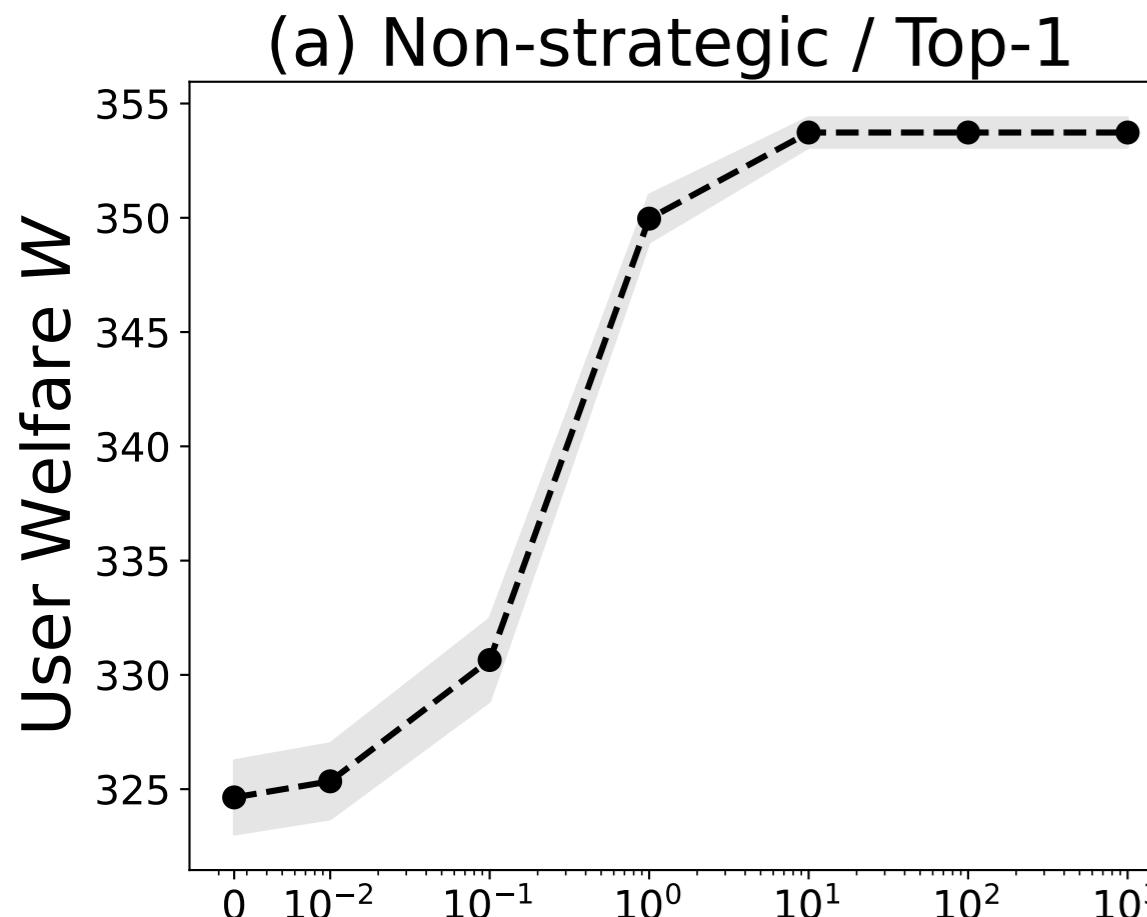
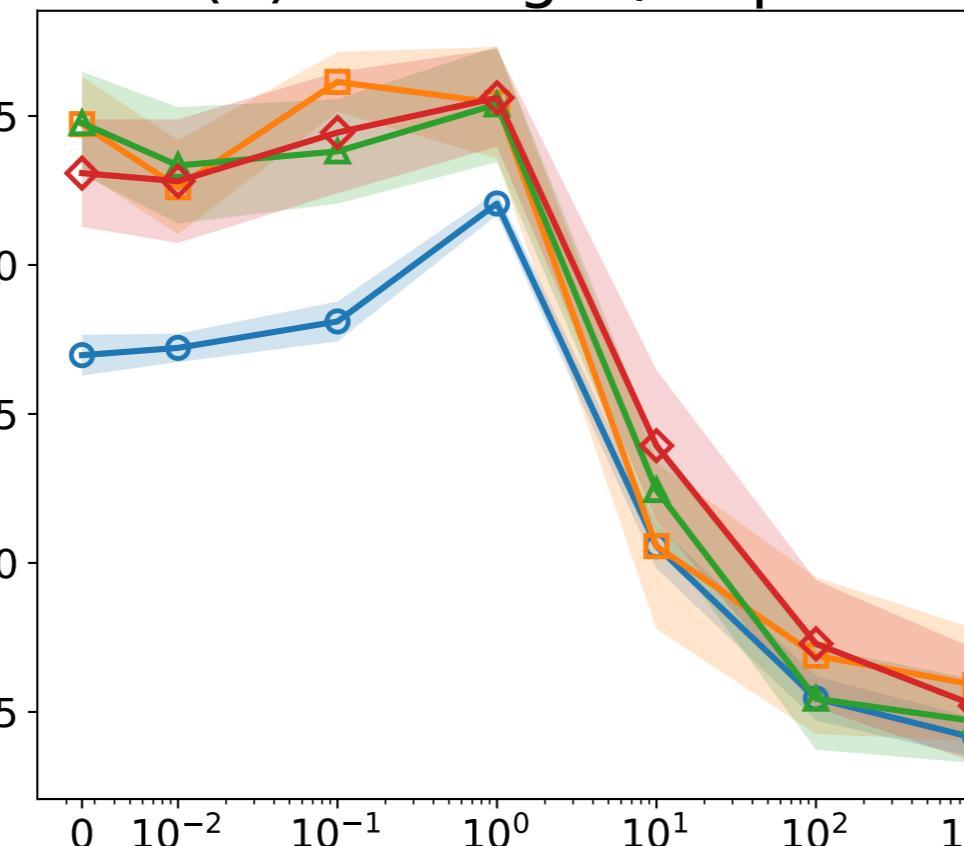


