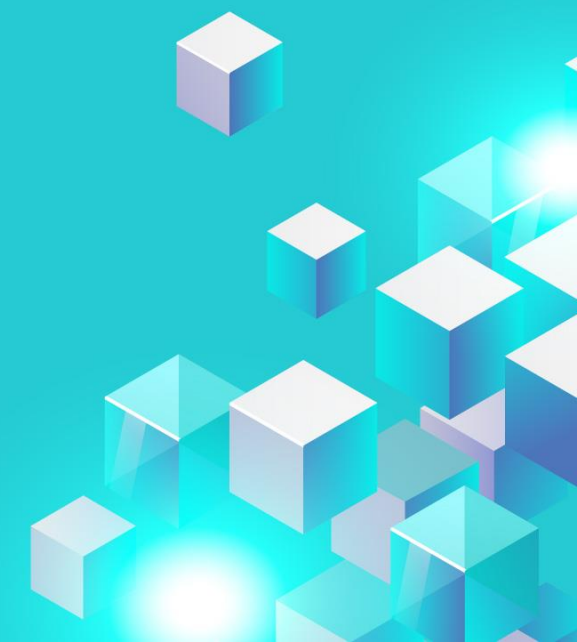


# 1ST CUBE

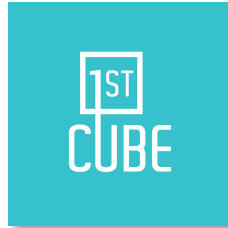


# BACKGROUND

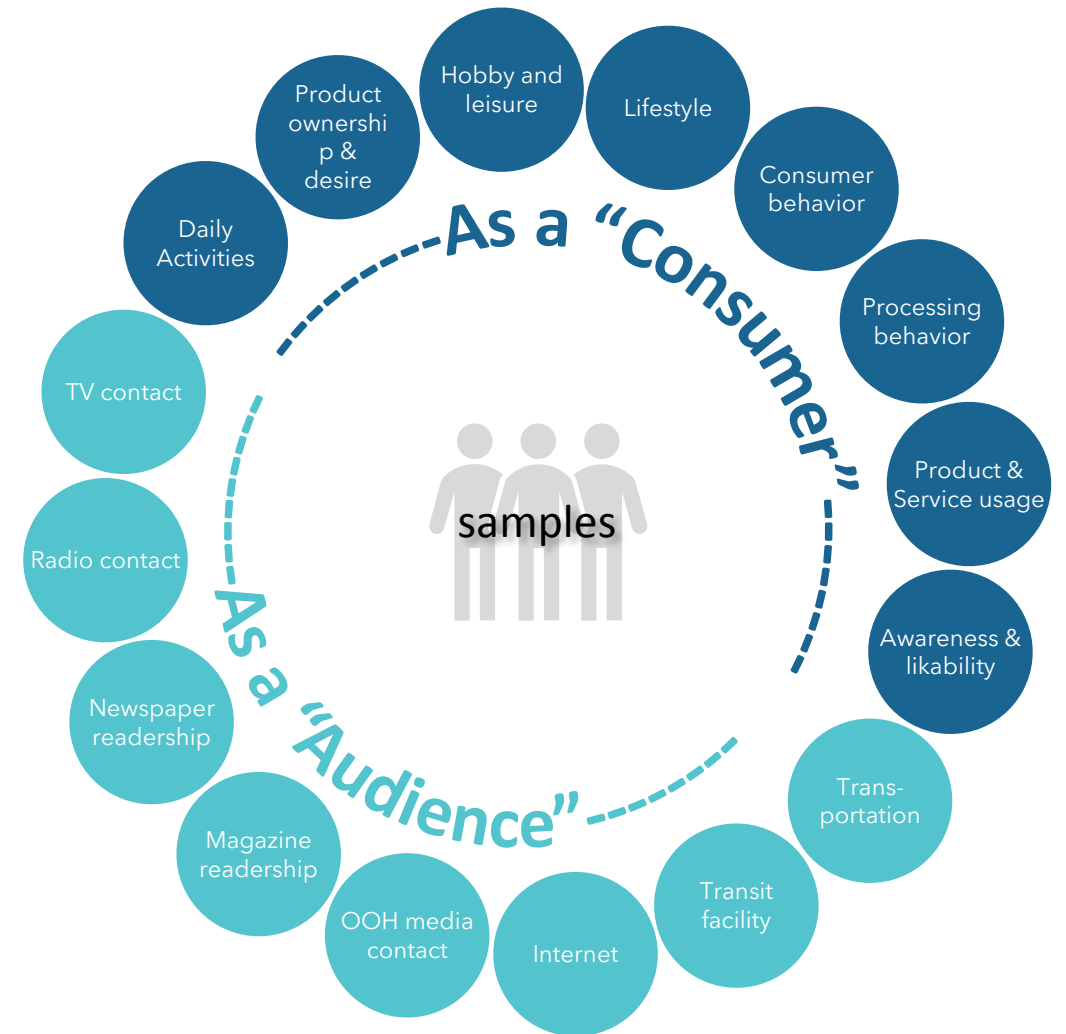
- Lack of large reliable large consumer data across multiple categories.
- Available annual subscription from other data providers are too expensive
- Several global companies which provide syndicated data studying multiple markets using single questionnaire across the globe skips local brands and local insights.



