

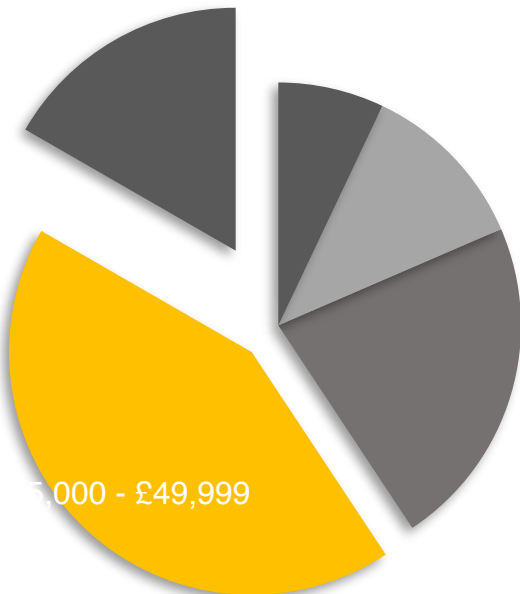


customer segments

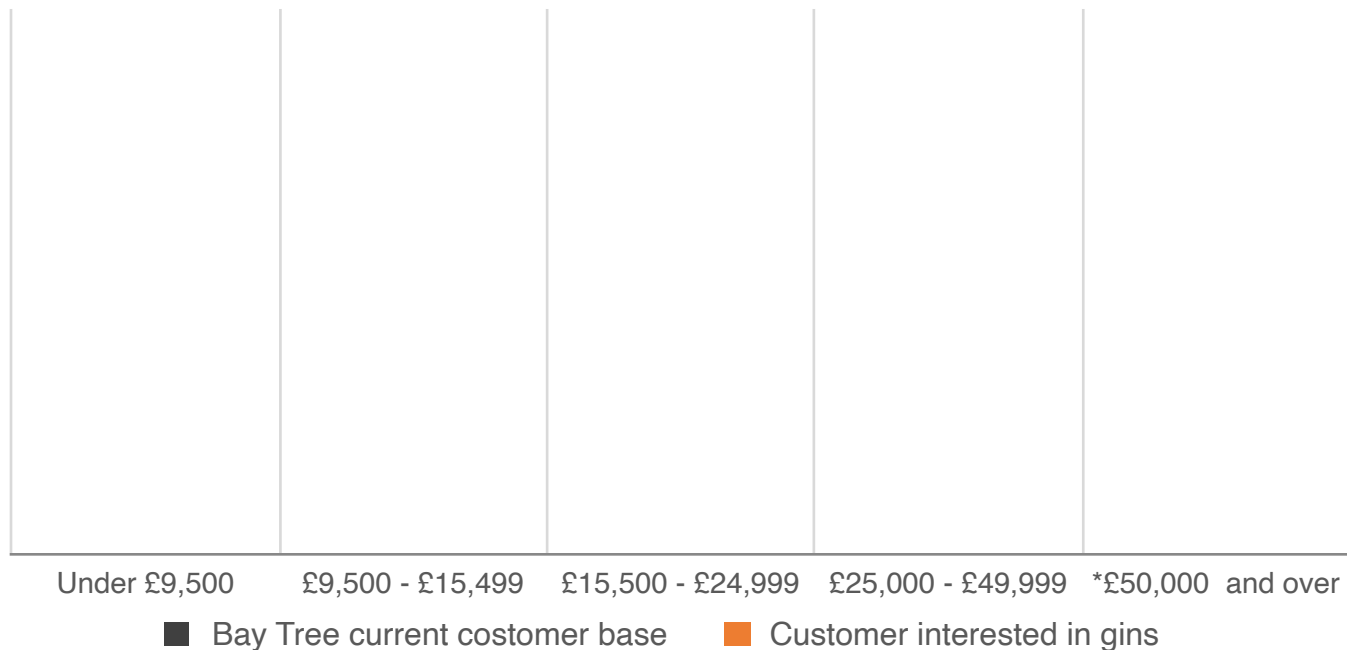


How valuable are we capturing existing customer base? (increment)

