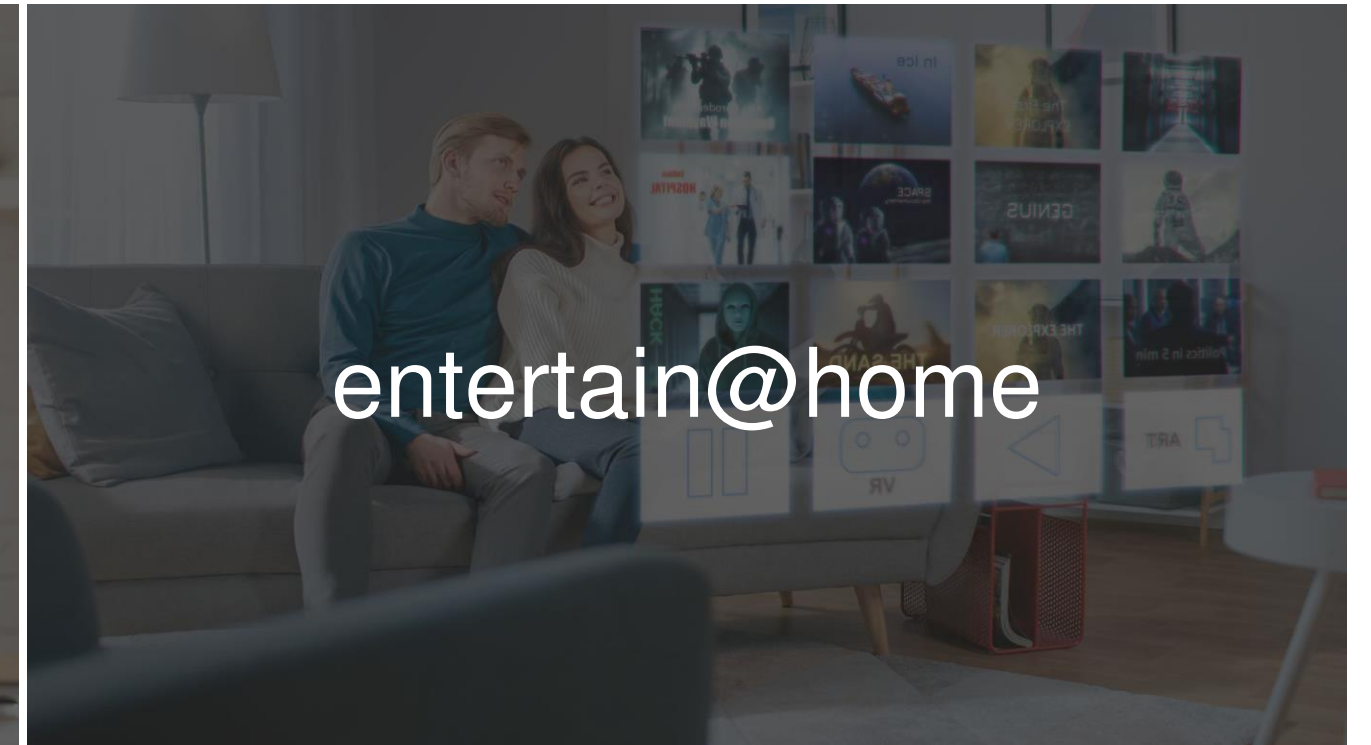
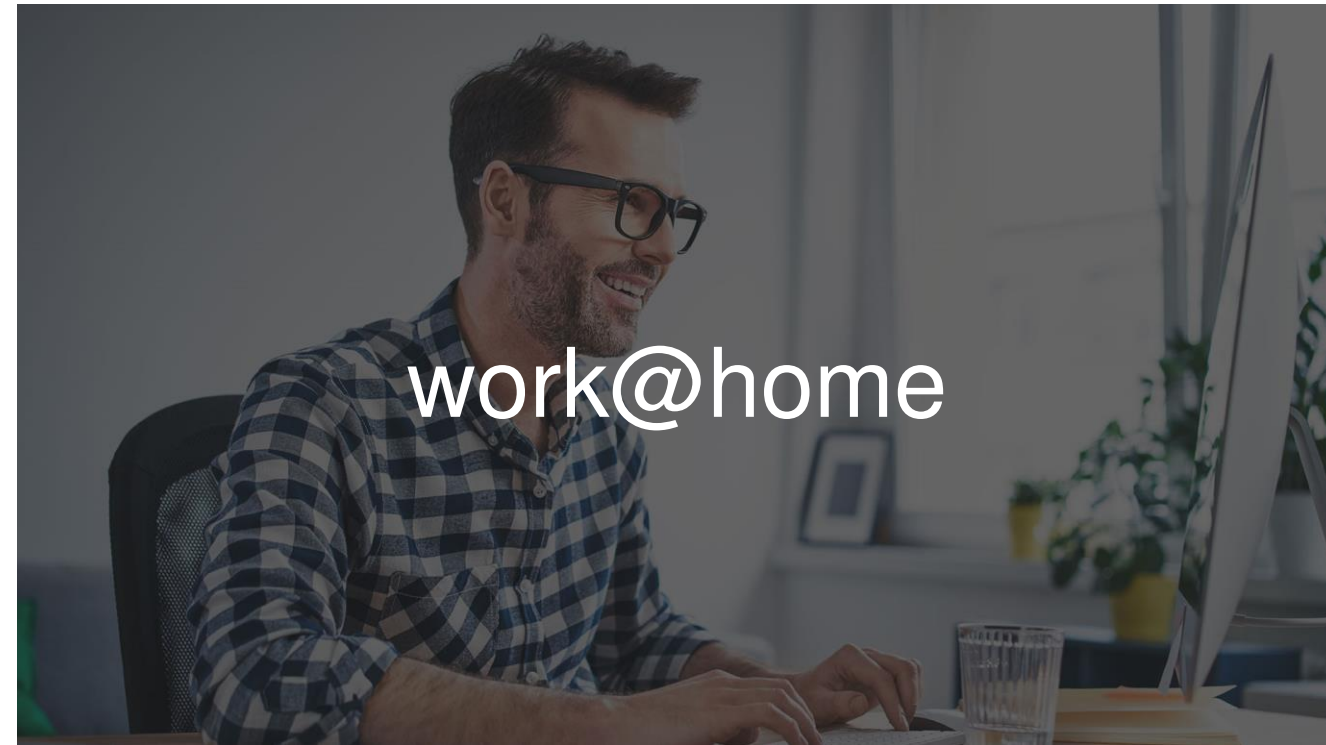
