

Enhancing Central-East US Salesforce

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Active SPs



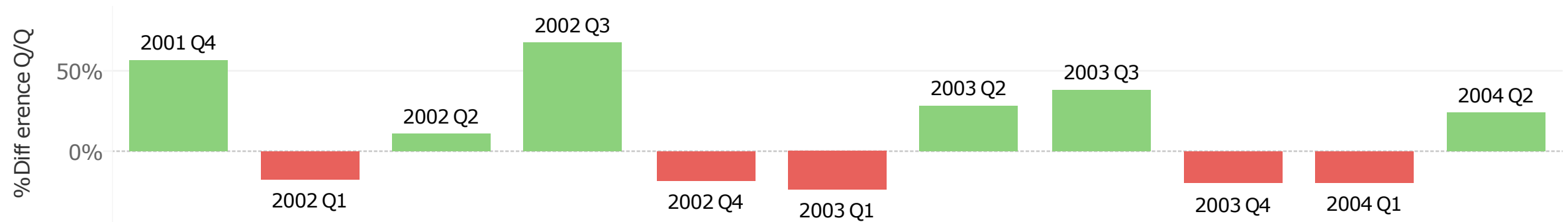
Volume 2003-04

39.45M
+21%

Orders 2003-04

430
+42%

% difference in Volume Quarter-over-Quarter



The growth is however heterogeneous
