

### 3 Primus

Companies' marketing costs on end-users

Company	1	2	3	4	5
	500	150	400	1 200	300

Companies' marketing costs on retailers

Company	1	2	3	4	5
	500	600	800	800	200

Market share of models

Company	1	2	3	4	5	6	Sum
1 Digi	6	0	0	0	0	0	6
2 Profit	13	0	0	0	0	0	13
3 Primus	16	0	0	0	0	0	16
4 Best	19	0	0	0	0	0	19
5 Mikro	12	0	0	0	0	0	12
Import							33

Rate of coverage (%) in retail stores by models

Company	1	2	3	4	5	6
1 Digi	52					
2 Profit	57					
3 Primus	66					
4 Best	65					
5 Mikro	28					

Marketing costs on end-users by models

Company	1	2	3	4	5	6
1 Digi	500					
2 Profit	150					
3 Primus						
4 Best	1 200					
5 Mikro	300					

Segment	SY	SM	SE	AY	AM	AE	L	Total
Size of segment	260 415	424 489	465 154	201 495	324 754	122 089	223 720	2 022 116
Rate of coverage %	5	1		15	10	5	30	8

Purchases by segments	SY	SM	SE	AY	AM	AE	L	Total
First-time	3 611	3 428	1 631	9 679	15 715	4 449	21 243	59 756
Additional	36	27	32	52	38	8	65	258
Total	3 647	3 455	1 663	9 731	15 753	4 457	21 308	60 014

Demand rate (%) by models in segm.

	SY	SM	SE	AY	AM	AE	L
1 1 Digi1	5	2	1	7	4	2	10
2 1 Profit1	14	15	16	13	15	16	13
3 1 Primus1	17	13	10	18	15	13	19
4 1 Best1	51	59	62	49	54	58	44
5 1 Mikro1	13	11	10	13	12	11	14

Research costs

117 000