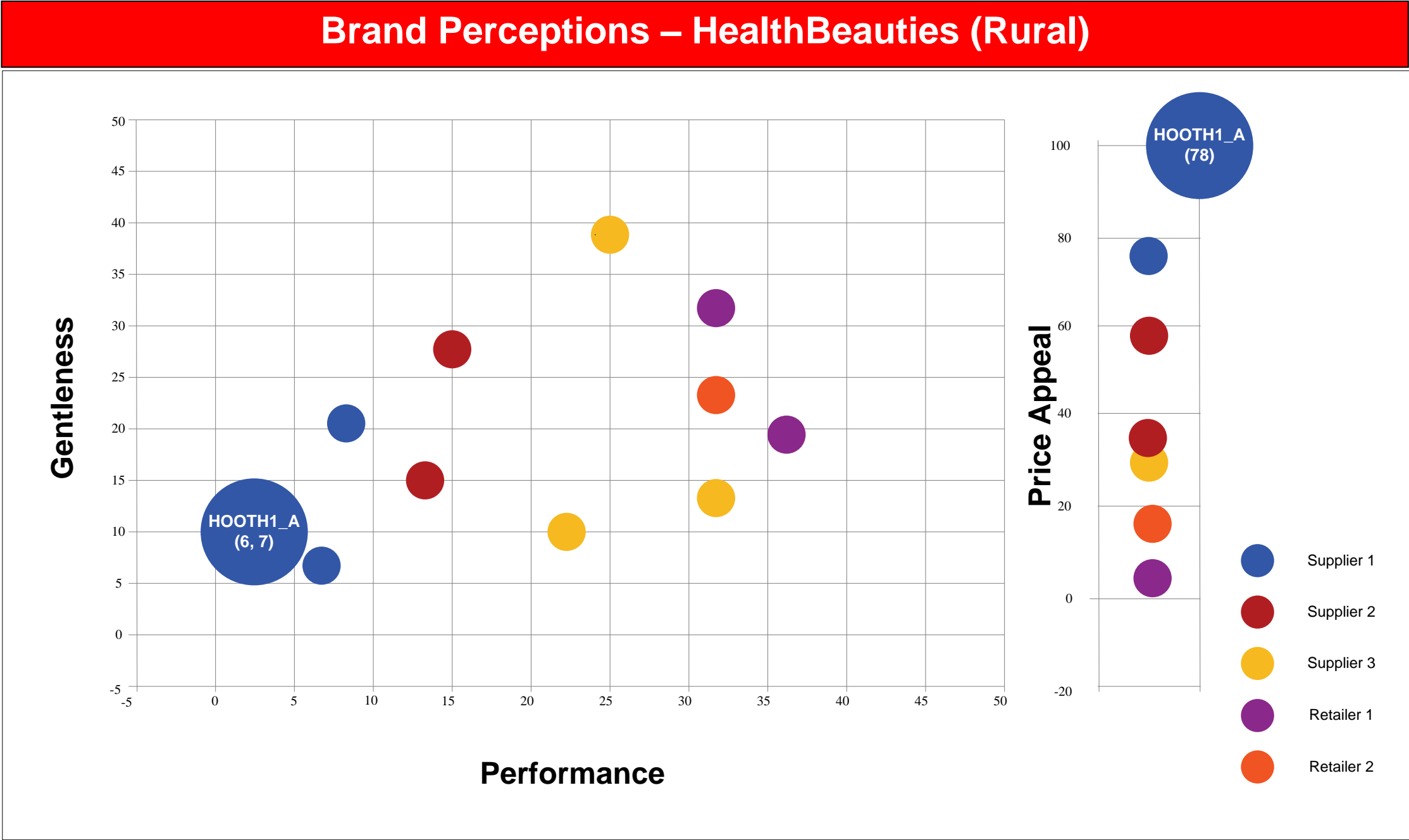
These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

Brand Perceptions – Eleccsories (Urban)



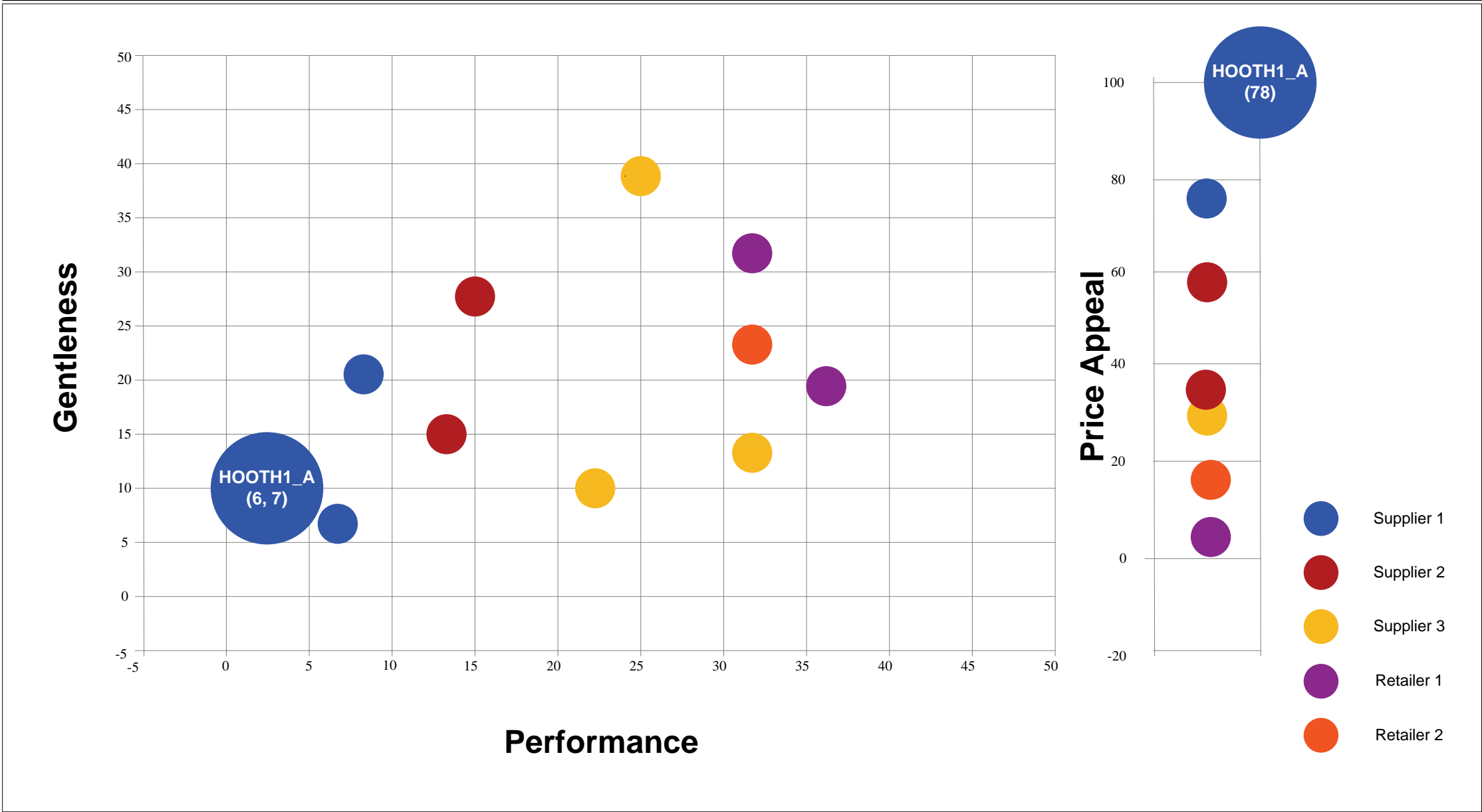
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These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.



