

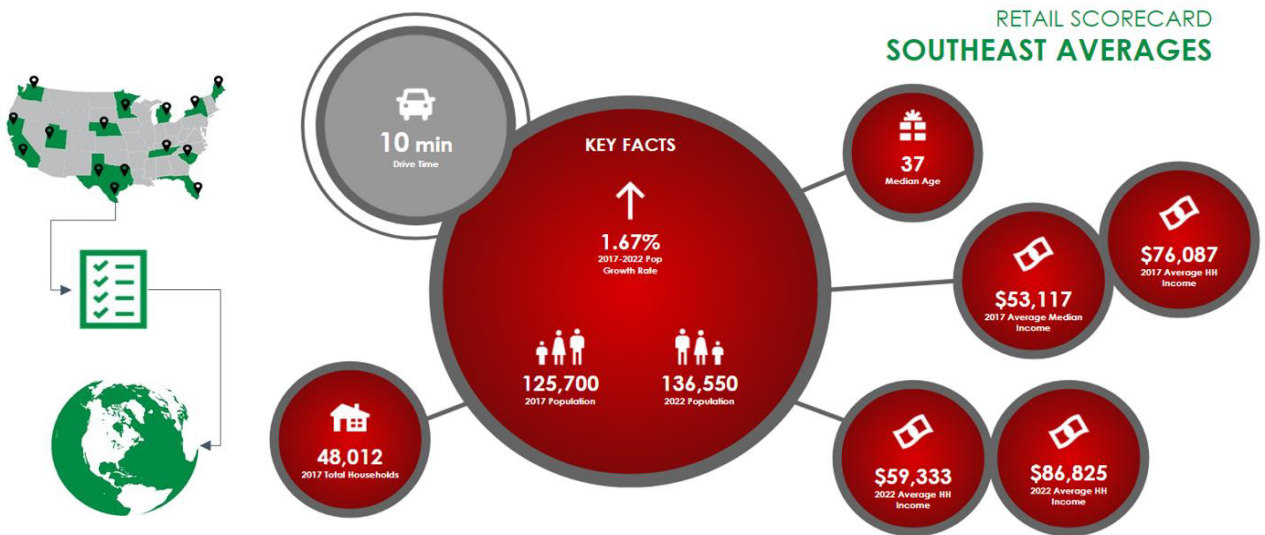
MARKET ANALYTICS PLATFORM



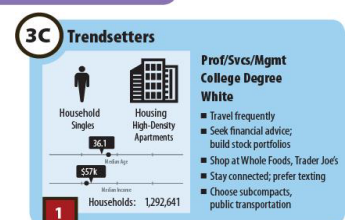
SCORECARD: CUSTOMER CATCHMENT

KEY FEATURES:

1. In-depth analysis of existing market presence which is used as a benchmark
2. Using the scorecard to 'grade' potential domestic markets
3. Formulate a strategic plan that will provide the client with the highest return on investment



TAPESTRY SEGMENTATION		
TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
International Marketplace (13A)	14.7	14.7
Las Casas (13B)	10.6	25.3
Trendsetters (3C)	8.7	34.0



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