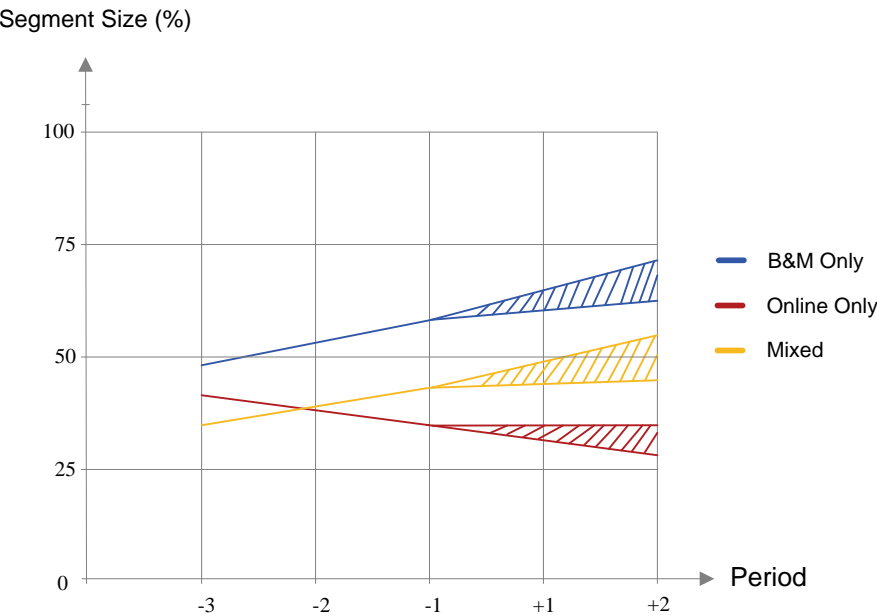


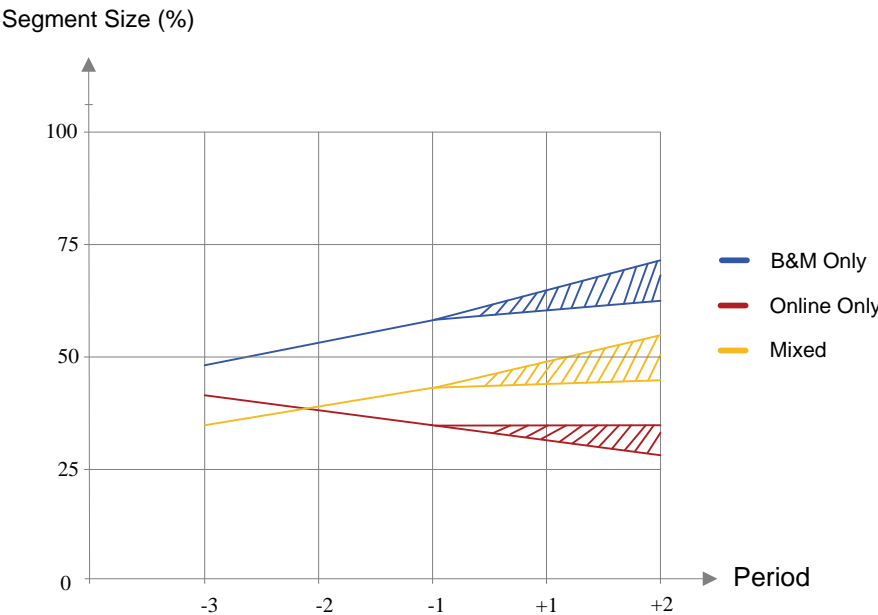
These graphs show the historical values and the two-period ahead forecasts of the shopper segment sizes by category and market. Moving the cursor on the forecasted areas will reveal the optimistic and pessimistic forecast values for each of the next two periods.

