# Third Quarter of Fiscal 2019 Supplementary Material 

## POLA ORBIS HOLDINGS INC. <br> Director and Vice President <br> Management Planning, IT, HR and <br> Group International Business <br> Naoki Kume

AX HOLDINGS

1. Highlights of Consolidated Performance
2. Segment Analysis
3. Forecasts for Fiscal 2019
4. Initiatives Going Forward \& Appendices

## Cosmetics Market

■ The Japanese cosmetics market including exports showed steady growth.

- Chinese inbound traffic, a key target audience for cosmetics, continued to increase but the growth rate for inbound demand slowed due to the impact of China's e-commerce law and Chinese yuan depreciation.
- Excluding inbound demand, we saw temporary increases from last-minute demand driven by the consumption tax hike.
*Source: Ministry of Economy, Trade and Industry, Ministry of Internal Affairs and Communications,


## Our Group

 Japan Tourism Agency, Japan Department Stores Association, and Intage SLI■ Last-minute demand generated in September but consecutive trend of decreased sales and profits continued.

- POLA continued to record decreased sales from health foods. Overseas, POLA accelerated new store openings mainly in China.
- ORBIS continued favorable sales of mainstay products and last-minute demand also contributed to improved sales.

Ratio of Inbound Sales to Consolidated Net Sales
FY2017 (Full year) Approx. 7\%
FY2018 (Full year) Approx. 7\%
FY2019 Q3

- As planned, Jurlique conducted organizational downsizing to reduce fixed costs.
- Among brands under development, THREE drove overseas growth and new brands expanded cross-border EC.


| (mil. yen) | $\begin{gathered} \text { FY2018 } \\ \text { Q3 Results(YTD) } \end{gathered}$ | $\begin{gathered} \text { FY2019 } \\ \text { Q3 Results(YTD) } \end{gathered}$ | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Consolidated net sales | 184,807 | 165,530 | $(19,277)$ | (10.4\%) |
| Cost of sales | 29,948 | 25,686 | $(4,261)$ | (14.2\%) |
| Gross profit | 154,859 | 139,843 | $(15,015)$ | (9.7\%) |
| SG\&A* expenses | 122,523 | 114,431 | $(8,091)$ | (6.6\%) |
| Operating income | 32,335 | 25,411 | $(6,924)$ | (21.4\%) |

Note: YoY change in consolidated net sales and OP income excluding the pharmaceuticals business were down 5.8\% and down 19.7\% respectively. Key Factors
*Selling, General and Administrative Expenses

■ Consol. net sales Sales declined year on year mainly due to POLA which experienced a decrease in demand from buyers primarily for health foods (especially Inner Lock), in addition to the impact of the transfer of the pharmaceuticals business which had recorded $¥ 9,051$ million in 2018 Q3.

- Cost of sales The cost of sales ratio improved because of the transfer of the pharmaceuticals business on a consolidated basis.
Cost of sales ratio 2018Q3 : 16.2\% $\Rightarrow$ 2019Q3: 15.5\%
■ SG\&A expenses Labor expenses : down $¥ 1,476$ mil. YoY
-> Resulted from the transfer of the pharmaceuticals business.
Sales commissions : down $¥ 5,042$ mil. YoY
-> Resulted from a sales decline at POLA.
Sales related expenses : down $¥ 1,793$ mil. YoY
- > Increase in advertising expenses at ORBIS was covered by decreases in other expenses.

Administrative expenses, etc. : up $¥ 221$ mil. YoY

- > System updates resulted in increased depreciation and amortization costs but fixed expenses decreased.
- Operating income Operating margin 2018Q3: 17.5\% $\Rightarrow$ 2019Q3:15.4\%