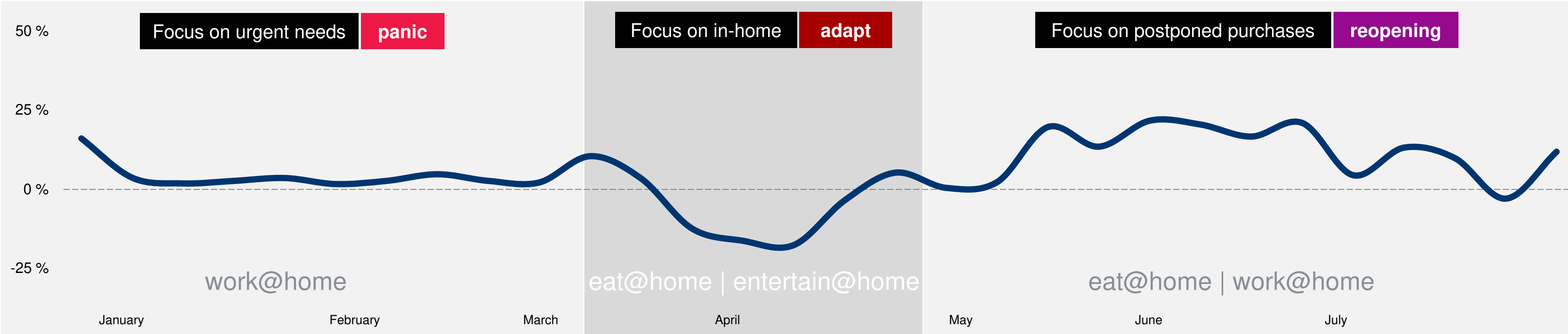