These graphs show the perceptual positions of the SKUs by category and market. The positions are color-coded by supplier and retailer (for private label SKUs). Moving the cursor on any of the circles will identify the SKU and the exact perceptual coordinates of that SKU.

Brand Perceptions – HealthBeauties (Urban)

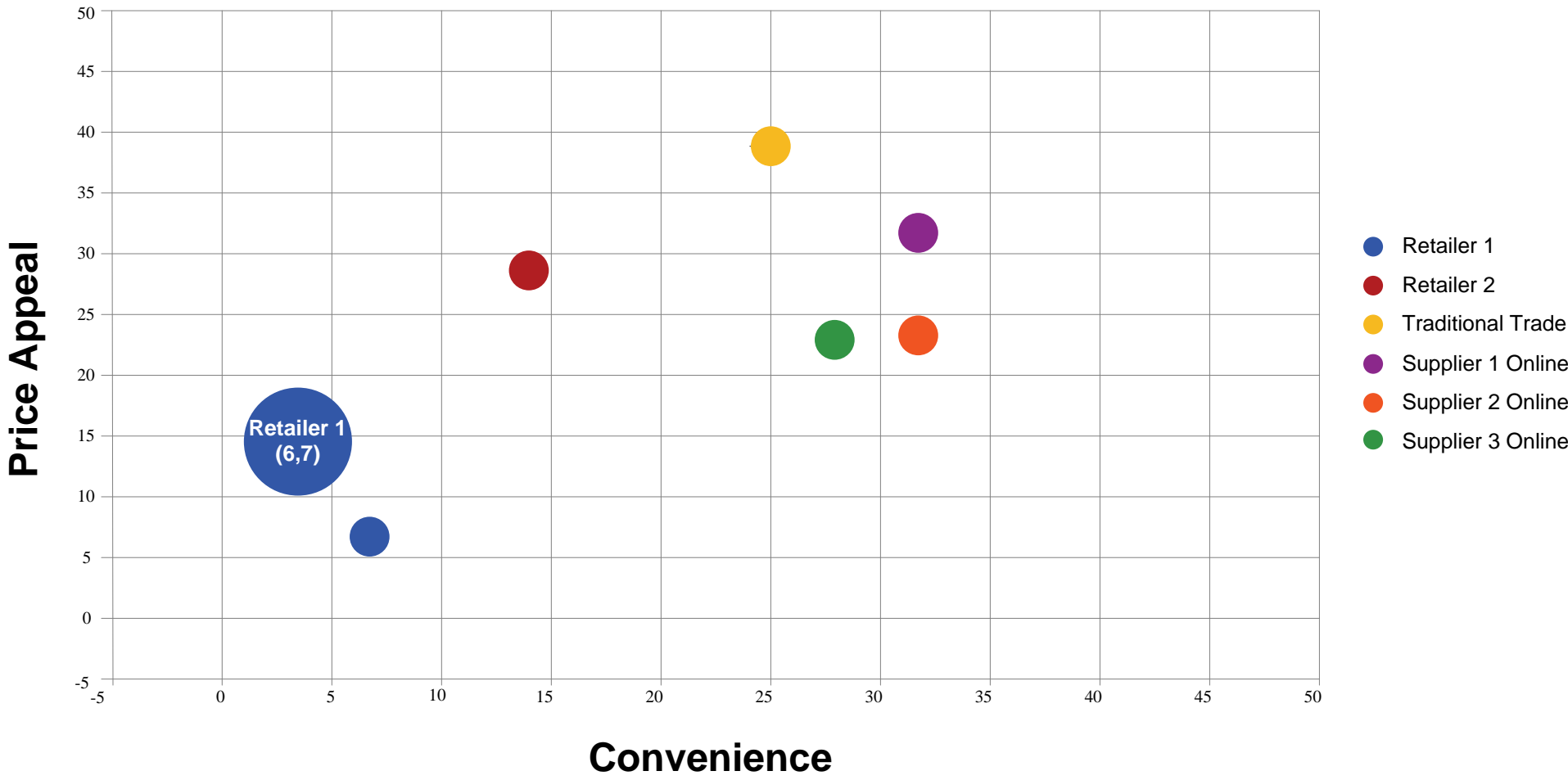


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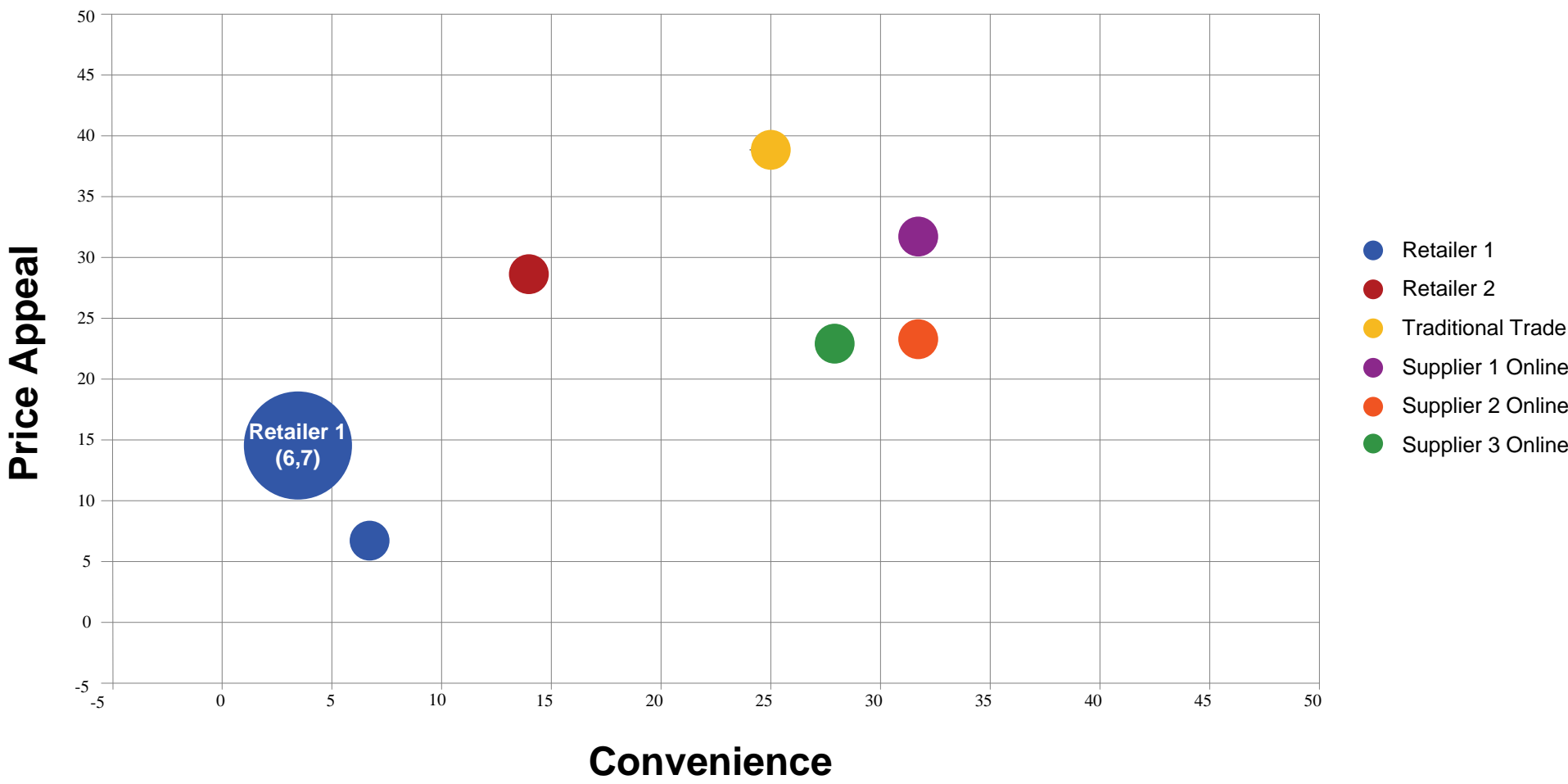
These graphs show the perceptual positions of the retailers by market. Moving the cursor on the positions shows the exact coordinates of the position.

Retailer Perceptions

Rural



Urban



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Sales by Shopper Segment

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Supplier Intelligence

Retailer Intelligence

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This table shows the volume and value markets shares for all the Elecssories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Consumer Segment – Elecssories (Rural)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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Market Shares by Consumer Segment – Elecssories (Urban)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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This table shows the volume and value markets shares for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Consumer Segment – HealthBeauties (Rural)								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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Market Shares by Consumer Segment – HealthBeauties (Urban)								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Share	Change	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Share	Change	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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This table shows the volume and value sales for all the Eleccsories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Consumer Segment – Eleccsories (Rural)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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Sales by Consumer Segment – Elecssories (Urban)								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Price Sensitive		Value for Money		Fashion		Freaks	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Consumer Segment – HealthBeauties (Rural)								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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Sales by Consumer Segment – HealthBeauties (Urban)								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