across US regions

Volume and growth are smaller in Central and East US

Sales Volume
2001-2004

% Growth
2002-2004

SouthWest
24.9M

+25%

NorthWest
16.8M

+41%

Central
10.6M

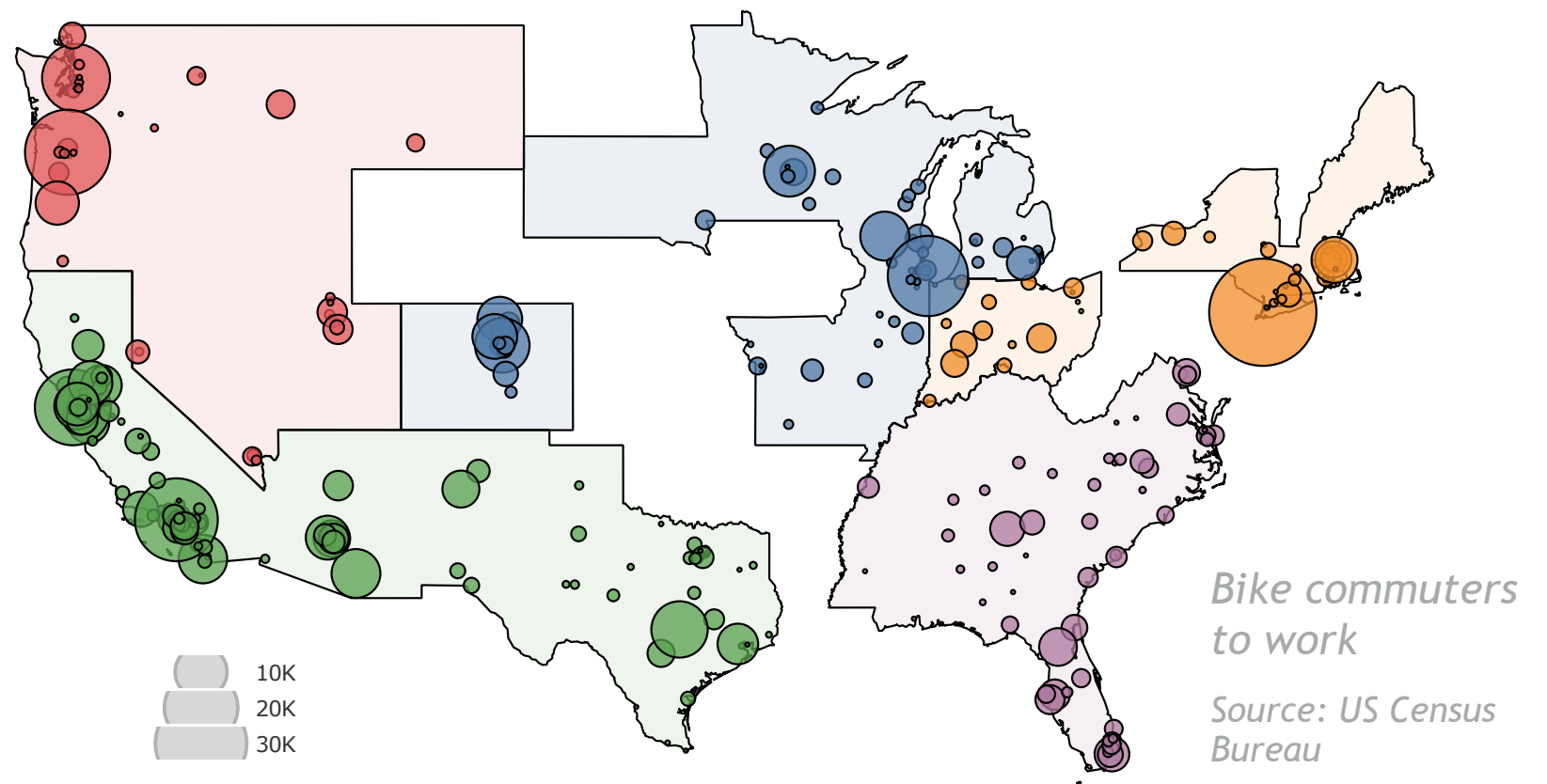
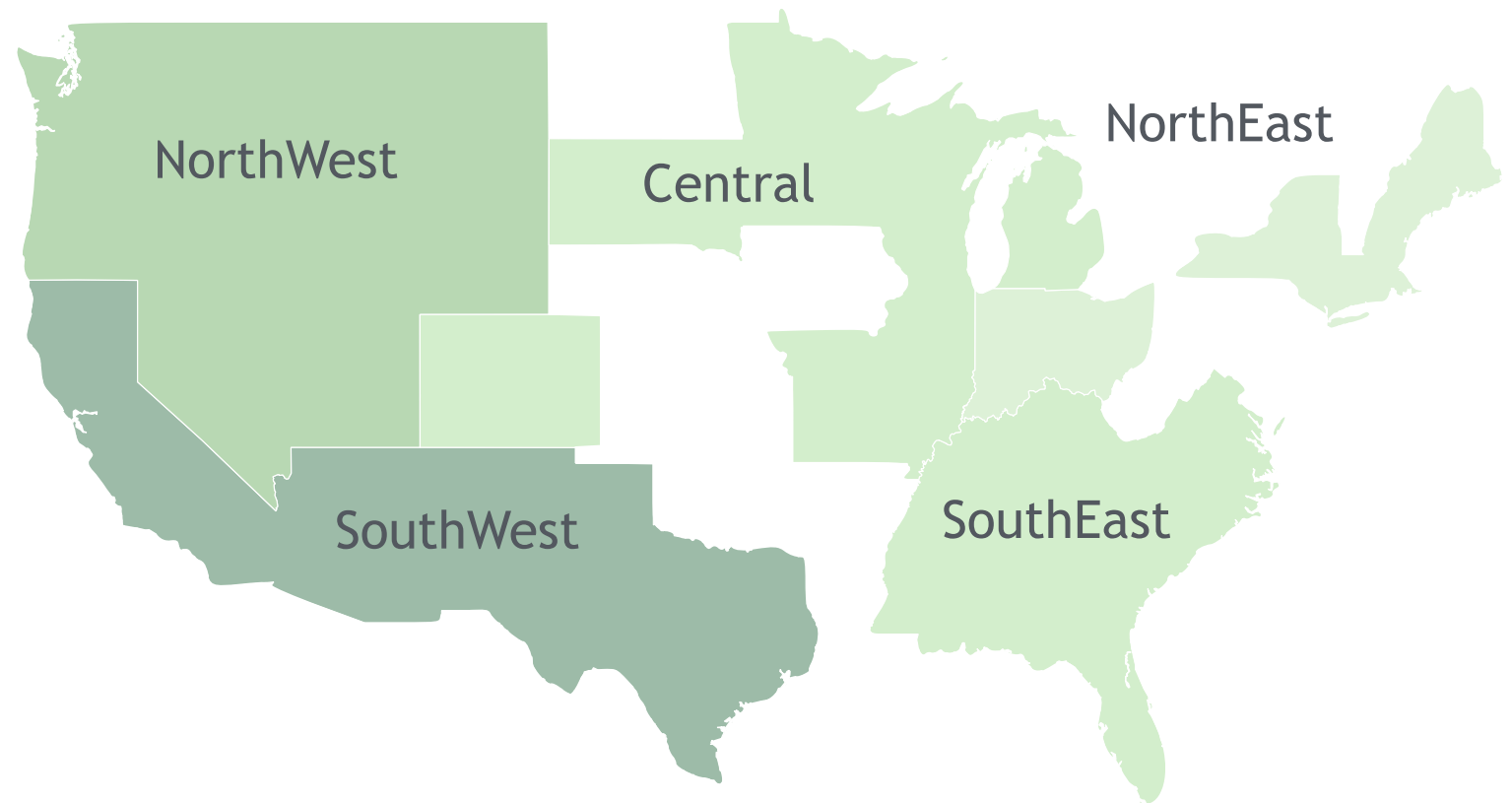
+21%

