

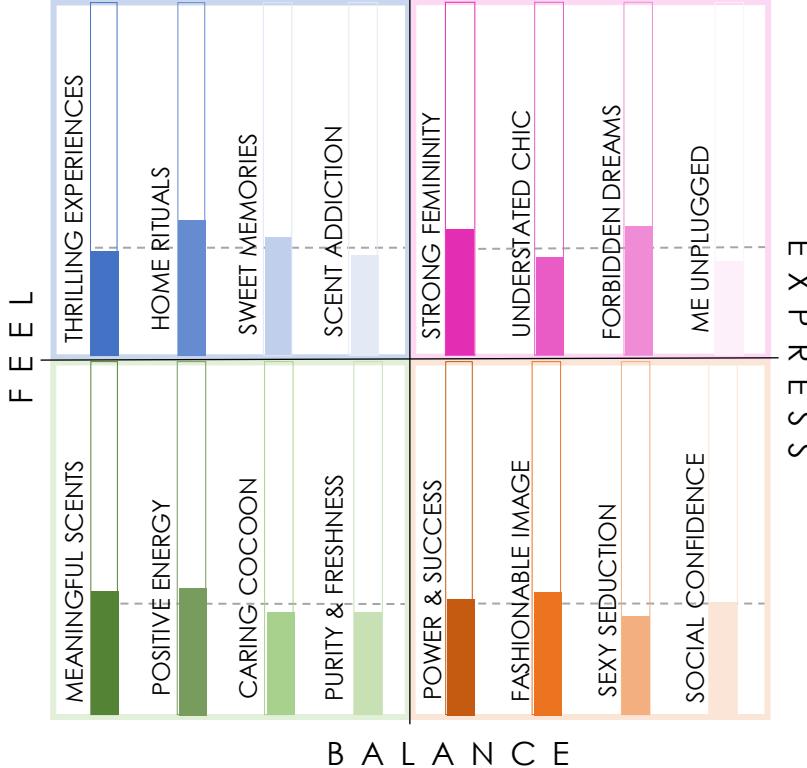


USA – PERFUME CLASSIFICATIONS

OVERREPRESENTATIONS IN BOLD

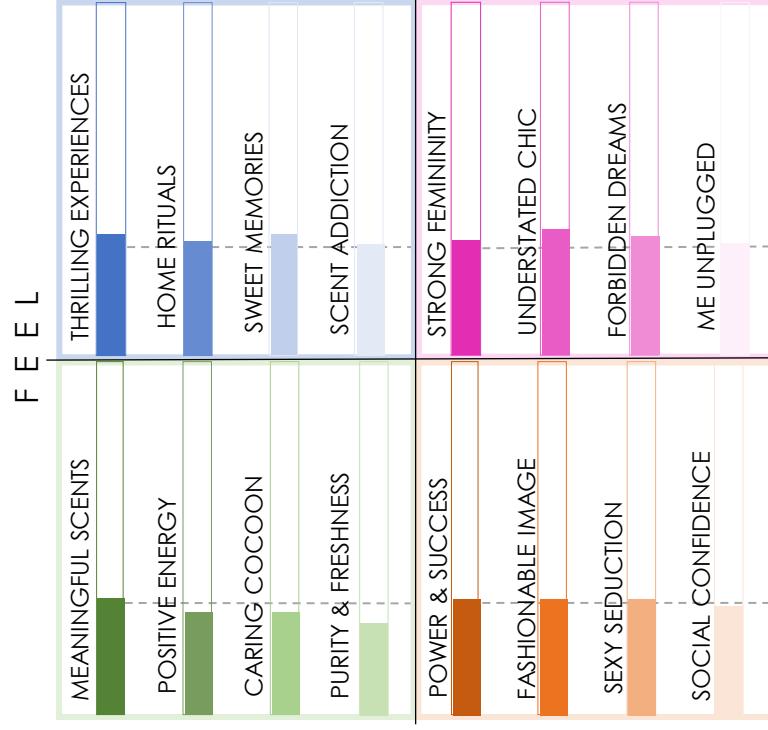
ACCESS

AUGMENT



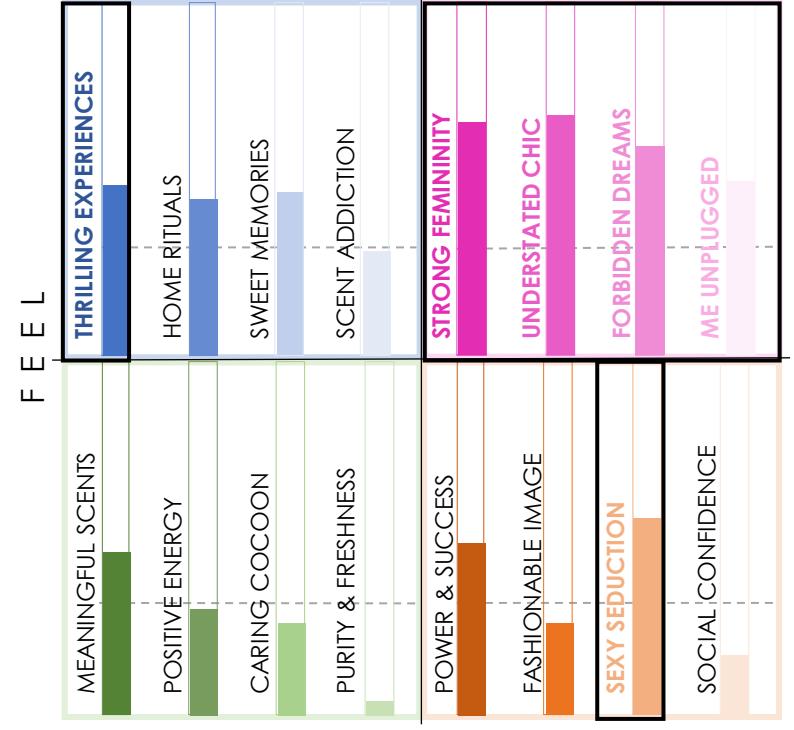
HIGH END

AUGMENT



EXCEPTION

AUGMENT



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).

Sample (weighted): Access 493 | High End 725 | Exception 121

In bold = significantly over US standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 23 and 24).

