

Elecssories Situation Report – Volume (Total)														
(units mln)	Initial Inventory			Production Volume	Available Inventory (including production +/- internal transfers)			Shipped to Retailers	Sold Online	Discontinued Goods Volume	Closing Inventory		Unit Production cost (\$)	Channel Preference
	Offline	Online	Total		Offline	Online	Total				Offline	Online		
ELAND1_A														
ELAND1_B														
EGEND1_A														
EHAYA1_A														
ELAND1_A														

Elecssories Situation Report – Volume (by Retailer and Market)									
(units mln)	Order Volume					Delivered Volume			
	Retailer 1	Retailer 2	Retailer 3	Online	Planned Volume	Retailer 1	Retailer 2	Retailer 3	
Urban									
ELAND1_A									
ELAND1_B									
EGEND1_A									
EHAYA1_A									
ELAND1_A									
Rural									
ELAND1_A									
ELAND1_B									
EGEND1_A									
EHAYA1_A									
ELAND1_A									

Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Elecssories Situation Reports

Market Shares by Consumer Segment

Market Shares by Shopper Segment

Volume

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