SouthEast
10.6M

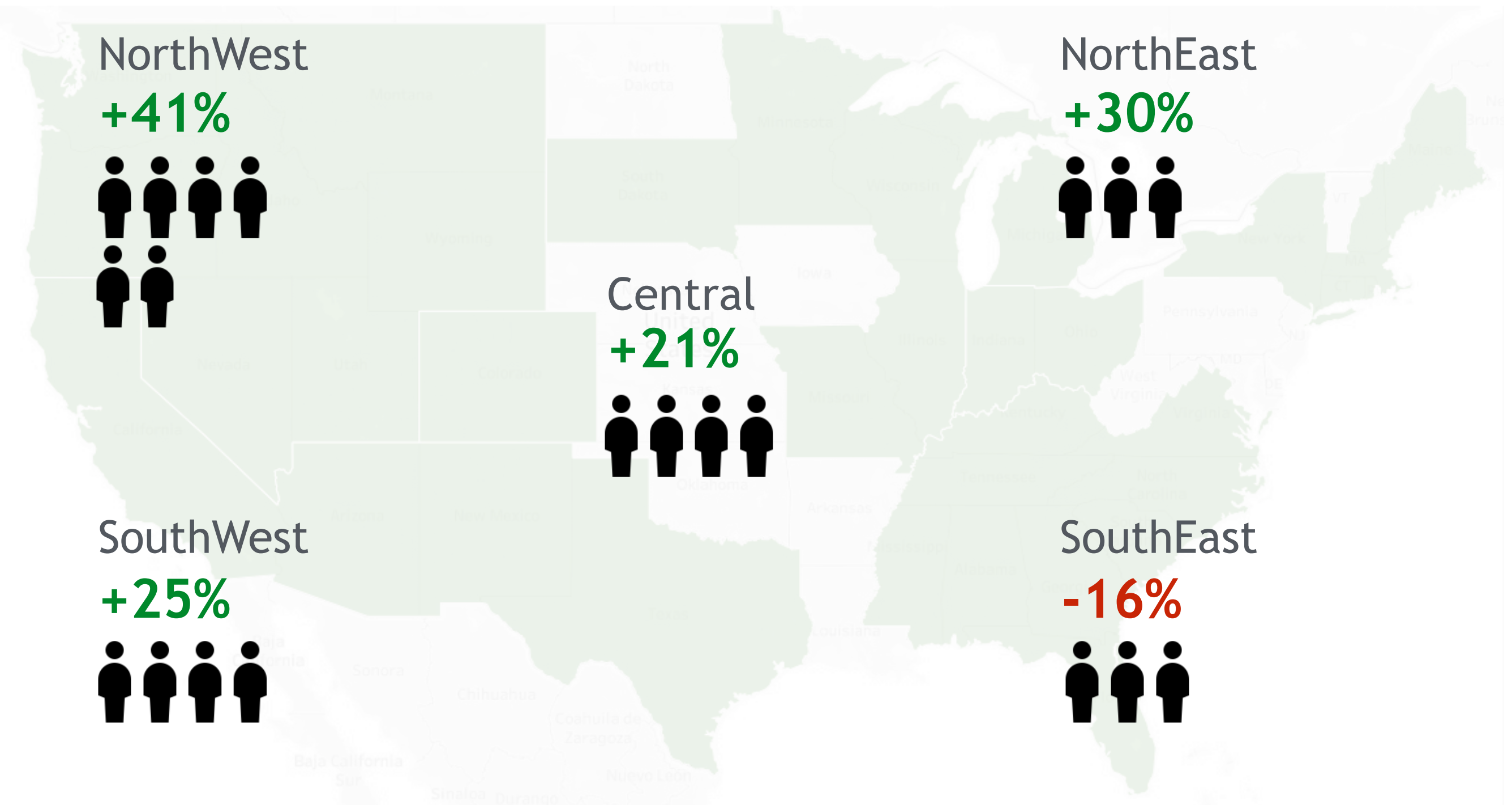
-16%

NorthEast
9.3M

+30%



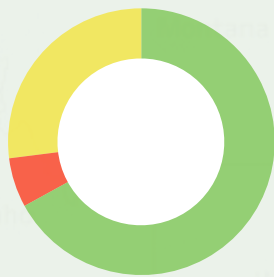
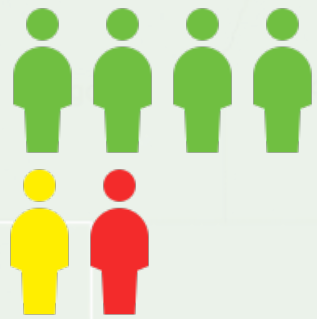
Relationship between Volume growth and geographic distribution of SPs



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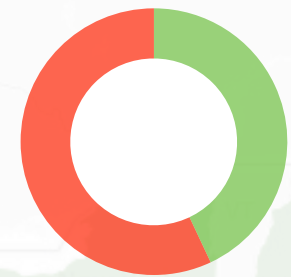
SalesPerson's trend:  rising  slowing  stable

NorthWest
+41%

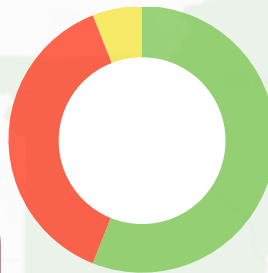


*% of Sales from
rising, decreasing,
stable performance*

