

| DYNAMA<br>2MBA2a22                    |         | MARKET research<br>05.05.2023 12.09.06 |       |     |            |     |         |   |              |         |             |         |             | Period 19 |       |
|---------------------------------------|---------|--|-------|-----|------------|-----|---------|---|--------------|---------|-------------|---------|-------------|-----------|-------|
| Market share of models                |         |  |       |     |            |     |         | Rate of coverage (%) in retail stores by models |              |         |             |         |             |           |       |
|                                       | 1       | 2                                      | 3     | 4   | 5          | 6   | Sum     |   | 1            | 2       | 3           | 4       | 5           | 6         |       |
| 1                                     | 0       | 2                                      | 11    | 0   | 0          | 0   | 13      | 1   | 0            | 68      | 72          | 25      | 0           | 0         |       |
| 2                                     | 0       | 8                                      | 4     | 7   | 0          | 0   | 19      | 2   | 0            | 60      | 58          | 63      | 0           | 0         |       |
| 3                                     | 0       | 13                                     | 3     | 14  | 1          | 0   | 31      | 3   | 0            | 67      | 60          | 68      | 21          | 0         |       |
| 4                                     | 0       | 10                                     | 3     | 6   | 1          | 0   | 21      | 4   | 0            | 63      | 64          | 61      | 29          | 7         |       |
| 5                                     | 0       | 6                                      | 4     | 0   | 0          | 0   | 11      | 5   | 24           | 70      | 67          | 0       | 0           | 0         |       |
| Import                                |         |  |       |     |            |     | 5       |   |              |         |             |         |             |           |       |
| 2. Co-s' marketing costs on end-users |         |  |       |     |            |     |         | 3. Co-s' marketing costs on retailers           |              |         |             |         |             |           |       |
|                                       | 1       | 2                                      | 3     | 4   | 5          | 6   | Sum     |   | 1            | 2       | 3           | 4       | 5           | 6         | Sum   |
| 1                                     | 0       | 300                                    | 400   | 200 | 0          | 0   | 900     | 1   | 0            | 600     | 800         | 400     | 0           | 0         | 1 800 |
| 2                                     | 0       | 400                                    | 500   | 700 | 0          | 0   | 1 600   | 2   | 0            | 400     | 500         | 700     | 0           | 0         | 1 600 |
| 3                                     | 0       | 800                                    | 600   | 800 | 300        | 0   | 2 500   | 3   | 0            | 600     | 600         | 600     | 200         | 0         | 2 000 |
| 4                                     | 0       | 400                                    | 400   | 400 | 400        | 300 | 1 900   | 4   | 0            | 400     | 400         | 400     | 200         | 100       | 1 500 |
| 5                                     | 400     | 900                                    | 1 000 | 0   | 0          | 0   | 2 300   | 5   | 100          | 900     | 900         | 0       | 0           | 0         | 1 900 |
| Segment                               | SY      |  |       |     |            |     | SM      | SE  | AY           | AM      | AE          | L       | Total       |           |       |
| Size of segment                       | 260 140 |  |       |     |            |     | 437 161 | 480 081   | 205 290      | 338 746 | 128 326     | 235 050 | 2 084 794   |           |       |
| Rate of coverage %                    | 33      |  |       |     |            |     | 30      | 15  | 73           | 79      | 65          | 99      | 49          |           |       |
| Purchases by segments                 | SY      |  |       |     |            |     | SM      | SE  | AY           | AM      | AE          | L       | Total       |           |       |
| First-time                            | 6 965   |  |       |     |            |     | 12 965  | 6 829   | 7 476        | 13 428  | 5 397       | 1 715   | 54 775      |           |       |
| Additional                            | 332     |  |       |     |            |     | 420     | 318   | 522          | 808     | 220         | 1 070   | 3 690       |           |       |
| Total                                 | 7 297   |  |       |     |            |     | 13 385  | 7 147   | 7 998        | 14 236  | 5 617       | 2 785   | 58 465      |           |       |
| Demand rate (%) by models in segmSY   |         |  |       |     |            |     | SM      | SE  | AY           | AM      | AE          | L       |             |           |       |
| 1 1 Digi1                             |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       |             |           |       |
| 1 2 Digi2                             |         |  |       |     |            |     | 3       | 1   | 0            | 4       | 2           | 1       | 5           |           |       |
| 1 3 Digi3                             |         |  |       |     |            |     | 13      | 11  | 9            | 13      | 11          | 11      | 12          |           |       |
| 1 4 Digi4                             |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       | 0           |           |       |
| 2 1 Profit1                           |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       | 0           |           |       |
| 2 2 Profit2                           |         |  |       |     |            |     | 8       | 10  | 10           | 6       | 9           | 10      | 6           |           |       |
| 2 3 Profit3                           |         |  |       |     |            |     | 6       | 3   | 2            | 7       | 4           | 3       | 7           |           |       |
| 2 4 Profit4                           |         |  |       |     |            |     | 4       | 9   | 13           | 3       | 7           | 10      | 2           |           |       |