#stay@home during the pandemic:
life needs to keep on happening

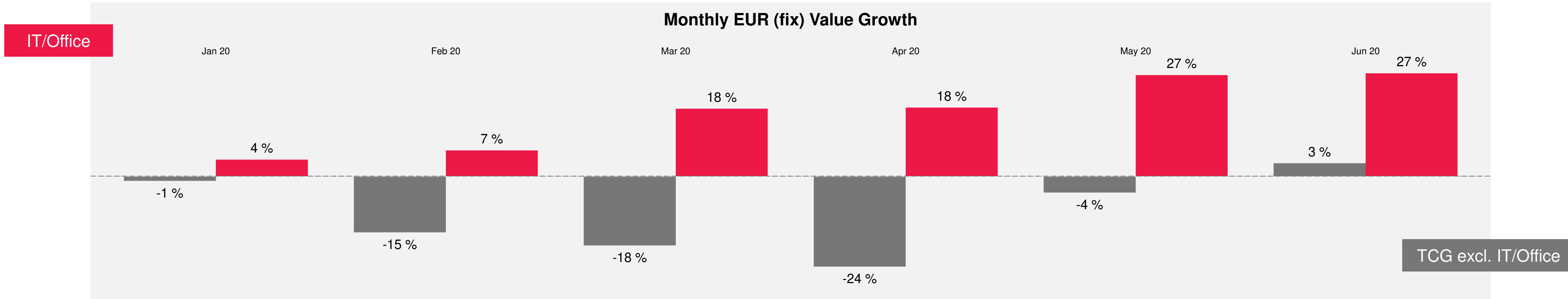
#stay@home during the pandemic:
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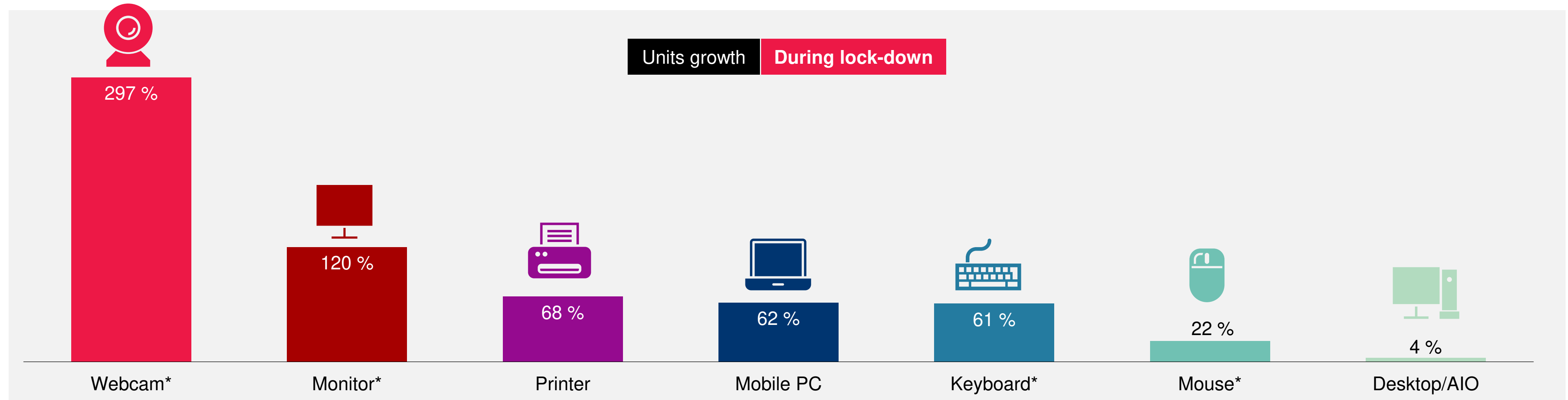
Shifting consumer trends at each stage of the pandemic – from **panic** to **adapt** and **reopening**



IT/Office market **continuously expands**, while other TCG markets recover from crisis