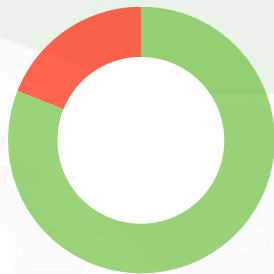
NorthEast
+30%



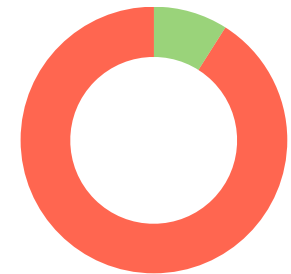
Central
+21%



SouthWest
+25%



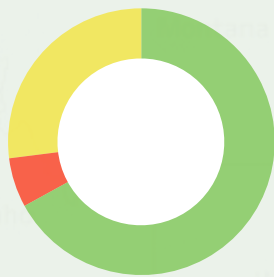
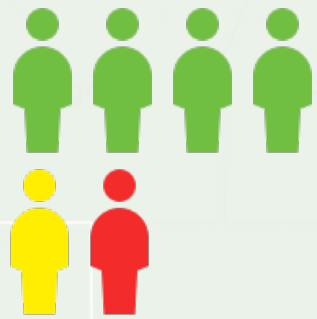
SouthEast
-16%



Relationship between Volume growth and geographic distribution of SPs

SalesPerson's trend:  rising  slowing  stable

NorthWest
+41%

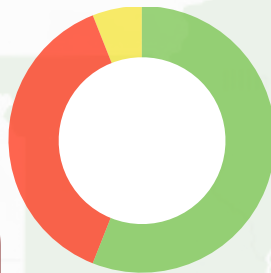


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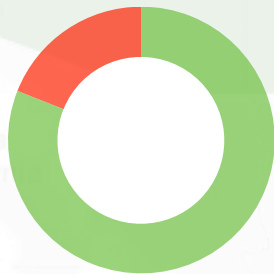
NorthEast
+30%