| (mil. yen) | $\begin{gathered} \text { FY2018 } \\ \text { Q3 Results(YTD) } \end{gathered}$ | $\begin{gathered} \text { FY2019 } \\ \text { Q3 Results(YTD) } \end{gathered}$ | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Operating income | 32,335 | 25,411 | $(6,924)$ | (21.4\%) |
| Non-operating income | 383 | 304 | (79) | (20.7\%) |
| Non-operating expenses | 529 | 1,345 | 815 | 153.8\% |
| Ordinary income | 32,189 | 24,370 | $(7,818)$ | (24.3\%) |
| Extraordinary income | 28 | 0 | (28) | (99.9\%) |
| Extraordinary losses | 325 | 186 | (138) | (42.7\%) |
| Profit before income taxes | 31,892 | 24,184 | $(7,708)$ | (24.2\%) |
| Income taxes, etc. | 9,504 | 8,287 | $(1,216)$ | (12.8\%) |
| Profit attributable to non-controlling interests | (5) | (2) | 3 |  |
| Profit attributable to owners of parent | 22,393 | 15,898 | $(6,494)$ | (29.0\%) |

## - Key Factors

■ Non-operating expenses : Loss from unfavorable foreign exchange rates $¥ 830$ mil.
■ Income taxes, etc. : Effective tax rate 34.3\%

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Profit attributable to owners of parent decreased 29.0\% YoY due to decrease in gross profit resulting from lower sales


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## Segment Results

| (mil yen) | FY2018 <br> Q3 Results(YTD) | FY2019 <br> Q3 Results(YTD) | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Consolidated net sales | 184,807 | 165,530 | $(19,277)$ | (10.4\%) |
| Beauty care | 172,024 | 161,794 | $(10,229)$ | (5.9\%) |
| Real estate | 2,031 | 1,979 | (51) | (2.5\%) |
| Others | 10,752 | 1,756 | $(8,996)$ | (83.7\%) |
| Operating income | 32,335 | 25,411 | $(6,924)$ | (21.4\%) |
| Beauty care | 31,113 | 24,625 | $(6,488)$ | (20.9\%) |
| Real estate | 833 | 878 | 45 | 5.4\% |
| Others | 798 | 113 | (684) | (85.7\%) |
| Reconciliations | (408) | (205) | 202 |  |

Segment Results Summary

■ Beauty care

- Real estate

■ Others

Sales fell below the same period of last year; although sales increased at ORBIS and Brands under development, the impact of sales declines at POLA and Jurlique were significant.
Operating income decreased mainly due to a decrease in gross profit.
Made up-front investments including advertising investments for ORBIS and investments in new brands.
Occupancy rate has been maintained at a high level.
Others segment as a whole fell below the same period of last year for both sales and operating income due to the transfer of the pharmaceuticals business.

## Beauty Care Business Results by Brands

| (mil. yen) | FY2018 <br> Q3 Results(YTD) | FY2019 <br> Q3 Results(YTD) | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  | Amount | \% |
| Beauty care net sales | 172,024 | 161,794 | $(10,229)$ | (5.9\%) |
| POLA | 112,350 | 102,305 | $(10,044)$ | (8.9\%) |
| ORBIS | 38,056 | 39,125 | 1,068 | 2.8\% |
| Jurlique | 7,453 | 5,157 | $(2,295)$ | (30.8\%) |
| H2O PLUS | 1,416 | 1,047 | (368) | (26.0\%) |
| Brands under development | 12,747 | 14,157 | 1,410 | 11.1\% |
| Beauty care operating income | 31,113 | 24,625 | $(6,488)$ | (20.9\%) |
| POLA | 25,079 | 20,676 | $(4,403)$ | (17.6\%) |
| ORBIS | 7,738 | 7,350 | (388) | (5.0\%) |
| Jurlique | $(2,118)$ | $(2,709)$ | (590) | - |
| H2O PLUS | (507) | (661) | (153) | - |
| Brands under development | 920 | (31) | (951) | - |

Note: Consolidated operating income and loss for each brand are shown for reference purposes only (figures are unaudited)