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HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Price Sensitive		Value for Money		Health Conscious		Impatient	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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This table shows the volume and value market shares for all the Elecsories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Shopper Segment – Elecsories (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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This table shows the volume and value market shares for all the Eleccsories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Shopper Segment – Eleccsories (Urban)						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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This table shows the volume and value market shares for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Shopper Segment – HealthBeauties (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBi2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBi2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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This table shows the volume and value market shares for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

Market Shares by Shopper Segment – HealthBeauties (Urban)						
	B&M Only		Online Only		Mixed	
	Volume Share	Change	Volume Share	Change	Volume Share	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M Only		Online Only		Mixed	
	Value Share	Change	Value Share	Change	Value Share	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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- Elecssories – Urban
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This table shows the volume and value sales for all the Eleccsories brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Shopper Segment – Eleccsories (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						
	B&M Only		Online Only		Mixed	
	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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This table shows the volume and value sales for all the Elecssories brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Shopper Segment – Elecssories (Urban)						
	B&M Only		Online Only		Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						
	B&M Only		Online Only		Mixed	
	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1						
ELAND1						
EGEND1						
EHAYA1						
EHAMO1						
ELONG1						
Total						
Supplier 2						
EBETA2						
ELOGO2						
EHEDE2						
EHOOT2						
Total						
Supplier 3						
EJUNE3						
EJOLY3						
EMOOT3						
EJEEP3						
Total						
Retailer 1						
ELISA5						
ELEEX5						
ETOMY5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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- HealthBeauties – Urban
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This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Shopper Segment – HealthBeauties (Rural)						
	B&M Only		Online Only		Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBi2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M Only		Online Only		Mixed	
	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBi2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						