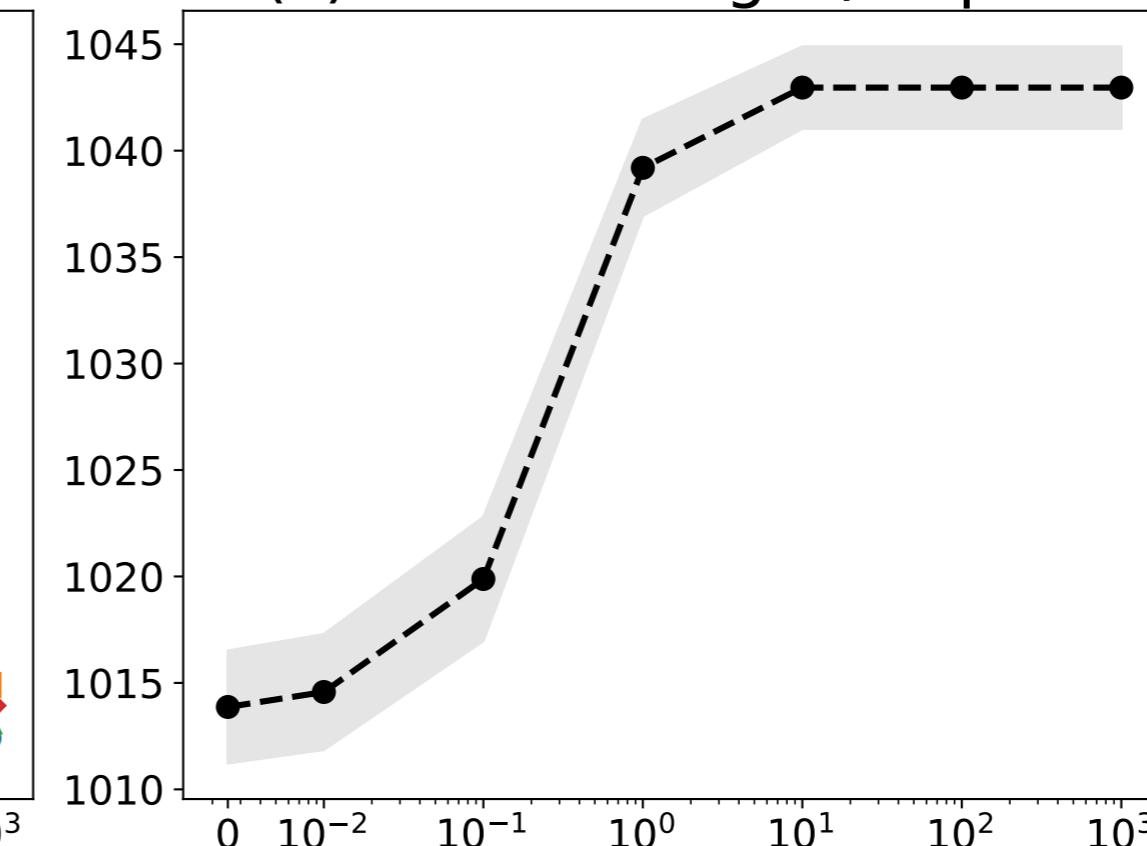
Trend Market



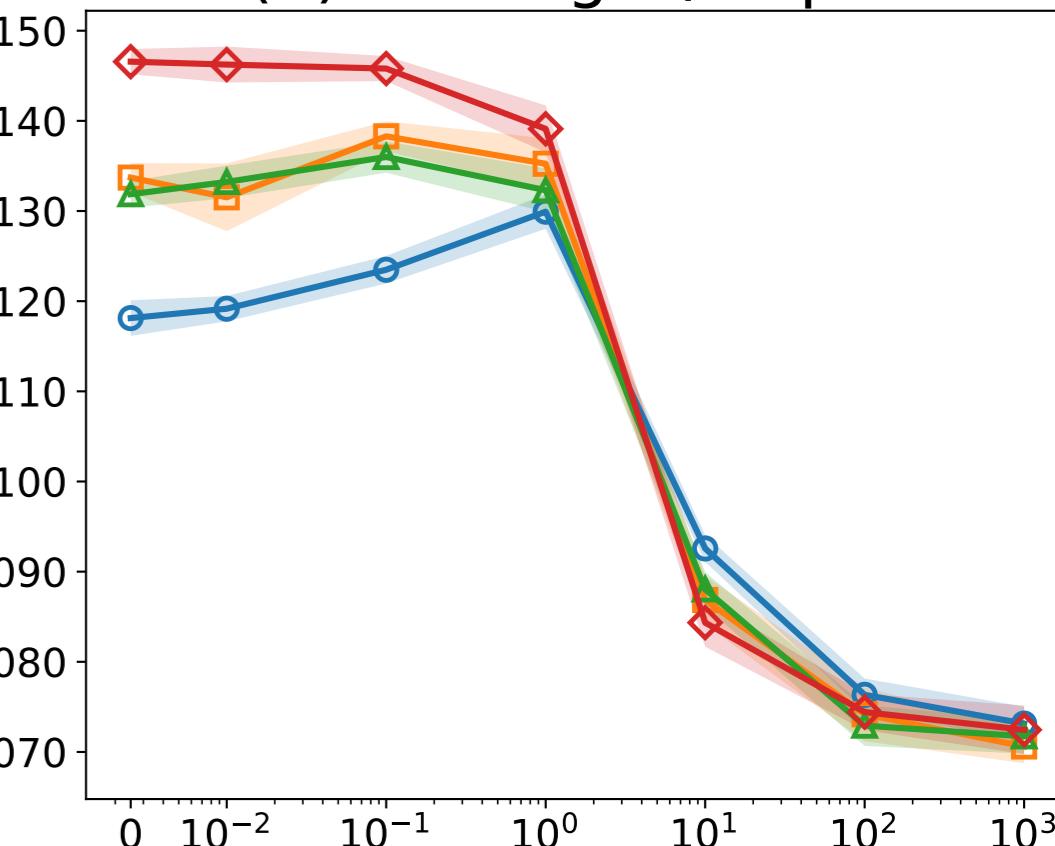
