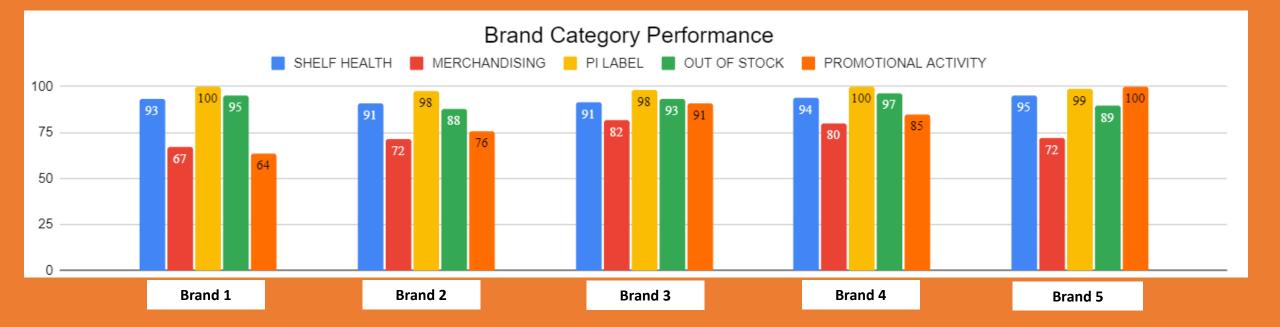


Trade Intelligence Services



I SEE U







OUT OF STOCK REVENUE (LOSS) IMPACT 1.5K 1,159 1K 984 898 901 613 500 570 150 **445 398** 418 463 130 140 152 142 343 311 366 278 248 0 CATAGORY PERFORMANCE BY CHANNEL FORWARD SHARE FLOW LOOK OF SUCCESS PLANOGRAM ADHERANCE PROMOTIONAL ACTIVITY AVAILABILITY 100% 95.9% 96.36% 95.52% 93.12% 86.57% 85.07% 88.89% 87.27% 83.64% 75% 77.78% 74.07% 72.06% 50% 32.74% 25% 28.48% 28.38% 17.5% 0%