- Sales decreased mainly for health foods
- Inbound and buyer demand declined in part due to the impact of China yuan depreciation
Domestic business struggled to capture new demand
- Overseas business was favorable when excluding the impact of Hong Kong protests and partial time shift of shipment
- The inbound ratio was approximately 9\%. (down 2ppt YoY)

| Q3 (YTD) | Results (mil. yen) | YoY Change |
| :--- | :---: | :---: |
| Net sales | 102,305 | $(8.9 \%)$ |
| Operating income | 20,676 | $(17.6 \%)$ |
| Ker |  |  |


| Key indicators |  |  |
| :---: | :---: | :---: |
| Sales ratio | Consignment sales | 77.2\% |
|  | Overseas | 8.0\% |
|  | Dept. store, B2B ${ }^{(1)}$, EC | 14.8\% |
| Sales growth* | Consignment sales | down 15.0\% |
|  | Overseas | up 41.8\% |
|  | Dept. store, B2B ${ }^{(1)}$, EC | up 10.6\% |
| Consignment sales channel | \# of sales offices** | $\begin{array}{r} 4,014 \\ \text { (down 164) } \end{array}$ |
|  | \# of PB ${ }^{(2) \text { ** }}$ | 673(up 4) |
|  | Purchase per customer* | down 0.1\% |
|  | \# of customers* | down 10.7\% |
| Number of stores overseas** |  | 73 (up 23) |

[^0]
## Topics

■ Advanced overseas store openings 3Q +9 stores in China


Quarterly net sales (mil. yen)




## Brand Analysis (2)

## Q3 Result

■ Shifted to highly profitable online sales as planned

- Continued favorable sales of ORBIS $U$ and DEFENCERA
- September last-minute demand drove increase in purchasing amounts among existing customers and contributed to increased sales for the first nine months

| Q3 (YTD) | Results (mil. yen) | YoY Change |
| :---: | :---: | :---: |
| Net sales | 39,125 | 2.8\% |
| Operating income | 7,350 | (5.0\%) |
| Key indicators |  |  |
| Sales ratio | Online | 50.9\% |
|  | Other mail-order | 20.3\% |
|  | Stores, overseas, etc. | 28.8\% |
| Sales growth* | Online | up 8.4\% |
|  | Other mail-order | down 9.2\% |
|  | Stores, overseas, etc. | up 3.1\% |
|  |  | up 6.0\% |
| Number of mail-order ${ }^{(1)}$ customers* |  | down 3.1\% |
| Number of customers purchasing the ORBIS U series*(2) (3) |  | up 34.9\% |

[^1]
## Topics

■ Launched WRINKLE WHITE ESSENCE (September)
Sales off to favorable start



## Brand Analysis (3) Overseas Brands

Q3 Result
■ Jurlique continuously launched new products to increase brand presence. Organizational downsizing conducted as planned

- H2O PLUS shifted from wholesale to EC channels.

(1) For operating income, the YoY difference is shown as an amount (mil. yen)
(2) AUD basis, YoY

Topics
■ Launched new products


Moisture Plus Rare Rose Collection Hydration Sensitive


## Brand Analysis (4) Brands Under Development

## Q3 Result

■ THREE continued strong sales growth overseas (up by approx. 30\%)
THREE brand recorded double-digit increase in sales in 3Q

- ACRO profits decreased due to investments in new brands
- DECENCIA opened store in Isetan Shinjuku in September Expect to capture new customers

| Q3 (YTD) |  | Results (mil. yen) | YoY Change |
| :---: | :---: | :---: | :---: |
| Net sales |  | 14,157 | 11.1\% |
| Operating income |  | (31) | (951) |
| ACRO Net sales |  | 8,956 | 18.1\% |
| ACRO OP income ${ }^{(1)}$ |  | (974) | $(1,024)$ |
| (THREE Net sales) |  | 8,256 | 9.7\% |
| (THREE OP income) |  | 693 | (28.2\%) |
| Key indicators |  |  |  |
| THREE | \# of stores in Japan (vs. Dec. 2018) |  | 114(up 3) |
|  | \# of stores overseas (vs. Dec. 2018) <br> (in 7 countries \& regions) |  | 59(up 4) |
|  | Overseas sales ratio |  | 29\% |



[^2]
## Topics

- Expanded channels for new brandS Opened duty-free pop-up store and prepared for start of cross-border EC