| 3 1 Primus1                           |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       | 0           |           |       |
| 3 2 Primus2                           |         |  |       |     |            |     | 12      | 15  | 13           | 11      | 16          | 15      | 10          |           |       |
| 3 3 Primus3                           |         |  |       |     |            |     | 6       | 2   | 1            | 7       | 3           | 1       | 9           |           |       |
| 3 4 Primus4                           |         |  |       |     |            |     | 10      | 17  | 22           | 8       | 14          | 18      | 6           |           |       |
| 3 5 Primus5                           |         |  |       |     |            |     | 1       | 1   | 1            | 0       | 1           | 1       | 0           |           |       |
| 4 1 Best1                             |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       | 0           |           |       |
| 4 2 Best2                             |         |  |       |     |            |     | 8       | 12  | 13           | 7       | 10          | 12      | 5           |           |       |
| 4 3 Best3                             |         |  |       |     |            |     | 5       | 2   | 1            | 6       | 4           | 2       | 7           |           |       |
| 4 4 Best4                             |         |  |       |     |            |     | 7       | 6   | 3            | 7       | 7           | 5       | 7           |           |       |
| 4 5 Best5                             |         |  |       |     |            |     | 2       | 2   | 1            | 2       | 2           | 1       | 2           |           |       |
| 4 6 Best6                             |         |  |       |     |            |     | 0       | 0   | 0            | 0       | 0           | 0       | 0           |           |       |
| 5 1 Mikro1                            |         |  |       |     |            |     | 0       | 0   | 1            | 0       | 0           | 1       | 0           |           |       |
| 5 2 Mikro2                            |         |  |       |     |            |     | 11      | 3   | 1            | 15      | 6           | 2       | 19          |           |       |
| 5 3 Mikro3                            |         |  |       |     |            |     | 3       | 5   | 8            | 2       | 4           | 6       | 2           |           |       |
| Product characteristics               |         |  |       |     | Durability |     | Design  |   | Connectivity |         | Maintenance |         | Accessories |           |       |
| 1 1 Digi1                             |         |  |       |     | 0,2        |     | 0,5     |   | 0,2          |         | 0,2         |         | 0,2         |           |       |
| 1 2 Digi2                             |         |  |       |     | 2,5        |     | 2,5     |   | 2,5          |         | 1,6         |         | 1,6         |           |       |
| 1 3 Digi3                             |         |  |       |     | 1,0        |     | 2,0     |   | 2,0          |         | 2,0         |         | 3,0         |           |       |
| 1 4 Digi4                             |         |  |       |     | 1,0        |     | 2,0     |   | 1,0          |         | 1,0         |         | 1,0         |           |       |
| 2 1 Profit1                           |         |  |       |     | 0,2        |     | 0,2     |   | 0,2          |         | 0,4         |         | 0,2         |           |       |
| 2 2 Profit2                           |         |  |       |     | 1,6        |     | 0,8     |   | 1,6          |         | 0,8         |         | 1,6         |           |       |
| 2 3 Profit3                           |         |  |       |     | 0,9        |     | 2,8     |   | 0,9          |         | 1,9         |         | 2,8         |           |       |
| 2 4 Profit4                           |         |  |       |     | 1,0        |     | 1,0     |   | 2,0          |         | 1,0         |         | 1,0         |           |       |
| 3 1 Primus1                           |         |  |       |     | 0,2        |     | 0,2     |   | 0,2          |         | 0,4         |         | 0,2         |           |       |
| 3 2 Primus2                           |         |  |       |     | 1,6        |     | 0,8     |   | 2,5          |         | 1,6         |         | 0,8         |           |       |
| 3 3 Primus3                           |         |  |       |     | 2,6        |     | 2,6     |   | 2,6          |         | 2,6         |         | 1,8         |           |       |
| 3 4 Primus4                           |         |  |       |     | 1,0        |     | 1,0     |   | 2,0          |         | 1,0         |         | 1,0         |           |       |
| 3 5 Primus5                           |         |  |       |     | 2,0        |     | 1,0     |   | 2,0          |         | 2,0         |         | 1,0         |           |       |
| 4 1 Best1                             |         |  |       |     | 0,2        |     | 0,2     |   | 0,2          |         | 0,5         |         | 0,2         |           |       |
| 4 2 Best2                             |         |  |       |     | 1,6        |     | 0,8     |   | 1,6          |         | 0,8         |         | 1,6         |           |       |
| 4 3 Best3                             |         |  |       |     | 1,8        |     | 2,6     |   | 2,6          |         | 1,8         |         | 0,9         |           |       |
| 4 4 Best4                             |         |  |       |     | 3,0        |     | 1,0     |   | 3,0          |         | 2,0         |         | 1,0         |           |       |
| 4 5 Best5                             |         |  |       |     | 2,0        |     | 2,0     |   | 2,0          |         | 2,0         |         | 1,0         |           |       |
| 4 6 Best6                             |         |  |       |     | 2,0        |     | 1,0     |   | 1,0          |         | 1,0         |         | 1,0         |           |       |
| 5 1 Mikro1                            |         |  |       |     | 0,2        |     | 0,2     |   | 0,2          |         | 0,2         |         | 0,2         |           |       |
| 5 2 Mikro2                            |         |  |       |     | 2,8        |     | 2,8     |   | 2,8          |         | 2,8         |         | 2,8         |           |       |