(b) Strategic / Top-1



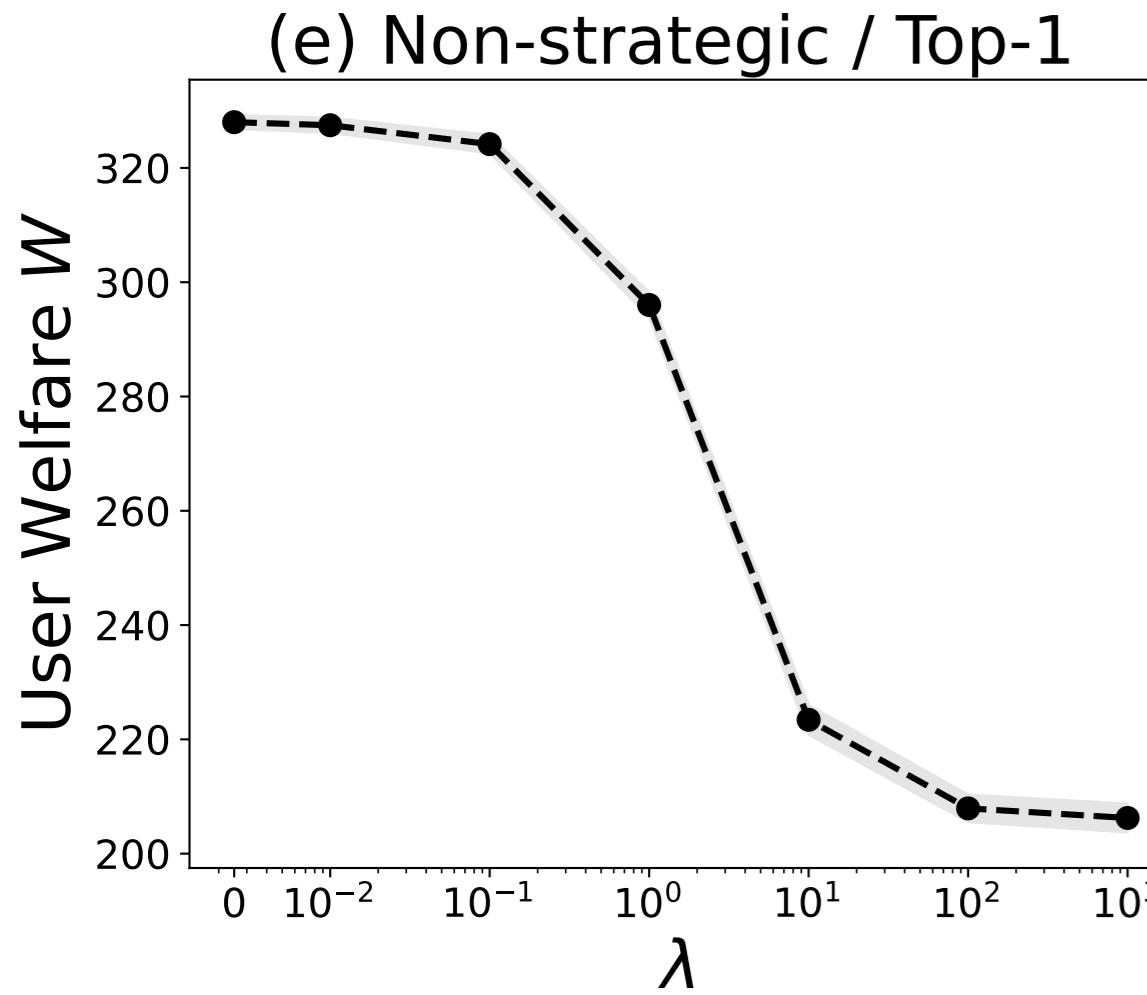
(c) Non-strategic / Top-5



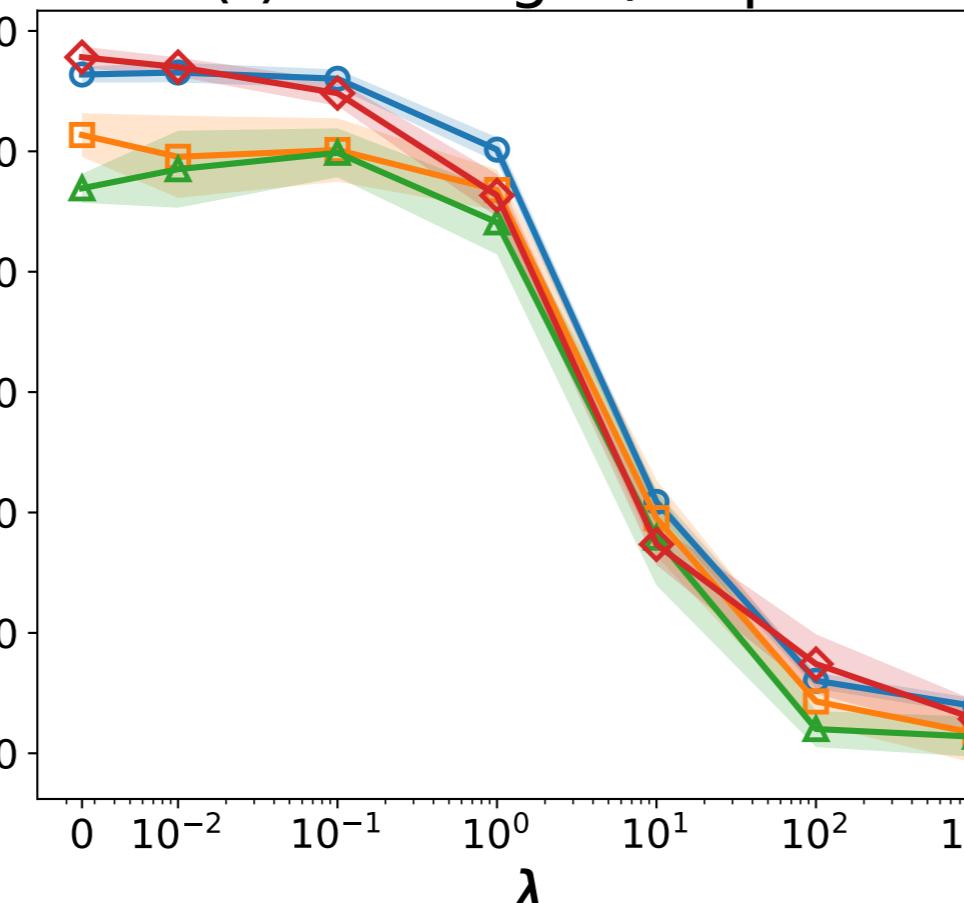