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Downward revision reflects maximum risk potential and continued decline in demand from inbound tourists and buyers in POLA brand

| (mil. yen) | FY2019 | YoY Change |  | $\begin{gathered} \text { FY2019 } \\ \text { Full-year Plan } \end{gathered}$ | vs July 30 <br> Plan | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | H1 Results | Amount | \% |  |  | Amount | \% |
| Consol. net sales <br> -ex. pharmaceuticals business | 110,247 | $\begin{array}{r} (15,015) \\ (9,235) \end{array}$ | $\begin{array}{r} (12.0 \%) \\ (7.7 \%) \end{array}$ | 220,000 | $(9,000)$ | $\begin{array}{r} (28,574) \\ (16,255) \end{array}$ | $\begin{array}{r} (11.5 \%) \\ (6.9 \%) \end{array}$ |
| Beauty care | 107,733 | $(9,239)$ | (7.9\%) | 215,200 | $(9,000)$ | $(16,007)$ | (6.9\%) |
| Real estate | 1,319 | (34) | (2.6\%) | 2,400 | 0 | (307) | (11.3\%) |
| Others <br> (FY 2018 Incl. pharmaceuticals business) | 1,194 | $(5,740)$ | (82.8\%) | 2,400 | 0 | $(12,259)$ | (83.6\%) |
| OP income | 16,236 | $(6,866)$ | (29.7\%) | 30,000 | $(4,500)$ | $(9,496)$ | (24.0\%) |
| Beauty care | 15,682 | $(6,571)$ | (29.5\%) | 30,100 | $(4,500)$ | $(8,194)$ | (21.4\%) |
| Real estate | 573 | 9 | 1.7\% | 800 | 0 | (201) | (20.1\%) |
| Others <br> (Ev 2018 hacl. phamaceuticals business) | 85 | (434) | (83.6\%) | 100 | 0 | (696) | (87.4\%) |
| Reconciliations | (105) | 128 | - | $(1,000)$ | 0 | (403) | - |
| Ordinary income | 15,561 | $(7,162)$ | (31.5\%) | 29,000 | $(5,000)$ | $(9,954)$ | (25.6\%) |
| Net income attributable to owners of parent | 9,938 | $(5,382)$ | (35.1\%) | 18,000 | $(3,000)$ | 9,611 | 114.6\% |

Assumed exchange rates : 1.00 AUD = $86 \mathrm{JPY}(\mathrm{PY}$ 82.59) 1.00 USD = 107 JPY (PY 110.43) 1.00 CNY = 16.7 JPY (PY 16.71)

|  | FY2018 |
| :--- | :--- |
| Shareholder <br> returns | Annual $¥ 80$ |
| Capital <br> investment | Consol. payout ratio $210.9 \%$ |
| Depreciation | $¥ 7,075$ million |

FY2019 (Plan) *No change to per-share dividend forecast
Annual $¥ 116$ (Interim $¥ 35$, Year-end $¥ 45$, Commemorative $¥ 36$ ) * Consol. payout ratio 142.5\%
$¥ 12,000-13,000$ million
¥7,000-8,000 million

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## Revisions to Forecasts for Fiscal 2019