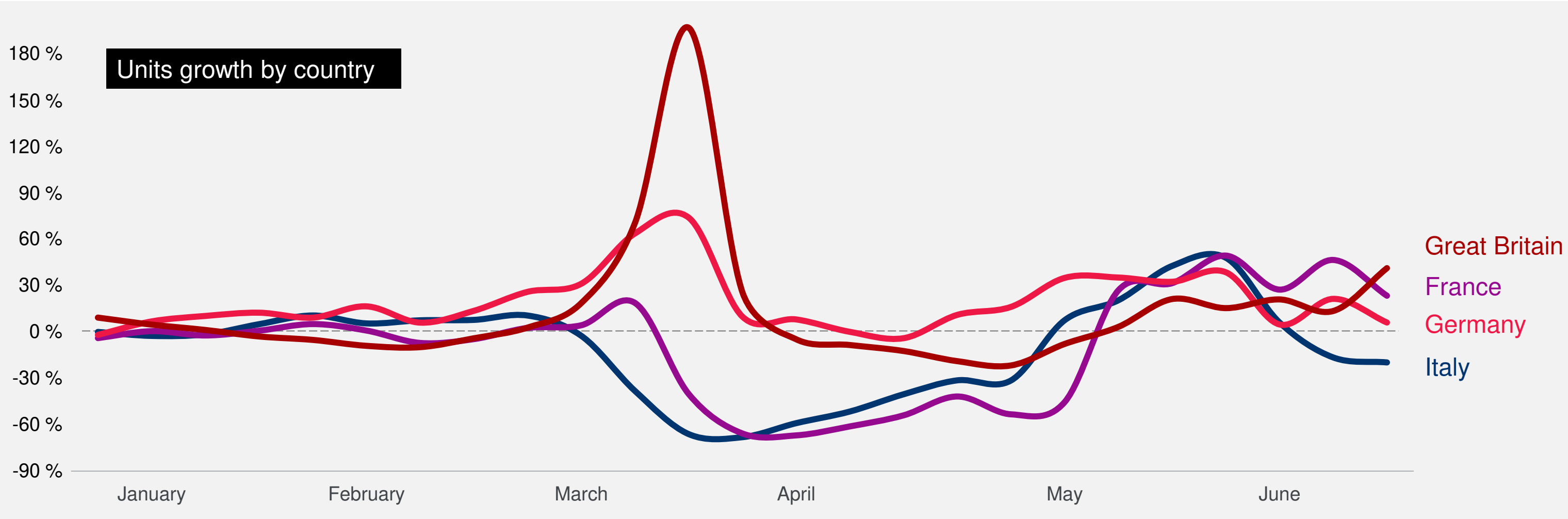
work@home: rise in demand for technical equipment