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This table shows the volume and value sales for all the HealthBeauties brands sold in the urban market. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Shopper Segment – HealthBeauties (Urban)						
	B&M Only		Online Only		Mixed	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
HOSIA6						
HOVER6						
HWARD6						
Total						
	B&M Only		Online Only		Mixed	
	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1						
HOLAY1						
HOMAT1						
HOOTH1						
HORRY1						
HMOOT1						
Total						
Supplier 2						
HOBBI2						
HAVON2						
HOLLY2						
HORES1						
Total						
Supplier 3						
HUCCI3						
HEVIA3						
HEEKE3						
HOUES3						
Total						
Retailer 1						
HICHY5						
HARIS5						
HORGE5						
Total						
Retailer 2						
ELOON6						
ELAIN6						
ELANG6						
Total						

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This table shows the volume and value sales for all the Elecssories brands sold in the rural market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Channel – Elecssories (Rural)								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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This table shows the volume and value sales for all the Elecssories brands sold in the urban market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Channel – Elecssories (Urban)								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
ELAND1								
EGEND1								
EHAYA1								
EHAMO1								
ELONG1								
Total								
Supplier 2								
EBETA2								
ELOGO2								
EHEDE2								
EHOOT2								
Total								
Supplier 3								
EJUNE3								
EJOLY3								
EMOOT3								
EJEEP3								
Total								
Retailer 1								
ELISA5								
ELEEX5								
ETOMY5								
Total								
Retailer 2								
ELOON6								
ELAIN6								
ELANG6								
Total								

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This table shows the volume and value sales for all the HealthBeauties brands sold in the rural market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Channel – HealthBeauties (Rural)								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBi2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBi2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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Eleccsories – Urban

HealthBeauties – Rural

HealthBeauties – Urban

B&M Retail Prices

Promotion Intensity

Supplier Intelligence

Retailer Intelligence

This table shows the volume and value sales for all the HealthBeauties brands sold in the urban market by channel. When moving the cursor on any brand name, the results for all its variants will pop up.

Sales by Channel – HealthBeauties (Urban)								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change	Volume Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								
	Retailer 1		Retailer 2		Traditional Trade		Online Store	
	Value Sales	Change	Value Sales	Change	Value Sales	Change	Value Sales	Change
Supplier 1								
HOLAY1								
HOMAT1								
HOOTH1								
HORRY1								
HMOOT1								
Total								
Supplier 2								
HOBBI2								
HAVON2								
HOLLY2								
HORES1								
Total								
Supplier 3								
HUCCI3								
HEVIA3								
HEEKE3								
HOUES3								
Total								
Retailer 1								
HICHY5								
HARIS5								
HORGE5								
Total								
Retailer 2								
HOSIA6								
HOVER6								
HWARD6								
Total								

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Eleccsories – Urban

HealthBeauties – Rural

| HealthBeauties – Urban
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B&M Retail Prices – Eleccsories								
	Retailer 1				Retailer 2			
	Rural		Urban		Rural		Urban	
	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
EHAMO1_A								
EHAMO1-B								
ELONG1_A								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
EHOOT2_A								
EHOOT2_B								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
EJOLY3_B								
EJOLY3_C								
EMOOT3_A								
EMOOT3_B								
EJEEP3_A								
Retailer 1								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
ELISA5_C								
ELEEX5_B								
ETOMY5_A								
Retailer 2								
ELOON6_A								
ELOON6_B								
ELAIN6_A								
ELAIN6_B								
ELANG6_B								

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B&M Retail Prices – HealthBeauties								
	Retailer 1				Retailer 2			
	Rural		Urban		Rural		Urban	
	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change	Net Retail Price (\$)	Change
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_C								
HOMAT1_A								
HOMAT1_B								
HOMAT1_C								
HOOTH1_A								
HOOTH1_B								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
HOLLY2_A								
HOLLY2_B								
HOLLY2_C								
HORES1_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
HEEKE3_A								
HEEKE3_B								
HEEKE3_C								
HOUES3_A								
HOUES3_B								
Retailer 1								
HICHY5_A								
HICHY5_A								
HARIS5_B								
HORGE5_A								
HORGE5_B								
HORRY5_A								
Retailer 2								
HOSIA6_A								
HOSIA6_B								
HOVER6_B								
HWARD6_A								
HWARD6_B								

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Promotion Intensity – Eleccsories								
	Retailer 1				Retailer 2			
	Rural		Urban		Rural		Urban	
	Length	Depth	Length	Depth	Length	Depth	Length	Depth
Supplier 1								
ELAND1_A								
ELAND1_B								
EGEND1_A								
EHAYA1_A								
EHAYA1_B								
EHAMO1_A								
EHAMO1-B								
ELONG1_A								
Supplier 2								
EBETA2_A								
EBETA2_B								
ELOGO2_A								
EHEDE2_A								
EHEDE2_C								
EHOOT2_A								
EHOOT2_B								
Supplier 3								
EJUNE3_A								
EJUNE3_B								
EJOLY3_A								
EJOLY3_B								
EJOLY3_C								
EMOOT3_A								
EMOOT3_B								
EJEEP3_A								
Retailer 1								
ELISA5_A								
ELISA5_B								
ELEEX5_A								
ELISA5_C								
ELEEX5_B								
ETOMY5_A								
Retailer 2								
ELOON6_A								
ELOON6_B								
ELAIN6_A								
ELAIN6_B								
ELANG6_B								

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Promotion Intensity - HealthBeauties								
	Retailer 1				Retailer 2			
	Rural		Urban		Rural		Urban	
	Length	Depth	Length	Depth	Length	Depth	Length	Depth
Supplier 1								
HOLAY1_A								
HOLAY1_B								
HOLAY1_C								
HOMAT1_A								
HOMAT1_B								
HOMAT1_C								
HOOTH1_A								
HOOTH1_B								
Supplier 2								
HOBBI2_A								
HOBBI2_B								
HAVON2_A								
HOLLY2_A								
HOLLY2_B								
HOLLY2_C								
HORES1_A								
Supplier 3								
HUCCI3_A								
HUCCI3_B								
HEVIA3_A								
HEEKE3_A								
HEEKE3_B								
HEEKE3_C								
HOUES3_A								
HOUES3_B								
Retailer 1								
HICHY5_A								
HICHY5_A								
HARIS5_B								
HORGE5_A								
HORGE5_B								
HORRY5_A								
Retailer 2								
HOSIA6_A								
HOSIA6_B								
HOVER6_B								
HWARD6_A								
HWARD6_B								