| (mil. yen) | FY2019 | YoY Change |  | FY2019 | vs July 30 <br> Plan | YoY Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | H1 Results | Amount | \% | H2 Plan |  | Amount | \% |
| Consol. net sales <br> - ex. pharmaceuticals business | 110,247 | $\begin{array}{r} (15,015) \\ (9,235) \end{array}$ | $\begin{array}{r} (12.0 \%) \\ (7.7 \%) \end{array}$ | 109,753 | $(9,000)$ | $\begin{array}{r} (13,559) \\ (7,020) \end{array}$ | $\begin{array}{r} (11.0 \%) \\ (6.0 \%) \end{array}$ |
| Beauty care | 107,733 | $(9,239)$ | (7.9\%) | 107,466 | $(9,000)$ | $(6,767)$ | (5.9\%) |
| Real estate | 1,319 | (34) | (2.6\%) | 1,081 | 0 | (272) | (20.1\%) |
| Others (FY 2018 Incl. pharmaceuticals business) | 1,194 | $(5,740)$ | (82.8\%) | 1,206 | 0 | $(6,519)$ | (84.4\%) |
| OP income | 16,236 | $(6,866)$ | (29.7\%) | 13,764 | $(4,500)$ | $(2,629)$ | (16.0\%) |
| Beauty care | 15,682 | $(6,571)$ | (29.5\%) | 14,417 | $(4,500)$ | $(1,623)$ | (10.1\%) |
| Real estate | 573 | 9 | 1.7\% | 226 | 0 | (211) | (48.3\%) |
| Others <br> (FY 2018 Incl. pharmaceuticals business) | 85 | (434) | (83.6\%) | 15 | 0 | (261) | (94.6\%) |
| Reconciliations | (105) | 128 | - | (895) | 0 | (532) | - |
| Ordinary income | 15,561 | $(7,162)$ | (31.5\%) | 13,439 | $(5,000)$ | $(2,792)$ | (17.2\%) |
| Net income attributable to owners of parent | 9,938 | $(5,382)$ | (35.1\%) | 8,061 | $(3,000)$ | 14,993 | - |


| Details of changes | ■Sales POLA down $¥ 9,000$ mil. | : The decrease in demand among inbound and buyers, which was partially due to the impact of Chinese yuan depreciation, was greater than expected. We incorporated maximum potential declines to reflect risks our domestic businesses face in relation to the adverse effects of last-minute demand before the consumption tax rate hike. |
| :---: | :---: | :---: |
|  | - OP income <br> POLA <br> Brands under development | down $¥ 3,900$ mil. : Gross profit decreased on downward revision to sales forecast down $¥ 600$ mil. : Additional investments in three new brands |

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## Initiatives for 2019 Q4

## Flagship brands

- Redevelop Japanese customer base
$\checkmark$ Launch B.A Grandluxe III from B.A (November)
$\checkmark$ Use year-end strategy involving Christmas box sets (Wrinkle Shot, etc.) to capture new customers
$\checkmark$ Launch additional gift products to stimulate existing customers

B.A Grandluxe III


Wrinkle Shot holiday discovery kit
$\checkmark$ In China, accelerate expansion of PB model in non-department store venues

■ Sell new ORBIS $U$ series products and sets combining ORBIS $U$ and DEFENCERA Maximize lifetime value of ORBIS $U$ customers
■ Target inactive customers with unique 1-on-1 strategies to increase active customers

■ Stabilize DEFENCERA by adopting subscription purchase system
■ China EC seeing favorable start to sales of ORBIS U launched in August

## Initiatives for 2019 Q4

## Overseas brands

■ In China, closures of unprofitable stores and fixed cost reduction progressing as planned. Will shift business model from dealer sales to direct sales as we aim to increase brand presence
■ Launch revamped mainstay series Nutri-Define in January 2020
Strengthen EC by taking advantage of influencers
$\mathrm{H}^{2 \mathrm{O}}+$
BEAUTY

■ To expand brand awareness, H2O PLUS provided co-branded products to the business partner

## Brands under development

THREE

- Renovation of flagship shop THREE AOYAMA (Nov.1st) Renewal shop, spa and kitchen

■ Launch cross-border EC to rapidly advance overseas channel development
FIVEISM
threm
then
■ Launch new premium series Decency in Jan. 2020
DECENCIA
■ Increase brand recognition by increasing high value-added

Launch various new products to commemorate THREE $10^{\text {th }}$ anniversary products and using store

THREE 10th Anniversary
 Holistic Soap Set 10th Anniversary collection


THREE

## KE POLA ORBIS <br> HOLDINGS <br> (Appendix) Improvement in Capital Efficiency and Shareholder Returns

Initiatives to Improve Capital Efficiency


## Basic Policy :

- With a policy of consolidated payout ratio of 60\% or higher, enhance shareholder return by realizing stable profit growth
- Purchases of treasury stock shall be considered based on our investment strategies, as well as market prices and liquidity of the Company's shares


## Dividends forecast for FY2019:

- Dividend per share : $¥ 116$
(Interim $¥ 35$, Year-end $¥ 45$, Commemorative $¥ 36$ )
- Consol. payout ratio : 142.5\%



## Beauty care is the core business of the Group, and

9 different cosmetics brands are operated under the Group umbrella

## FY2018

Consol. Net Sales $¥ 248.5$ bil.