Customer Base by Income

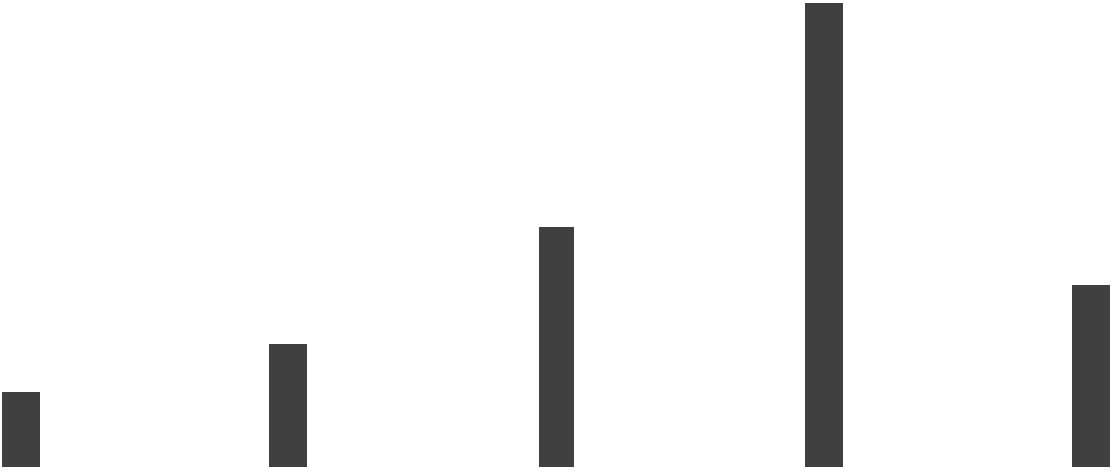


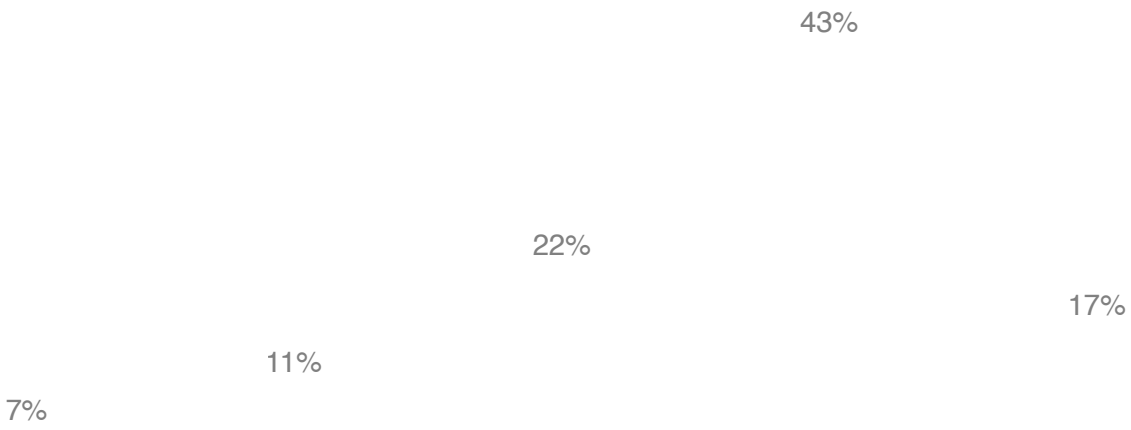
Gins Potential based on Bay Tree customer income



