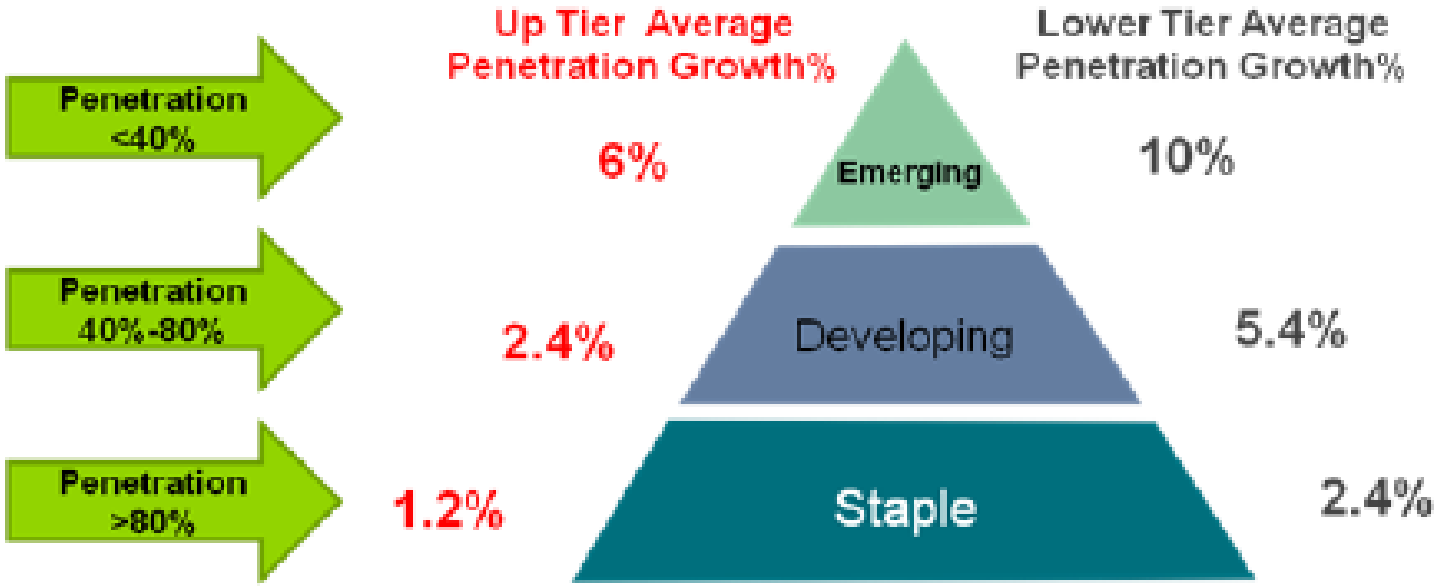
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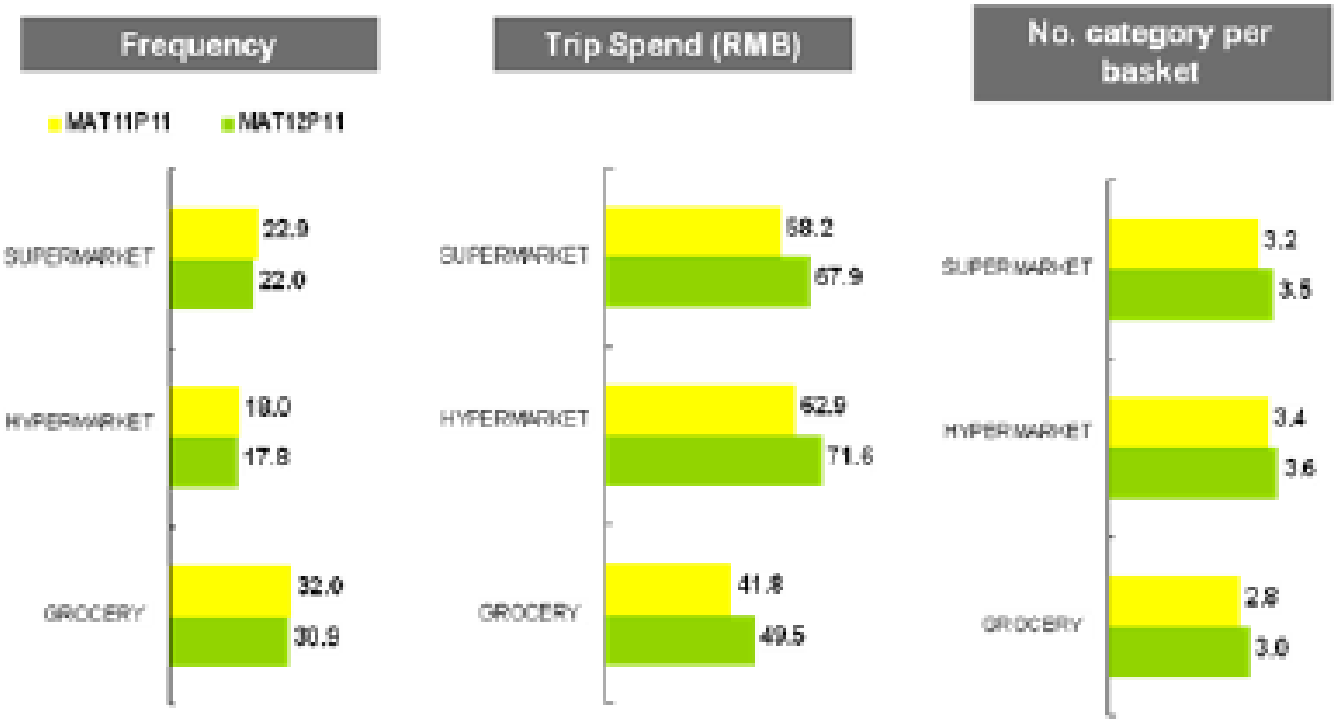
Lower Tier City Consumer Needs Pyramid



Source: Kantar Worldpanel China Urban, 52w/e 2nd Nov 2012 vs. previous year

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Lower Tier City Consumer Dynamics



Source: Kantar Worldpanel China Urban, 52w/e 2nd Nov 2012 vs. previous year

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Lower Tier City Key Manufactures Performance