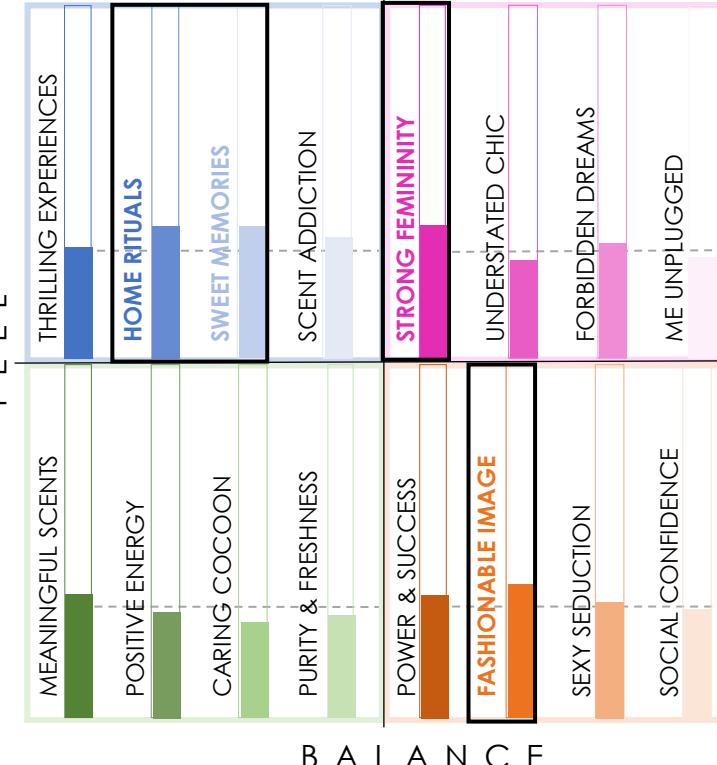


EU5 – PERFUME CLASSIFICATIONS

OVERREPRESENTATIONS IN BOLD

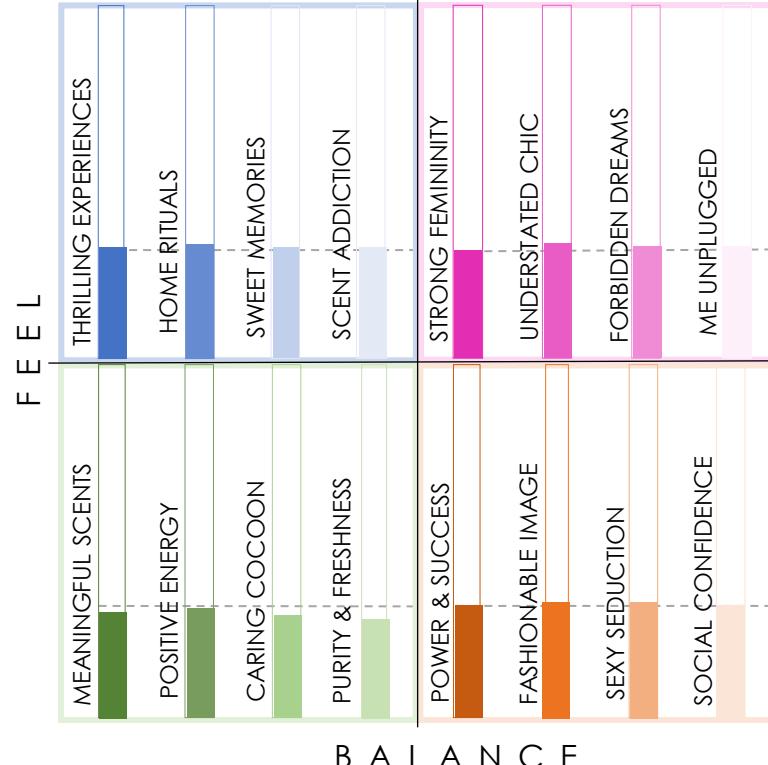
ACCESS

AUGMENT



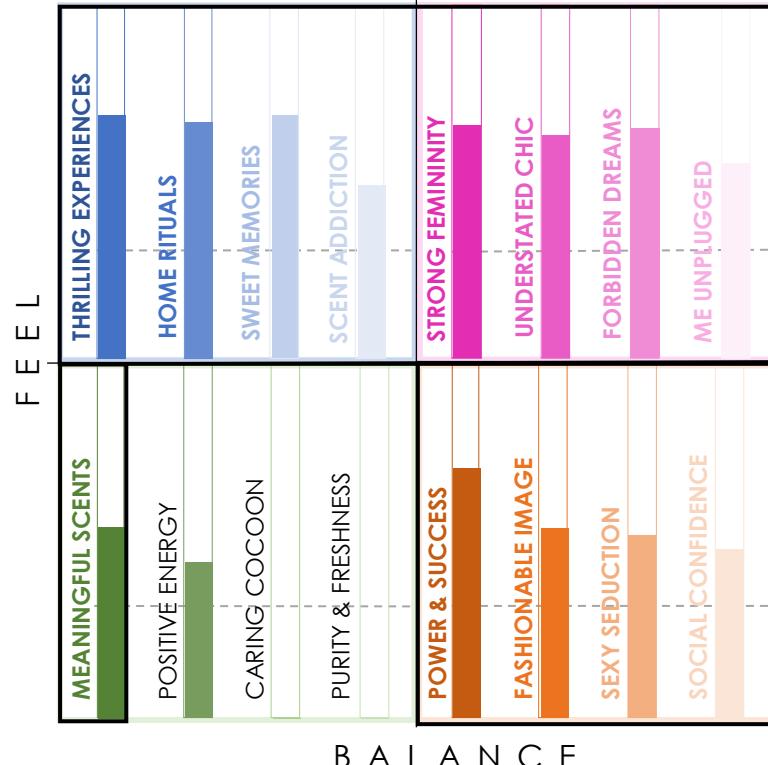
HIGH END

AUGMENT



EXCEPTION

AUGMENT



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).

Sample (weighted): Access 835 | High End 1373 | Exception 159

Green/red = significantly over/under US+EU5+CN average (statistical reliability at least 95%).

In bold = significantly over EU5 standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 23 and 24).

