

## The Experts in Consumer Analytics®

QuickTABS® is an excel-based reporting tool that allows easy, logical access and analyzing of customized market or consumer data (e.g. Syndicated Data, Retailer POS, Panel Data).

TABS analysts enhance the item coding your data supplier provides to reflect the way products are marketed, merchandised, or purchased by consumers. This customization means users can assess performance and identify opportunities that are based on reality, surpassing the limits of standard, third-party category definitions.

### QUICKTABS® EMPOWERS THE USER TO DRIVE SALES AND REDUCE COST

#### SALES DRIVING BENEFITS:

- QuickTABS® includes proprietary analytical measures (e.g. Organic Growth, Productivity) that frame your analyses in terms most relevant to your retail customers.
- Retailer-specific category and segment customizations can be provided within a day – no waiting months for changes in hierarchy or database structure.
- Ability to easily evaluate segments within other categories that you compete with for shelf space.

#### COST REDUCTION BENEFITS:

- Data is structured and formatted for instant analysis – eliminating hours of data manipulation.
- TABS manages all the data coding and loading – users simply open the tool and begin analyzing.
- QuickTABS® runs in Excel, so there is virtually no training required or learning curve ... and because it's in Excel, there aren't any IT compatibility issues.
- There are no licensing fees – everyone who needs a copy gets a copy.
- Data is PC resident, allowing for instant access. No waiting or downloading procedures.

The screenshot displays the QuickTABS software interface. At the top, there are navigation tabs for 'Global Title Change (Ctrl)', 'Manual Title Change', and 'Excel Toolbars (View)'. Below this, the main window is titled 'QuickTABS® Productivity Table' and shows a detailed data table with columns for various metrics like 'Sales', 'Cost', and 'Profit'. To the right of the main table, there are several dropdown menus for filtering data, including 'COY', 'VENDOR', 'BRAND', 'SUBBRAND', 'TYPE', 'CATEGORY', 'RANKGROUP', 'LOCATION', and 'EXNS'. Below the filters, there is a 'PERIOD ENDING 12/31/2006' section with a table of summary data.

SEGMENT	\$ YAG Qtr	\$ PP Qtr	\$ CURR Qtr	\$ 5hr YAG Qtr	\$ 5hr PP Qtr	\$ 5hr CURR Qtr	% Chg YAG	% Chg PP
ADULT HEALTH	\$130,992,875	\$134,832,104	\$133,725,634	26.7%	26.3%	26.4%	-1%	13%
BETTER VITAMIN	\$84,212,416	\$75,379,854	\$86,666,665	16.2%	14.8%	16.4%	2%	4%
SPECIALTY SUPP	\$67,276,284	\$74,868,411	\$77,958,328	13.0%	14.4%	14.4%	1%	2%
JOINT RELIEF	\$75,627,210	\$73,224,627	\$74,695,534	14.0%	14.2%	14.2%	-1%	2%
SKINCARE	\$57,895,925	\$57,818,668	\$56,567,044	11.2%	11.3%	10.7%	-3%	-2%
HERBAL SUPP	\$37,858,441	\$33,945,241	\$35,268,721	7.3%	6.5%	6.7%	4%	7%
CHILD HEALTH	\$23,069,529	\$23,384,709	\$24,660,231	4.5%	4.7%	4.7%	0%	3%
NATURAL	\$22,812,214	\$23,966,536	\$24,659,714	4.4%	4.6%	4.6%	0%	2%
WOMEN HEALTH	\$14,267,723	\$14,931,645	\$13,345,614	2.7%	2.9%	2.5%	-4%	-10%
Grand Total	\$517,090,318	\$512,221,169	\$525,526,495	100.0%	100.0%	100.0%	2%	7%