eat@home: an increasing trend for stockpiling and home cooking



Cooling & Freezers

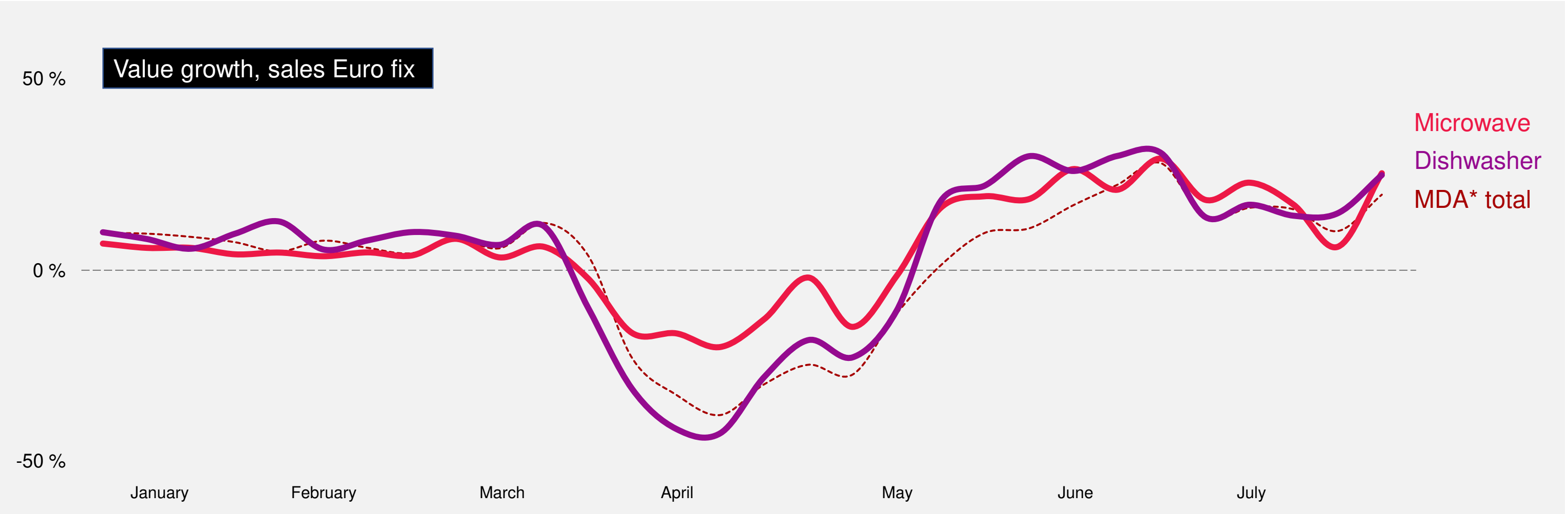


Source: GfK Market Intelligence, EU5, Year on Year, Weekly Tracking CW8-14 2020

eat@home: easy cooking and cleaning is essential



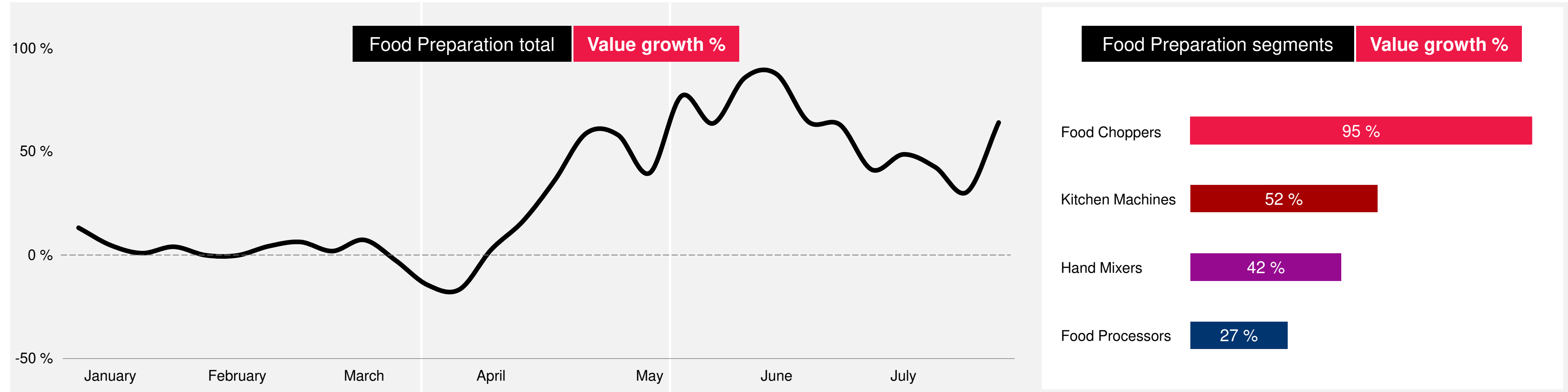