(d) Strategic / Top-5



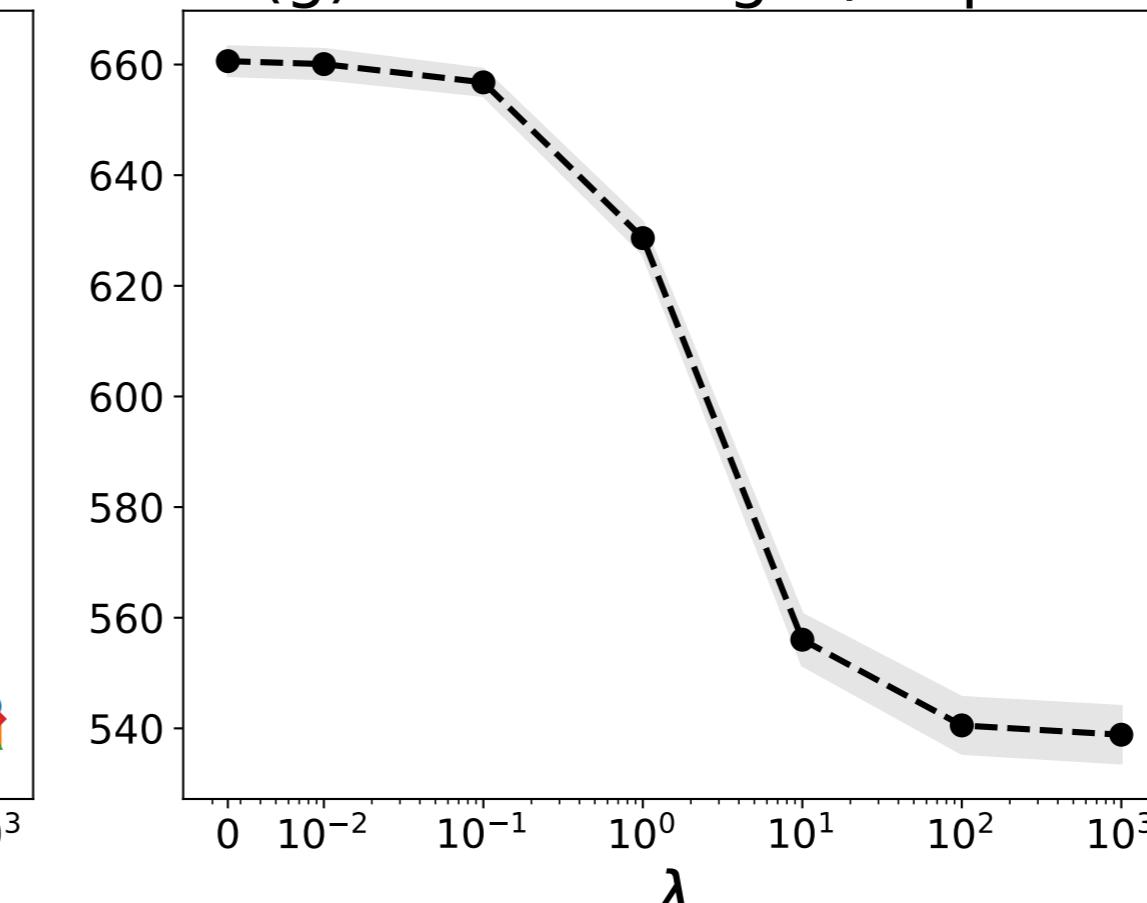
Niche Market