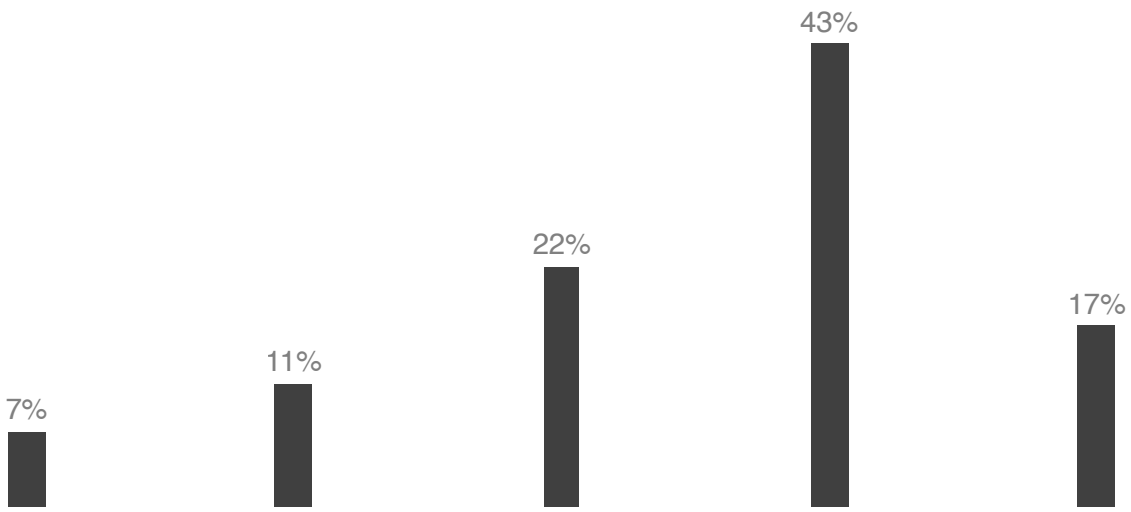


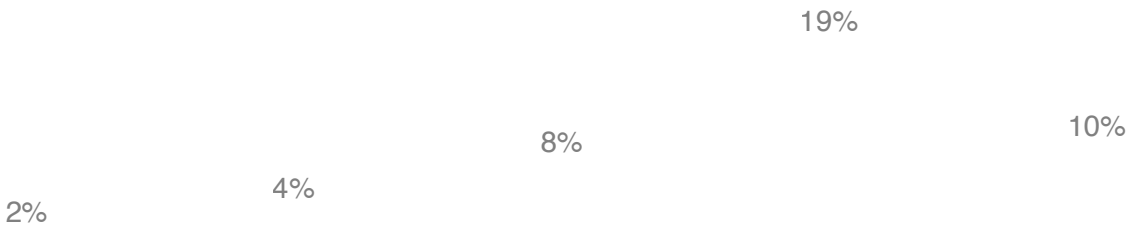
Although Bay Tree attract more “50k over group”; more customer come from 25k – 50k because they presence a large proportion in demography.