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Supplier Intelligence						
	Elecssories			HealthBeauties		
	Supplier 1	Supplier 2	Supplier 3	Supplier 1	Supplier 2	Supplier 3
Advertising (\$mln)						
Offline						
Rural						
Urban						
Online						
Trade Support (\$mln)						
Actual						
Rural						
Retailer 1						
Retailer 2						
Urban						
Retailer 1						
Retailer 2						
Negotiated						
Rural						
Retailer 1						
Retailer 2						
Urban						
Retailer 1						
Retailer 2						
Online Investments (\$mln)						
Visibility						
Other						
Assets						
Technology Level						
Design Level						
Production						
Capacity (units mln)						
Utilization Rate (%)						
Flexibility (min) (%)						
Flexibility (max) (%)						

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This table summarizes retailer intelligence information. Online and Offline advertising are national expenditures (ie, not broken down my market) and we repeat the national figures under both markets. Shelf space allocations are shown by brand but moving the cursor on any brand name will reveal the shelf space allocations for all the variants of that brand (SKU level).

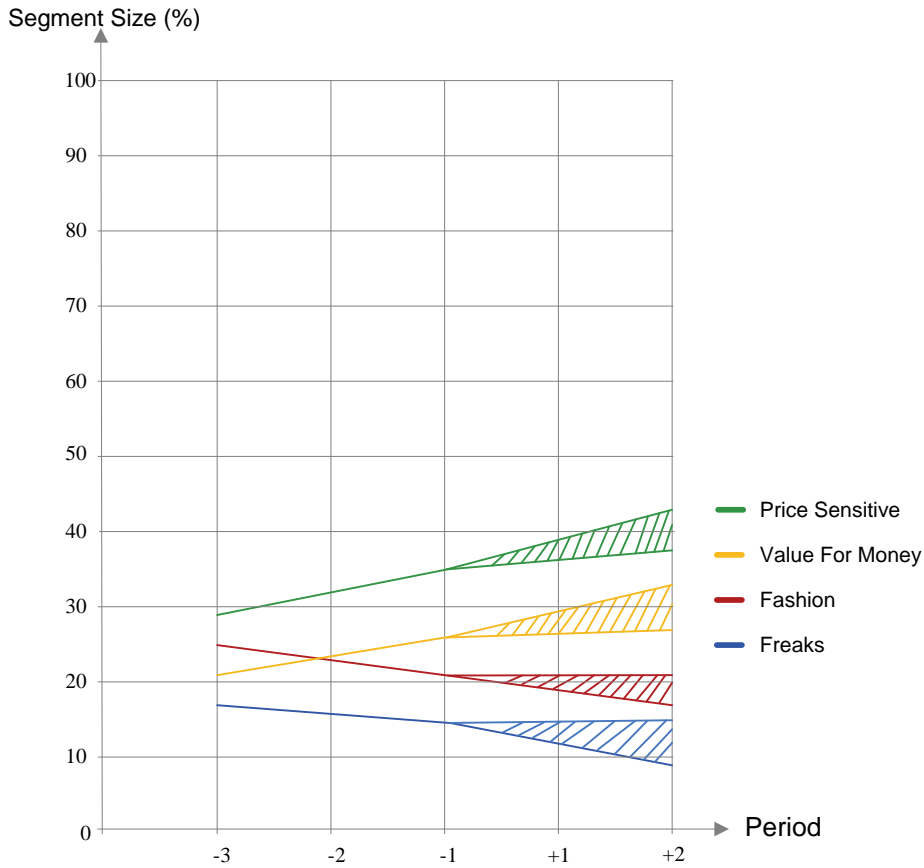
Retailer Intelligence				
	Rural		Urban	
	Retailer 1	Retailer 2	Retailer 1	Retailer 2
Advertising (\$mIn)				
Online	23	45	23	45
Offline				
Local				
In-Store Service				
Shelf Space Allocation (%)				
Supplier 1				
ELAND1				
EGEND1				
EHAYA1				
EHAMO1				
ELONG1				
Supplier 2				
EBETA2				
ELOGO2				
EHEDE2				
EHOOT2				
Supplier 3				
EJUNE3				
EJOLY3				
EMOOT3				
EJEEP3				
Retailer 1				
ELISA5				
ELEEX5				
ETOMY5				
Retailer 2				
ELOON6				
ELAIN6				
Supplier 1				
HOLAY1				
HOMAT1				
HOOTH1				
Supplier 2				
HOBBI2				
HAVON2				
HOLLY2				
HORES1				
Supplier 3				
HUCCI3				
HEVIA3				
HEEKE3				
HOUES3				
Retailer 1				
HICHY5				
HICHY5				
HORGE5				
HORRY5				
Retailer 2				
HOSIA6				
HWARD6				

