

Elecssories Situation Report – Volume (Total)									
(units mln)	Initial Inventory		Production Volume	Sales Volume		Discontinued Goods Volume	Closing Inventory		Unit Production cost (\$)
	Offline	Online		Offline	Online		Offline	Online	
ELAND1_A									
ELAND1_B									
EGEND1_A									
EHAYA1_A									
ELAND1_A									

Elecssories Situation Report – Volume (by Retailer and Market)								
(units mln)	Order Volume				Sales Volume			
	Retailer 1	Retailer 2	Retailer 3	Online	Retailer 1	Retailer 2	Retailer 3	Online
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

Eleccsories 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