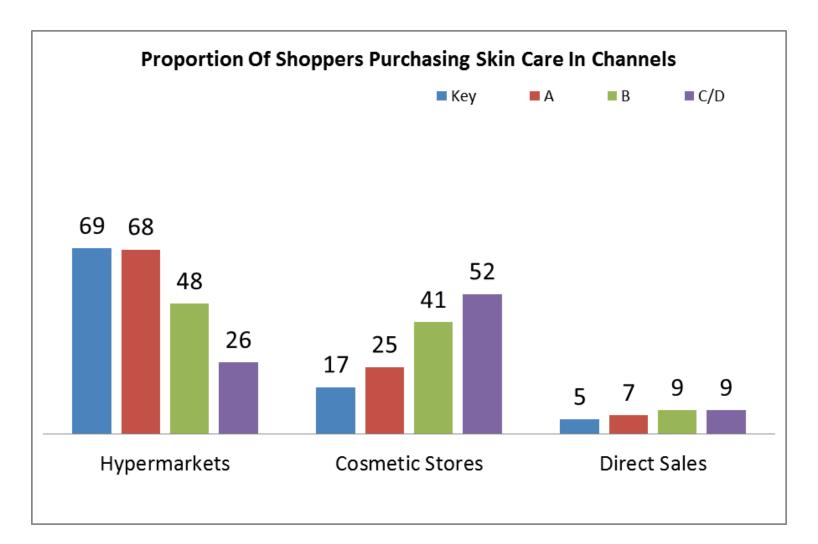


Source: Kantar Worldpanel Usage Panel | Women 13-55

Key cities refer to Beijing, Shanghai, Guangzhou and Chengdu; A cities refer to the provincial capital cities; B cities refer to prefecture-level cities; C/D cities refer to county-level cities and county.



Source: Kantar Worldpanel Purchase Panel, 52 w/e March 2013

Key cities refer to Beijing, Shanghai, Guangzhou and Chengdu; A cities refer to the provincial capital cities; B cities refer to prefecture-level cities; C/D cities refer to county-level cities and county.