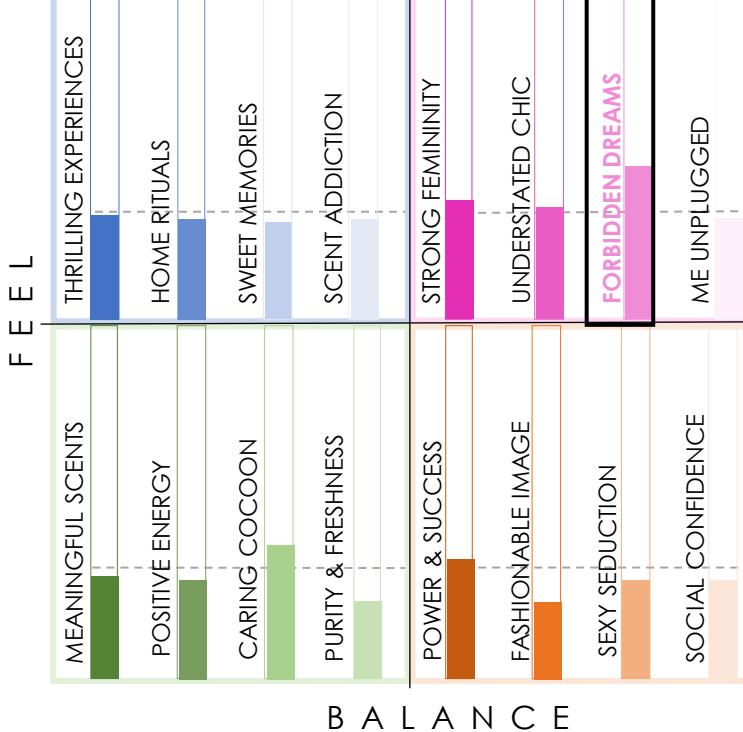


CHINA – PERFUME CLASSIFICATIONS

OVERREPRESENTATIONS IN BOLD

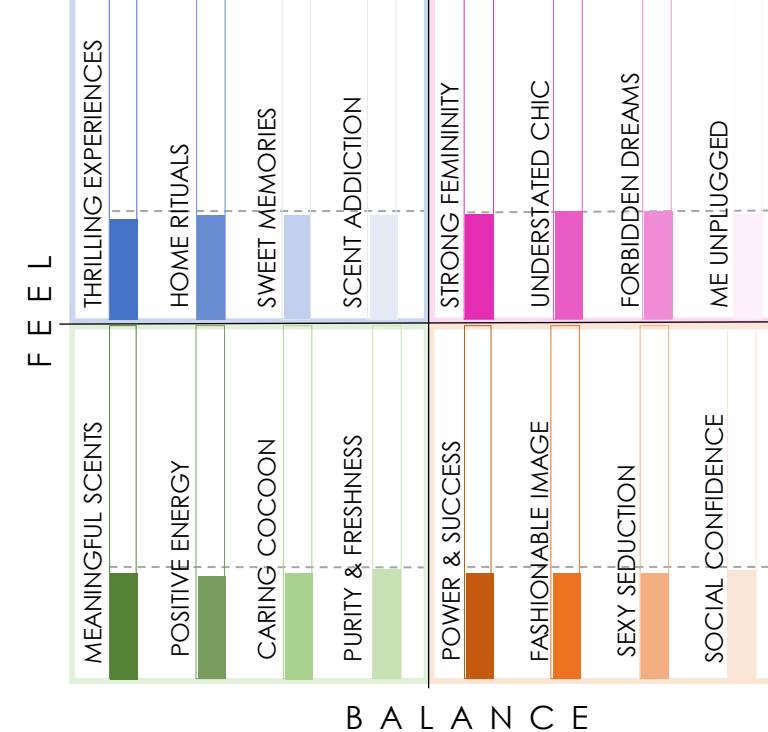
ACCESS

AUGMENT



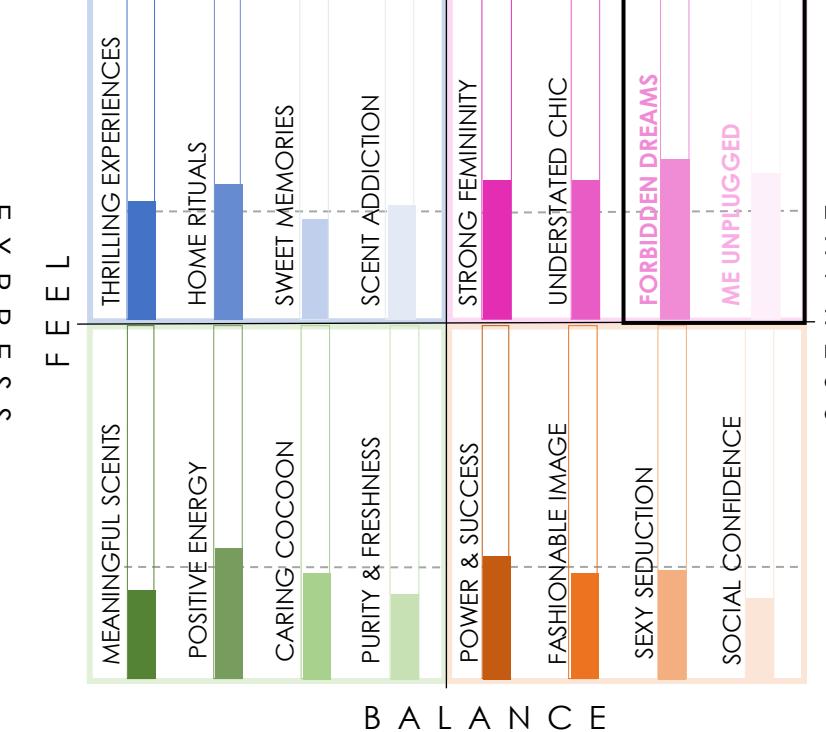
HIGH END

AUGMENT



EXCEPTION

AUGMENT



Figures computed on Perfume Users (Apply Perfume / Eau de Toilette at least 3 times a week).

WOMEN 15-54 (EU5 top 80% income | USA top 50% | CN top 20% urban areas).

Sample (weighted): Access 384 | High End 1033 | Exception 360

In bold = significantly over CN standardized score (mean 0/standard deviation 1) (statistical reliability at least 95%).

Please refer to the methodology (slides 23 and 24).