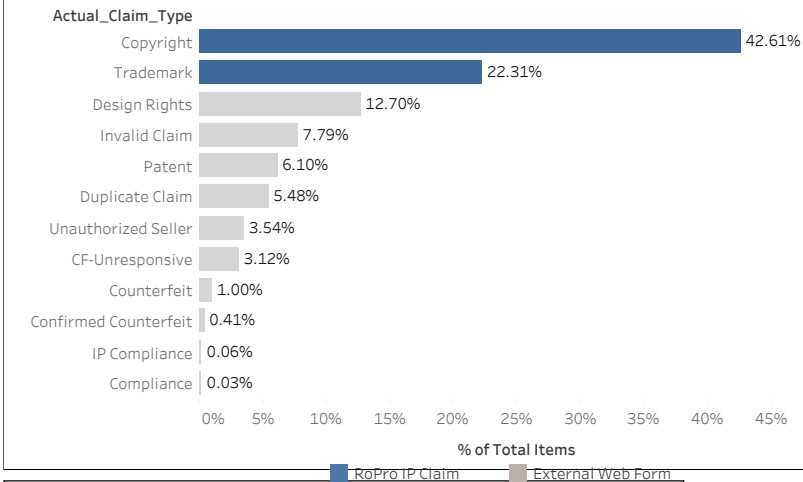


## MoM Trends - Claims & Items

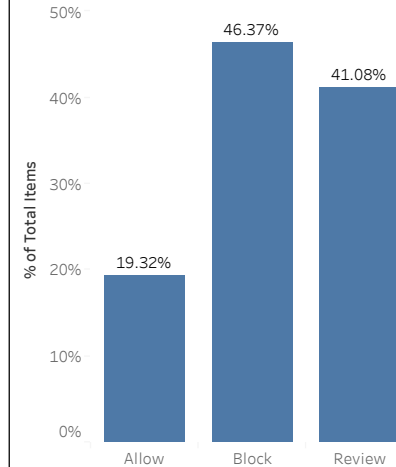
Fiscal Year  
FY 2024

	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	Month March
% Difference Claims	-13.01%	1.90%	1.51%	0.22%	9.41%	-33.17%	32.68%	-12.30%	61.53%	-21.82%	
% Difference Items	-4.63%	1.95%	51.59%	-13.51%	31.42%	-52.35%	49.25%	-2.38%	18.38%	4.63%	

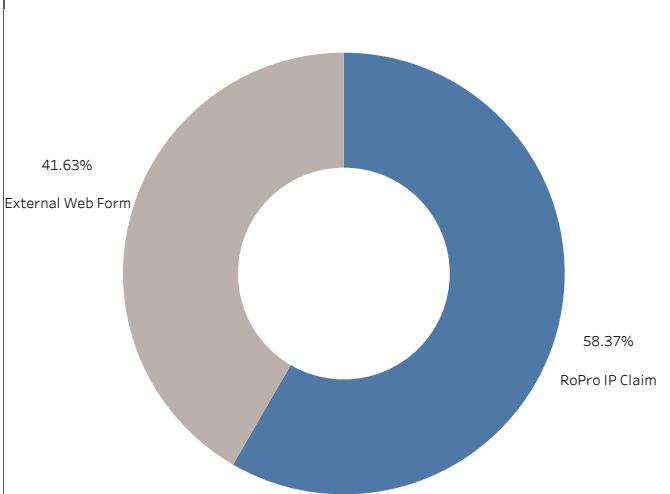
## Item Volume by Claim Type [ Claims types with highest item volume are highlighted]



## Item Volume by Action



## Claims By Channel



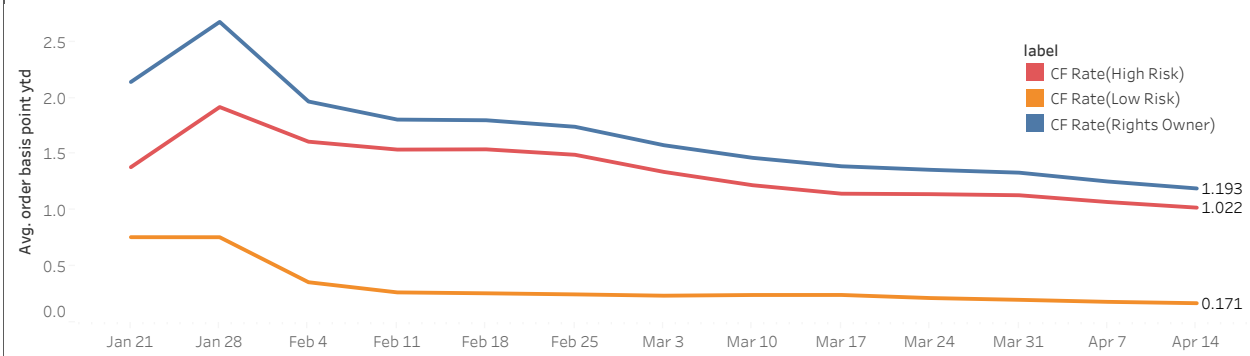
## Key Takeaways

- Brand Portal received 58.37% of the total claims submitted
- Claim volume for Brand Portal has changed from last month by 35.28%
- This month 1227 items were reported for Counterfeit and 46.37% of them have been removed for valid Counterfeit claims.

## Brands by top claim volume

Apple	11.29%
Contours	15.67%
Frigidaire	4.73%
Kolcraft	15.67%
SEALY BABY	15.67%

## YTD Counterfeit Rate



\*Counterfeit Rate in bps = number of counterfeit orders / number of total orders \* 10000

\* Include only closed claims

\* Look back 30 days from claim date for the Counterfeit orders

\* Rights owners - All included Rights owners - Confirmed and Rights owners - Suspected