## Two-Period Ahead Forecasts – Shopper Segment Size

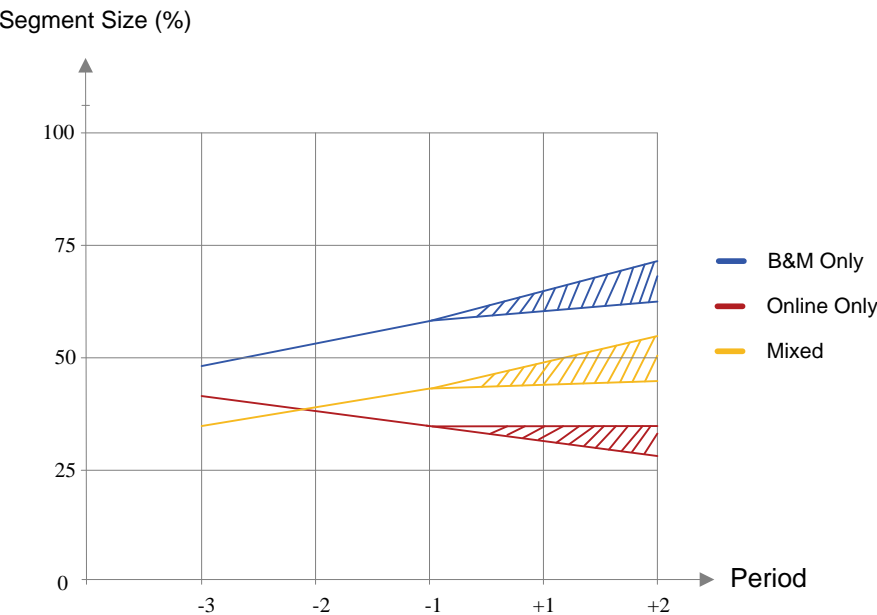
### Eleccsories - Rural



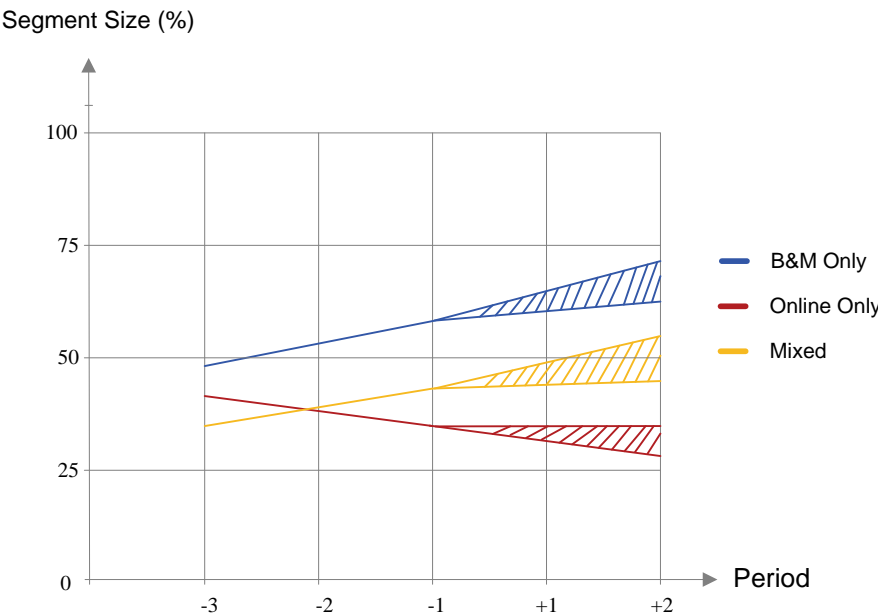
### Eleccsories - Urban



### HealthBeauties - Rural



### HealthBeauties - Urban



Performance Highlights

Market Shares

Sales

Segment Leadership

Cross-Segment Sales Volumes

Product Portfolio

eMall Prices and Promotion Intensity

Financial Results

Eleccsories Situation Reports

HealthBeauties Situation Reports

Key Performance Indicators

Awareness

Brand Perceptions

Retailer Perceptions

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

Consumer Segment Size

**Shopper Segment Size**

Category Volumes by Market

Internet Penetration Rates