Major Domestic Appliances



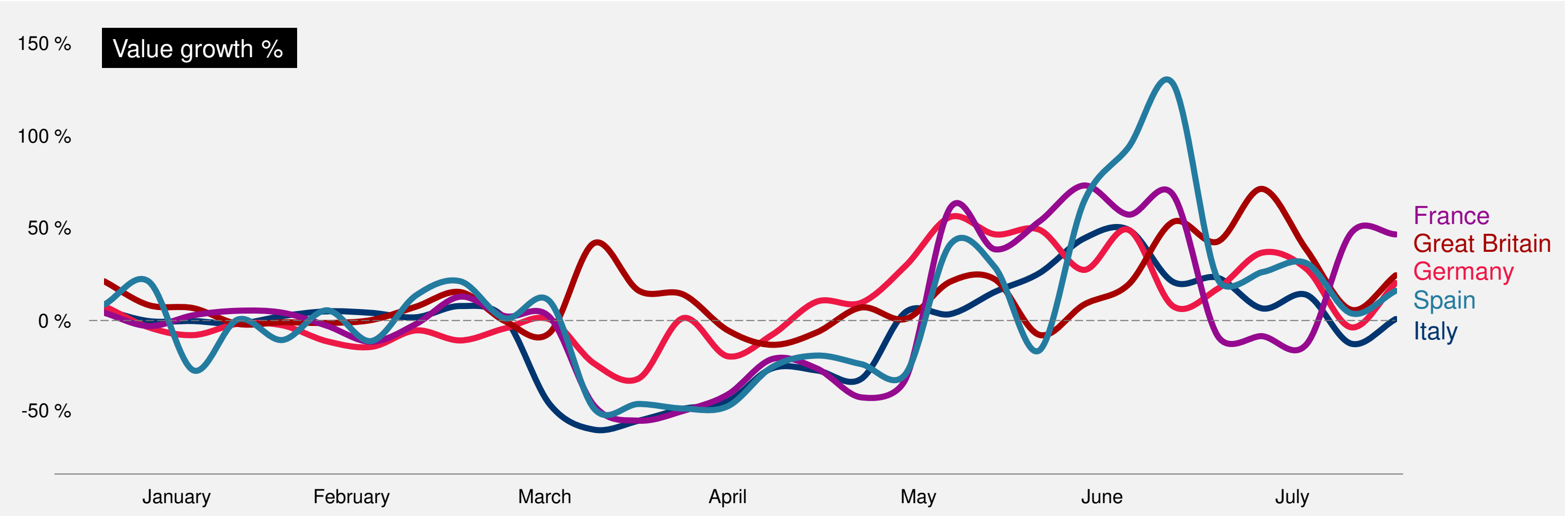
Source: GfK Point of Sales Tracking, global excl. China, weekly tracking

*MDA incl. AC

eat@home: healthy cooking and simplification of chores



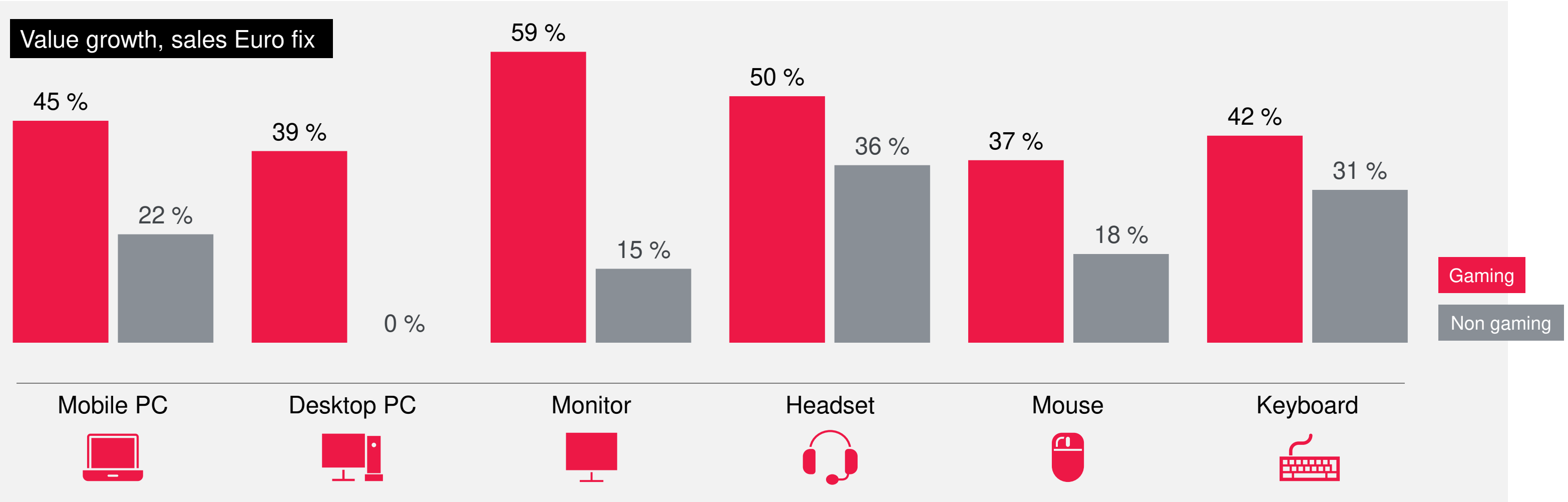
entertain@home: cinema and gaming in-house