(dermatological drugs and building maintenance business)
[ Our strengths
■ Multi-brand strategy

- Focus on skincare products
- Flagship brands, POLA and ORBIS own and operate through their own unique sales channels

■ Meeting diversified needs of customers
■ High customer repeat ratio

- Strong relationships with customers

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## (Appendix) Beauty Care Business Brand Portfolio



## STAGE3



## (Appendix) 2017 - 2020 Medium-term Management Plan

## The final stage of the long-term vision for 2020.

Aim to improve profitability in Japan, promote a solid shift toward overall profitability from overseas operations and build a brand structure for next-generation growth.

Consolidated net sales
■ Consol. net sales:

$$
\begin{aligned}
& \text { CAGR } 3 \text { to } 4 \% \\
& (\neq 250.0 \text { bil. in FY2020) }
\end{aligned}
$$

Operating income

- Operating income:
cagr 10\% or higher
- Operating margin:


## Capital efficiency

- Target for ROE: $12 \%$ in FY2020


## Shareholder returns

■ Consolidated payout ratio: 60\% or higher
from FY2017


## Strategy 1. Sustain stable growth of flagship

 brands to lead Group earnings

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Strategy 3. Expand brands under development, create new brands, pursue M\&A activity
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Strategy 4. Strengthen operations (reinforce R\&D, human resources and governance)

Strategy 5. Enhance capital efficiency and enrich shareholder returns

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(Appendix) Beauty Care Business Results for FY2016 - FY2018 by Brands

| (mil. yen) | $\begin{aligned} & \text { FY2016 } \\ & \text { Results } \end{aligned}$ | $\begin{aligned} & \text { FY2017 } \\ & \text { Results } \end{aligned}$ | $\begin{aligned} & \text { FY2018 } \\ & \text { Results } \end{aligned}$ | 2017 vs 2018 YoY Change |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Amount | \% |
| Consolidated net sales | 218,482 | 244,335 | 248,574 | 4,239 | 1.7\% |
| Beauty care net sales | 202,446 | 227,133 | 231,207 | 4,074 | 1.8\% |
| POLA | 116,126 | 144,012 | 150,183 | 6,170 | 4.3\% |
| ORBIS | 55,857 | 53,066 | 51,051 | $(2,014)$ | (3.8\%) |
| Jurlique | 13,118 | 12,772 | 10,386 | $(2,385)$ | (18.7\%) |
| H2O PLUS | 2,547 | 2,303 | 2,041 | (261) | (11.4\%) |
| Brands under development | 14,796 | 14,978 | 17,544 | 2,566 | 17.1\% |
| Consol. operating income | 26,839 | 38,881 | 39,496 | 615 | 1.6\% |
| Beauty care operating income | 25,904 | 38,121 | 38,294 | 173 | 0.5\% |
| POLA | 16,993 | 28,584 | 32,574 | 3,989 | 14.0\% |
| ORBIS | 11,279 | 9,080 | 9,340 | 259 | 2.9\% |
| Jurlique | $(1,183)$ | (505) | $(3,763)$ | $(3,257)$ | - |
| H2O PLUS | $(2,027)$ | (317) | (552) | (235) | - |
| Brands under development | 841 | 1,278 | 695 | (583) | (45.6\%) |

Note: Consolidated operating income and loss for each brand are shown for reference purpose only (figures are unaudited)


[^0]:    (1) B2B: Hotel amenity business
    *YoY , ** vs Dec. 2018
    (2) PB: POLA THE BEAUTY stores

[^1]:    (1) Mail-order includes online and other mail-order
    (2) For the last 6 months period (3) Series consists of ORBIS $U, \cup$ encore, and $U$ white * YoY basis

[^2]:    Note: Apart from the portfolio above, Brands Under Development includes the OEM business.