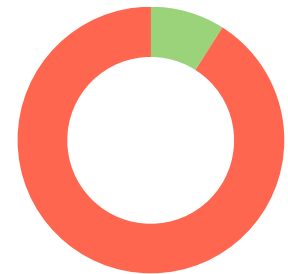
Central
+21%



SouthWest
+25%

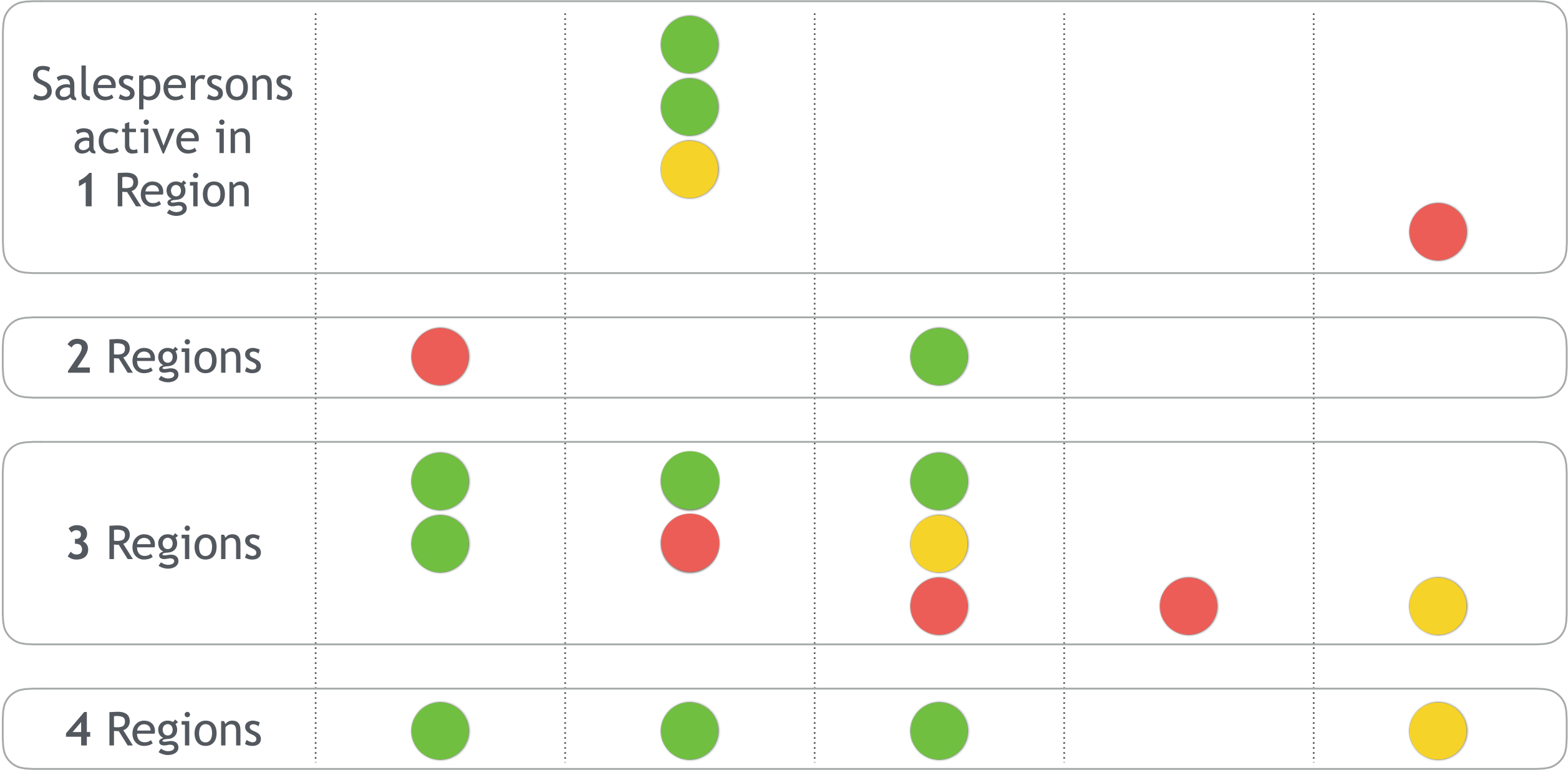


SouthEast
-16%



Number of US Regions of Activity per Salesperson

NorthWest
+41% SouthWest
+25% Central
+21% NorthEast
+30% SouthEast
-16%



SalesPerson's trend:

rising

slowing

stable

Summary

Central and East US: slow market growth

West US: excess of SPs with growing trend;
possible market saturation

Redistribution of the salesforce
offers SPs opportunities for professional growth