

BEAUTY DEPARTMENT MEETING

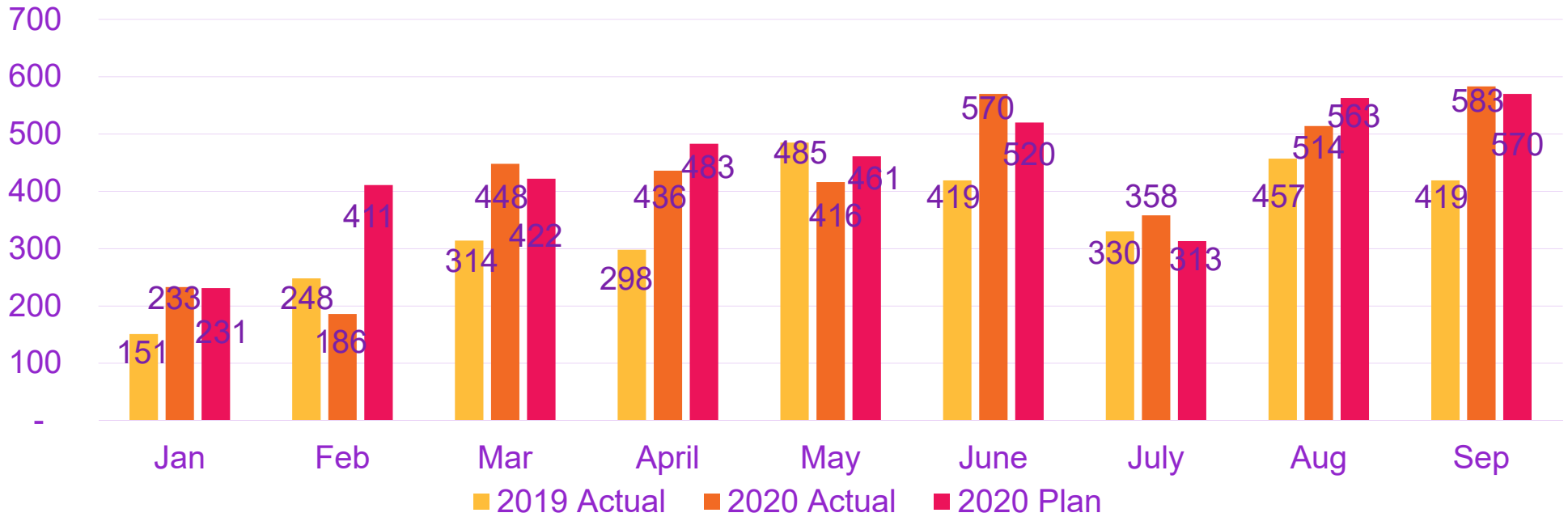
2020 JAS



SALES EXECUTION



SALES PERFORMANCE



2020 HY VS. 2019 HY **120%**
2020 Actual VS. 2020 Plan **94%**
2020 Target **66%** (3.7bln vs. 5.7bln)

Q3 TOP 5 ACHIEVEMENT

No1

TOP SALES YTD (583mln)
2019 Oct (535mln)
2018 Nov (656mln)



No2

TOP CASH (1,160 mln)

No3

**TOP GOLDEN SALON WELLA
COLOR SALES**
2020.01-09 **17,399** **253% growth**
2019.01-09 **6,867**

No4

TOP EDUCATION (5 region cover)
131 stylists 61 salon reach

No5

TOP GAIN (41 accounts)

July	Aug	Sep
	2	17 22

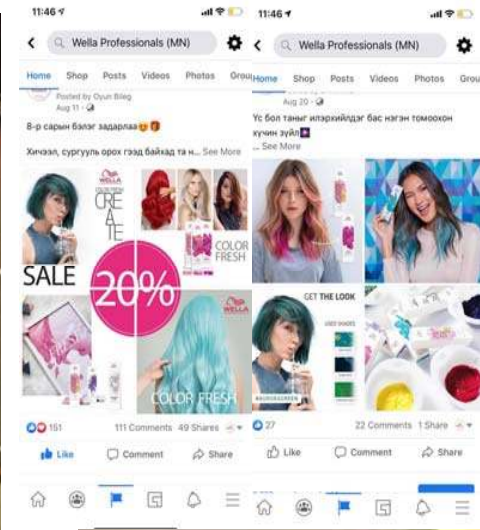
MARKETING ACTIVITIES



CFC PROMOTION

OPI POP-UP STORE

HOME DELIVERY



24-48 ЦАГИЙН ДОТОР
хүргэж өгнө



Londa
PROFESSIONAL

NIOXIN

O·P·I

BEST WORKER

BEAUTY DEP'T BEST WORKERS-2020

JAN



- Sales: 120%

FEB



- Execution: 110%

MAR



- WLP: 152%

APR



- OPI: 128%

MAY



- Sales: 114%
- Cash plan: 148%

JUN



- Sales: 115%
 - Cash plan: 150%
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BEAUTY DEP'T BEST WORKERS-2020

JULY



- Sales performance: 132% 91mln
 - Cash plan: 124% 135mln
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BEAUTY DEP'T BEST WORKERS-2020

AUGUST



- Sales performance: 109% 146mln
 - Cash plan: 121% 137mln
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BEAUTY DEP'T BEST WORKERS-2020

SEPTEMBER



- Performance 100%
 - Viber/Pop-up store/Home delivery/CFC engagement
 - Creative posts
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HALLOWEEN 2020