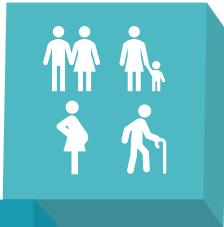
# Single Source Database



1stCube is turn-key data solutions with **comprehensive data profiles** of product and media consumption reflecting brand journey to consumption/ownership, as well as consumer segmentation of 13 market sections with 47 categories of product/services over 2,831 brands in Thailand.



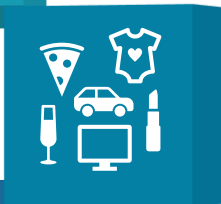
# KEY NUMBERS



52,717,126 people  
Age 12-64



2,560 sample  
nationwide



13 Market Sections  
47 Categories

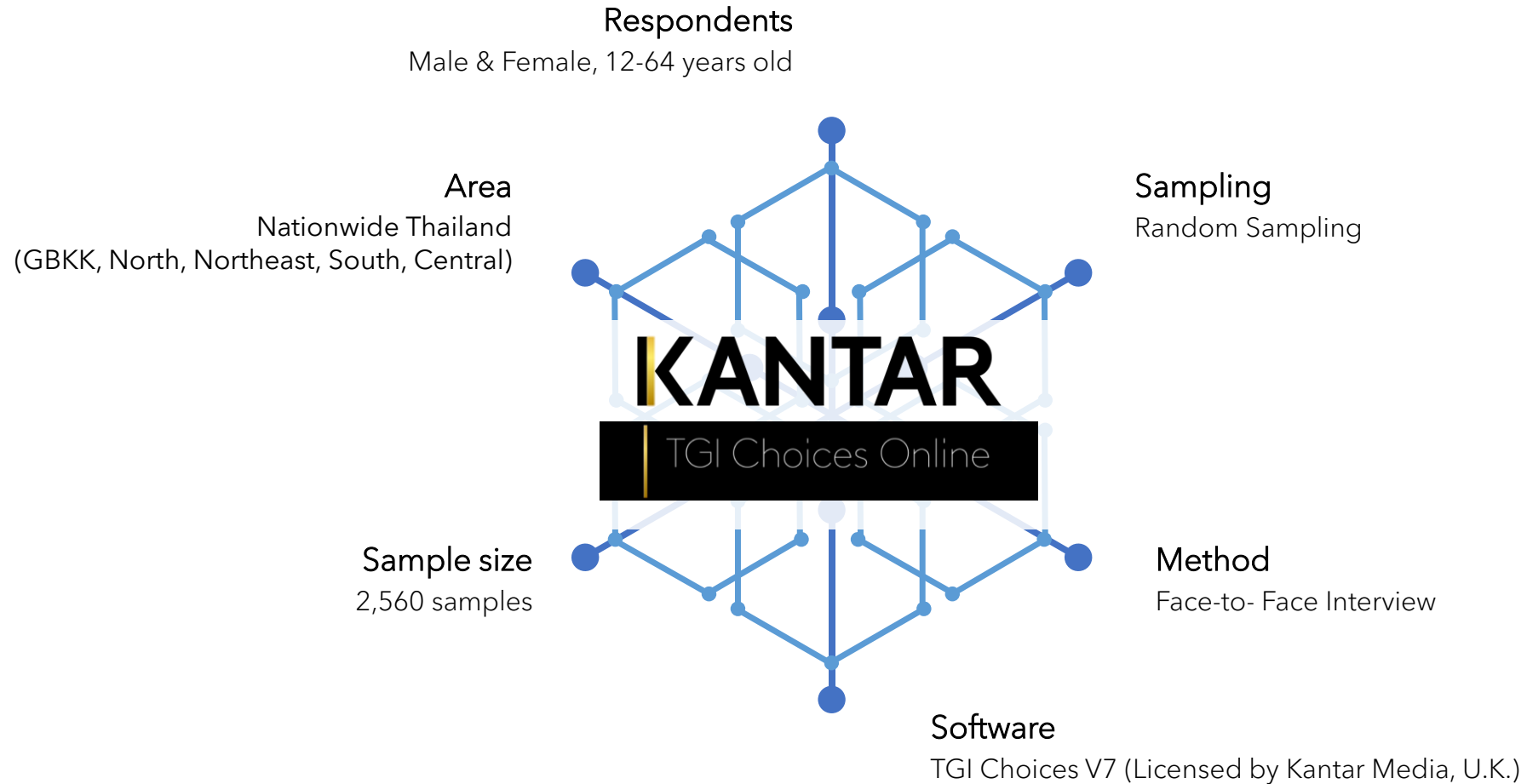


2,831 brands



# METHODOLOGY

## Survey Outline



# Single Source Database



## Product Brands

13 Market Sections / 47 Categories / 2,831 Brands

- Brand Used Past 3 Months