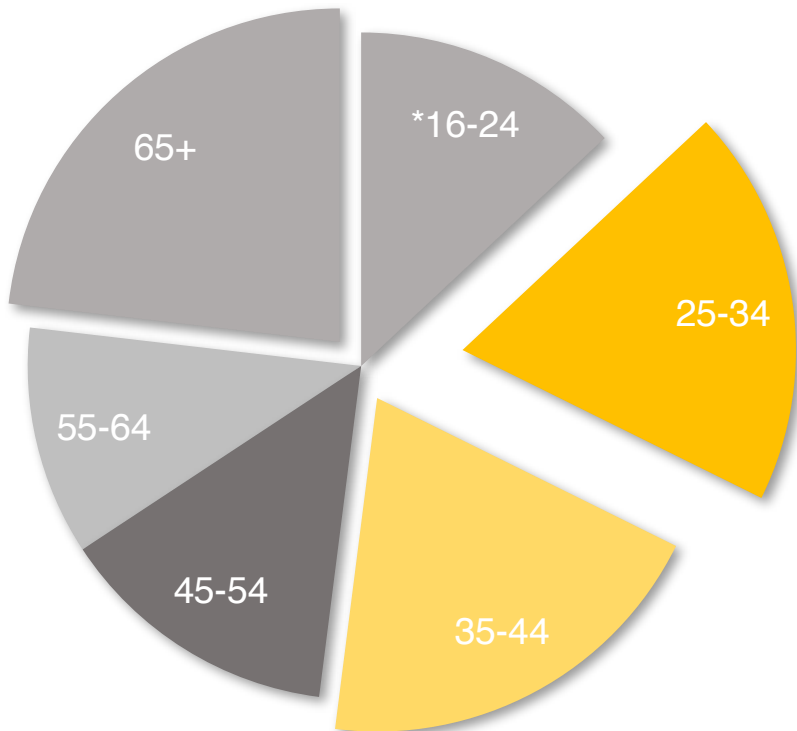




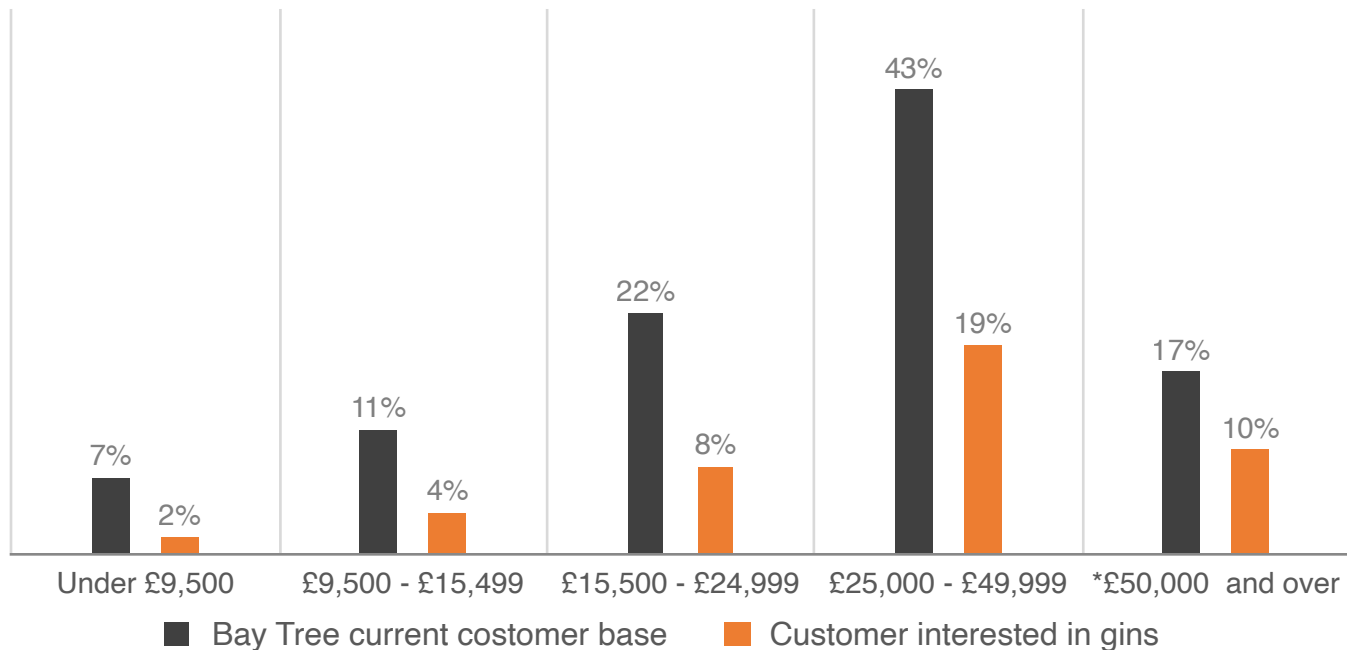




Customer base by Age



Gins Potential based on Bay Tree customer income







Customer Base by Income

