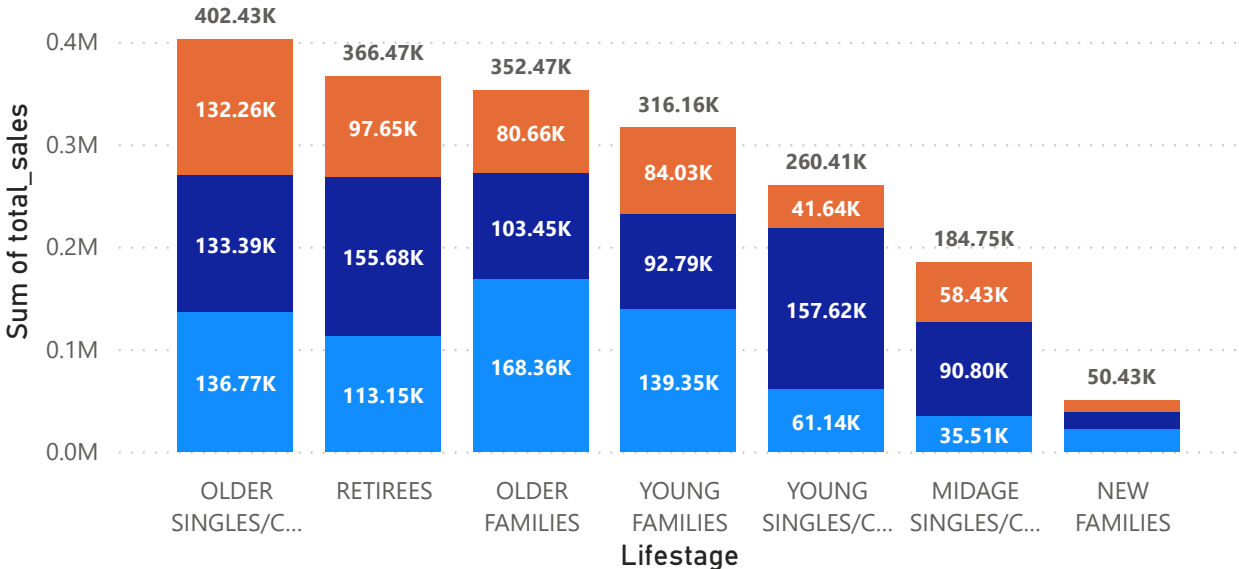
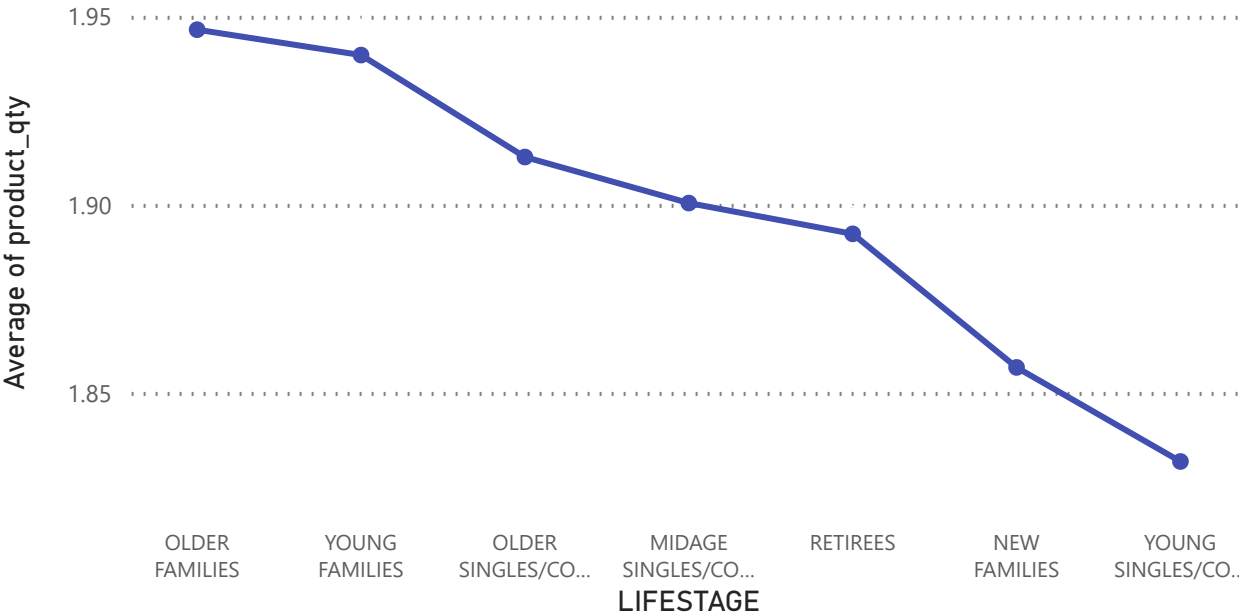


Total Sales based on Lifestage and Premium status

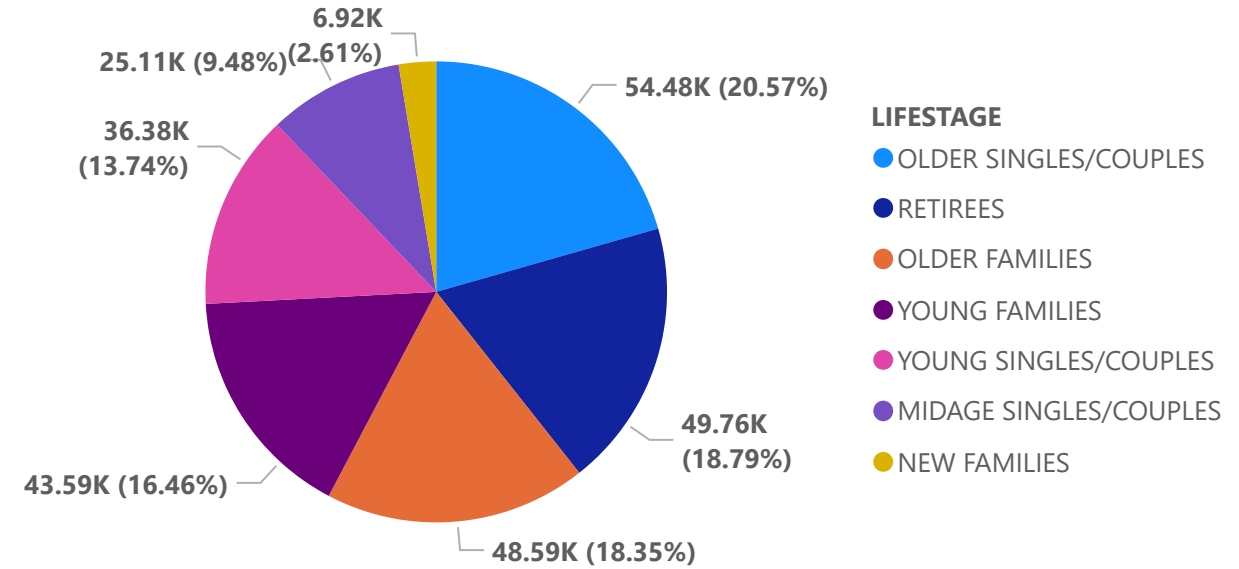
PREMIUM_CUSTOMER Budget Mainstream Premium



Chips purchased on average based on Lifestage



Number of Customers in each segment



Average spend by customer segment

PREMIUM_CUSTOMER Budget Mainstream Premium

