

| Key Performance Indicators |       |       |
|----------------------------|-------|-------|
|                            | Rural | Urban |
| Rotation Index             |       |       |
| Volume                     |       |       |
| Elecssories                |       |       |
| HealthBeauties             |       |       |
| Value                      |       |       |
| Elecssories                |       |       |
| HealthBeauties             |       |       |
| Profitability Index        |       |       |
| Stock Cover                |       |       |
| Share of Shoppers (%)      |       |       |
| B&M Shoppers               |       |       |
| All Shoppers               |       |       |

Rotation Index measures sales (volume and value) per 1% shelf space

Profitability index measures gross profit per 1% shelf space

Stock cover is the ratio of closing inventory over weekly sales volume

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Rural Situation Reports

Urban 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