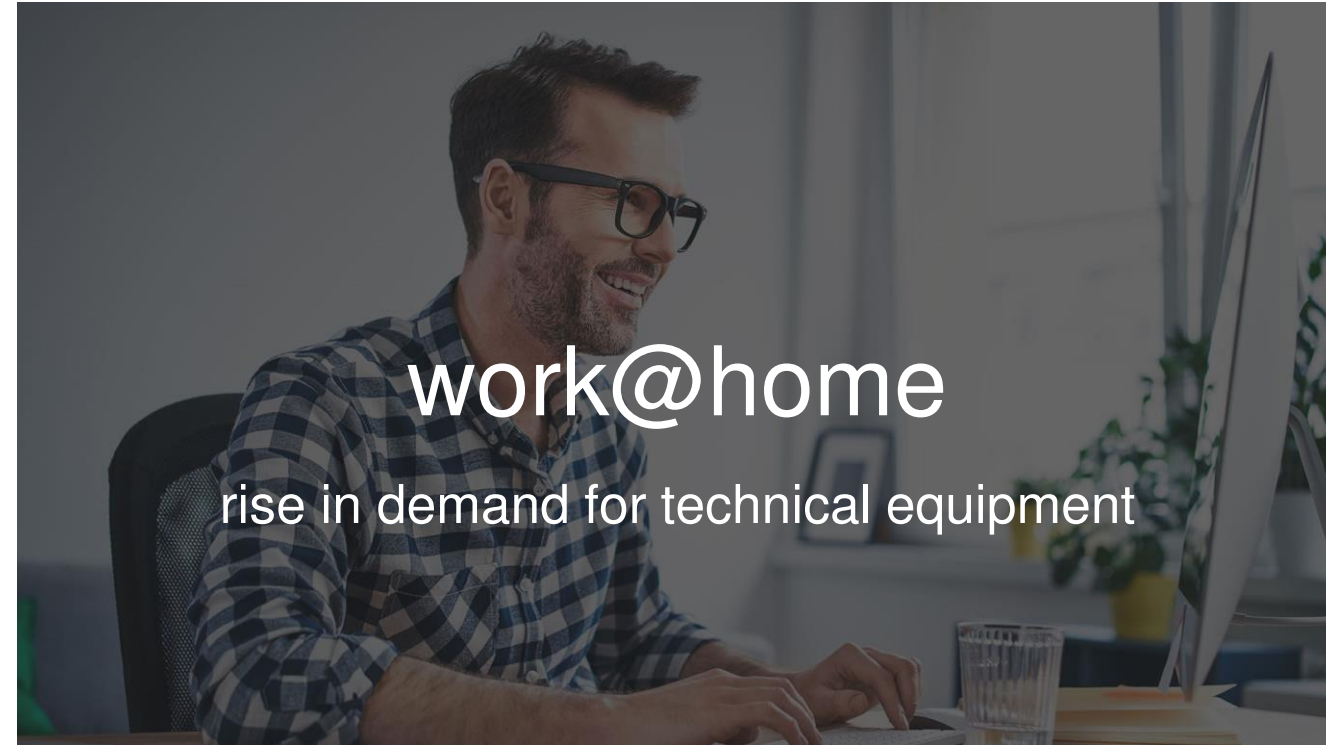
entertain@home: cinema and gaming in-house



Gaming products



#stay@home during the pandemic



work@home

rise in demand for technical equipment



eat@home

rise in the need of stockpiling and home cooking



entertain@home

cinema and gaming drive sales

Consumer and Home Electronics industry proved resilient

Positive outlook for the second half of 2020

Thank You!