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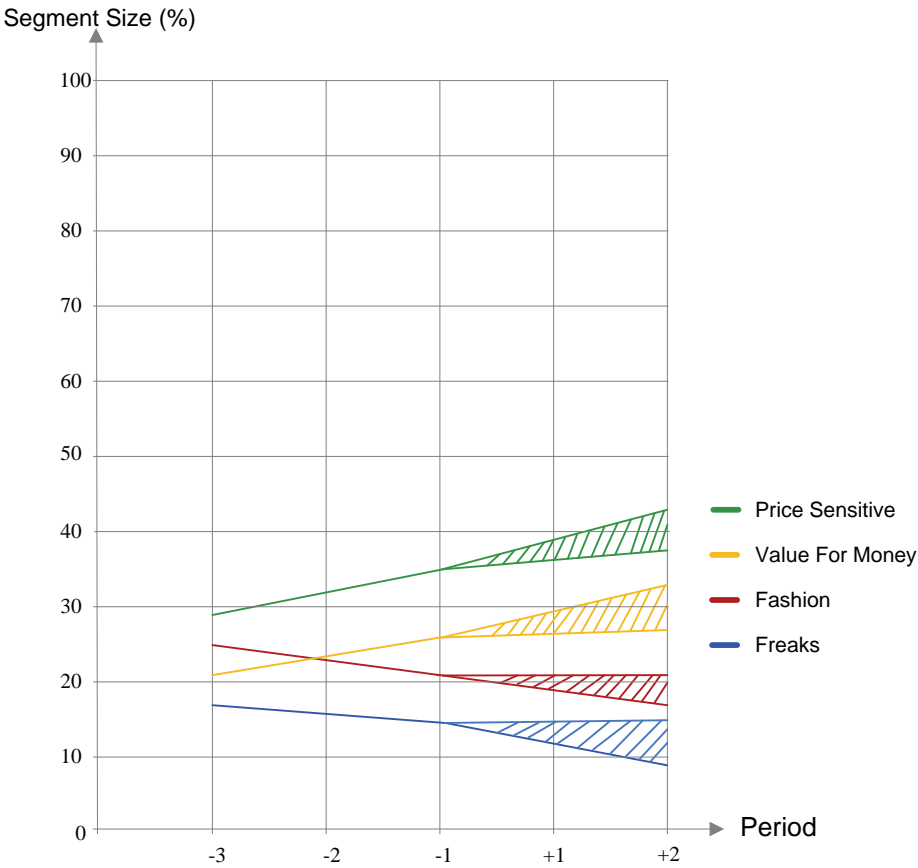
These graphs show the historical values and the two-period ahead forecasts of the consumer segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Consumer Segment Size