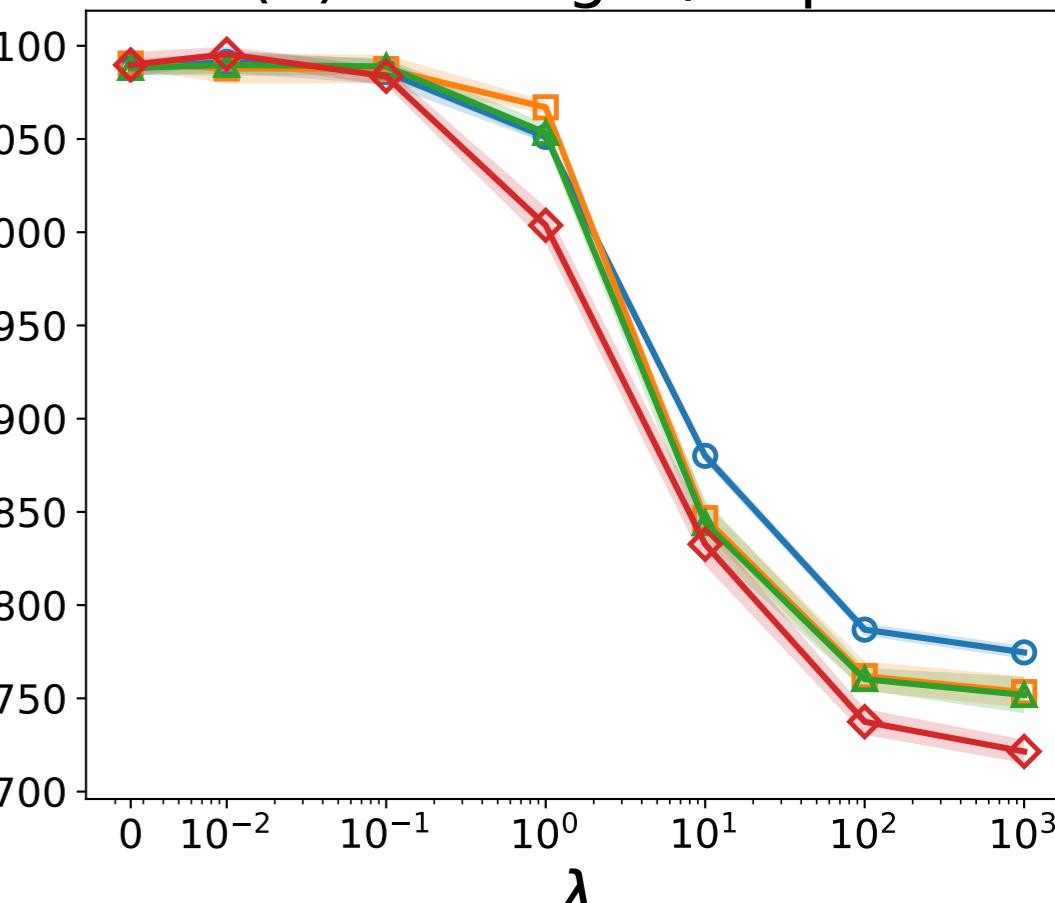
(f) Strategic / Top-1



(g) Non-strategic / Top-5



(h) Strategic / Top-5



---●--- Non-strategic baseline

—○— $BRCM^*$

—□— $M^3(\text{expo.})$

—▲— $M^3(\text{enga.})$

—◆— $M^3(0)$