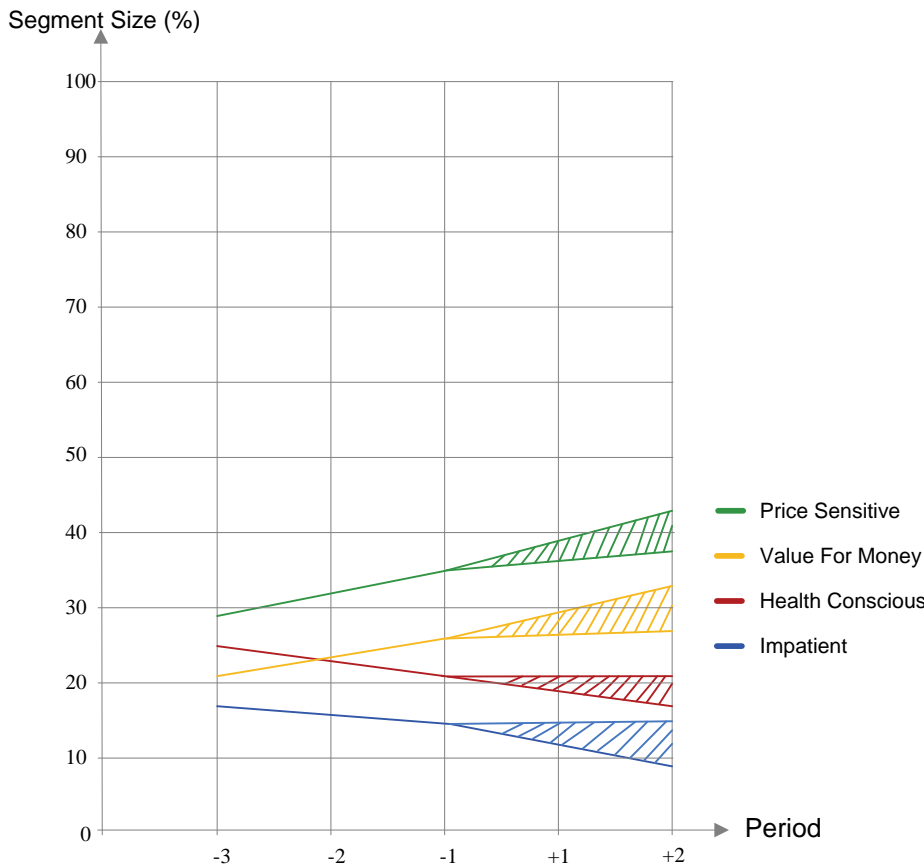
Eleccsories - Rural



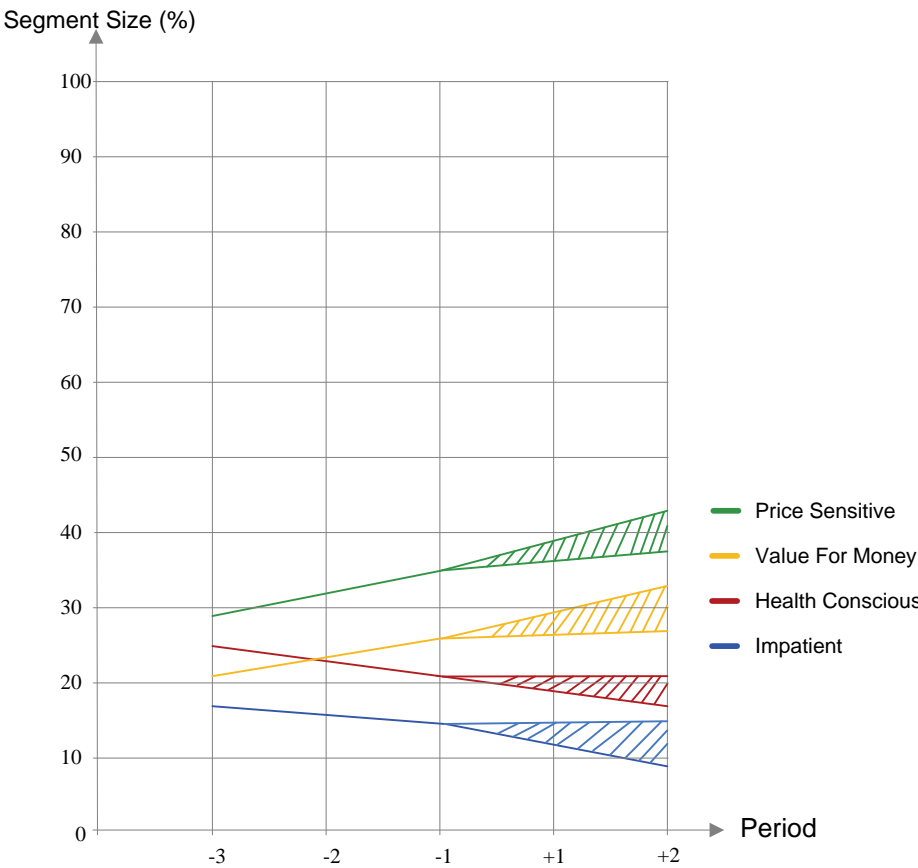
Eleccsories - Urban



HealthBeauties - Rural



HealthBeauties - Urban



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Consumer Segment Size

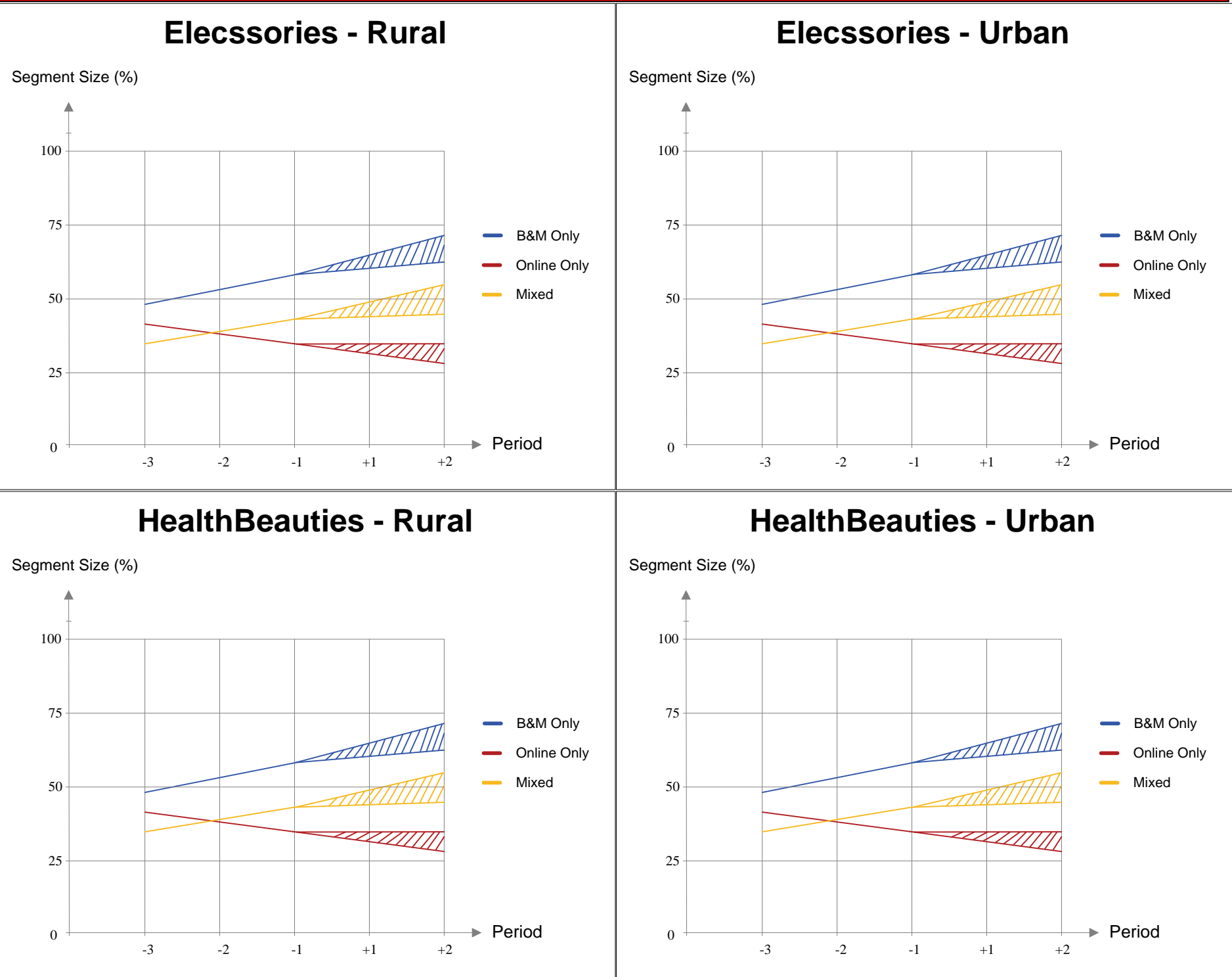
Shopper Segment Size

Category Volume s by Market

Internet Penetration Rates

These graphs show the historical values and the two-period ahead forecasts of the shopper segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

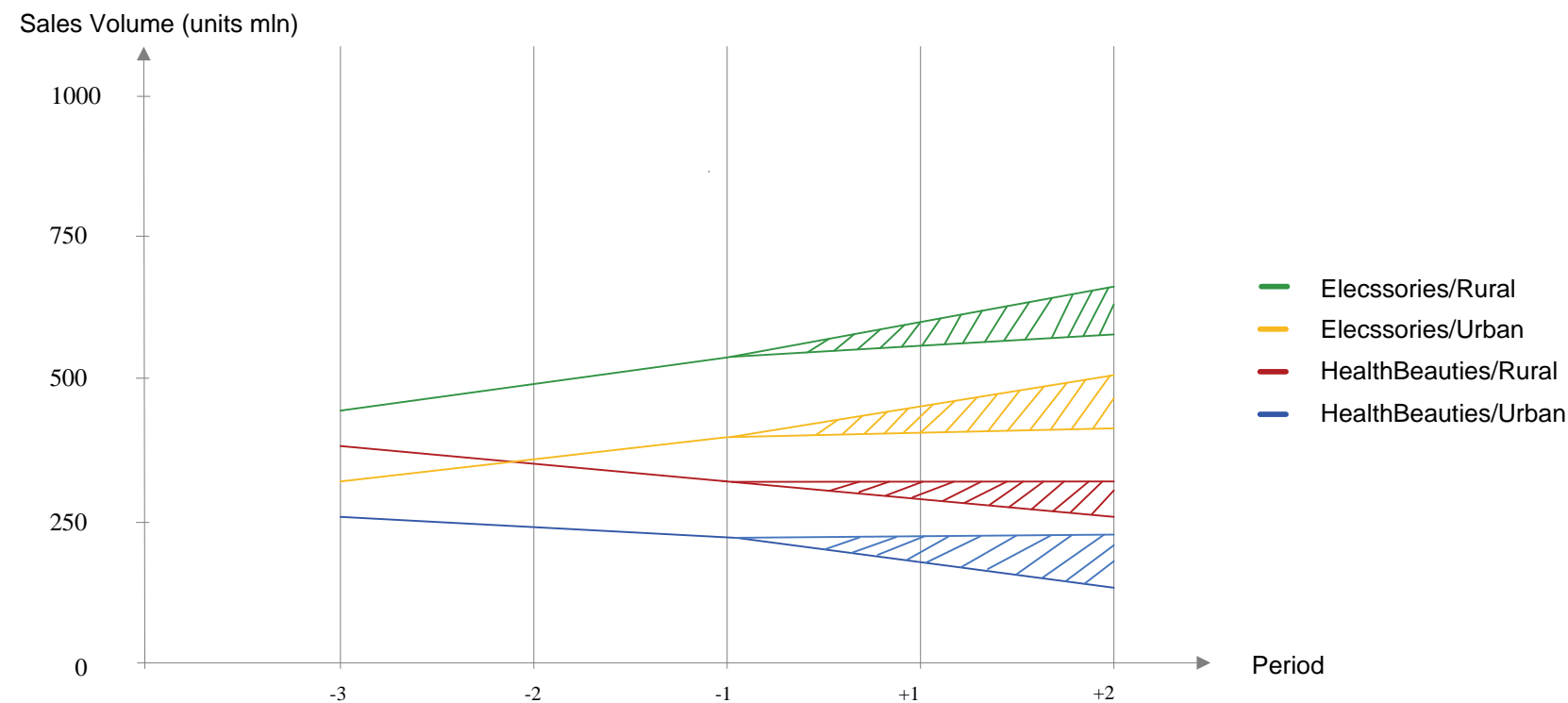
Two-Period Ahead Forecasts – Shopper Segment Size



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 - Internet Penetration Rates

This graph shows the historical values and the two-period ahead forecasts of category volumes by market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Category Volumes by Market



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Consumer Segment Size

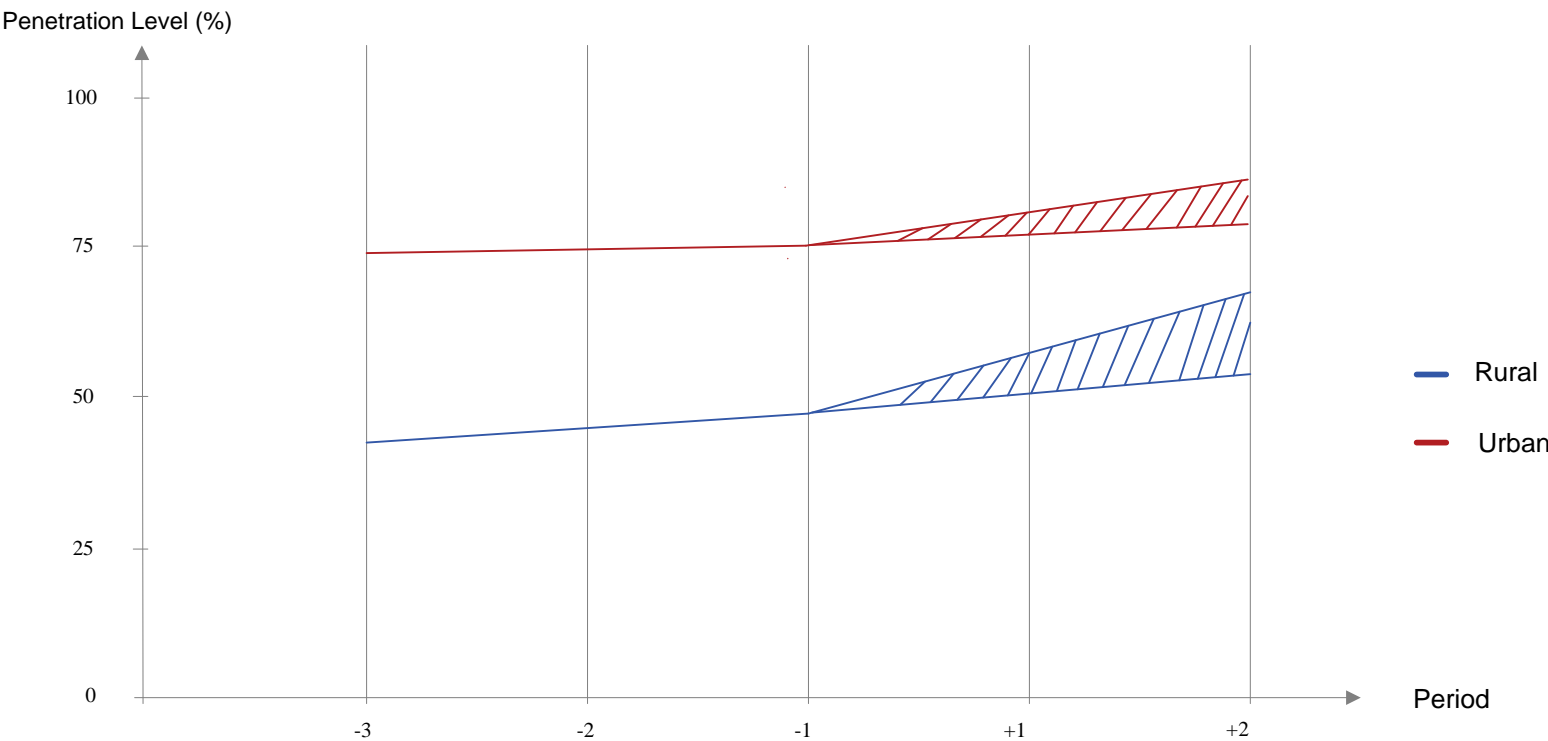
Shopper Segment Size

Category Volumes by Market

Internet Penetration Rates

These graphs show the historical values and the two-period ahead forecasts of the internet penetration rates by market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

Two-Period Ahead Forecasts – Internet Penetration Rates



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