- Brand Used Most Often
- Would like to continue
- Would like to recommend
- Loyalty
- Consumption Frequency
- Time & Place of Usage
- Price
- Key Factors of Purchase
- Place of Purchase
- Information Source
- Consumer Journey



## Demographics

Lifestyle Statements & Attitudes

- Activity Diary
- Mealtime & Spending
- Health / Food / Sports / Fashion / Personal Grooming / Financial / Environment/Media Contacts / Investment / IT & Technology / Family / General
- **Attitudes:** Brand Vs Functions/ General Vs. Personalization



## Media Contact

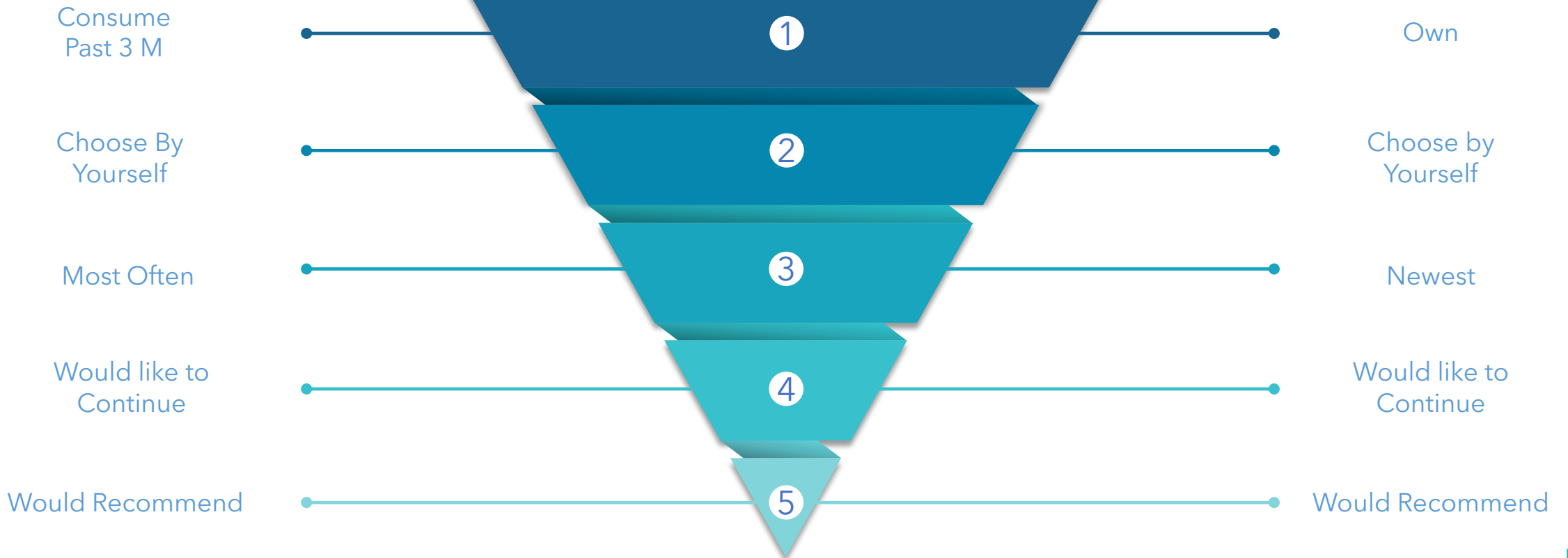
Media Recent Exposure

- TV
- Radio
- Newspaper (Offline/Online)
- Magazine (Offline/Online)
- OOH
- Transit
- Cinema
- Streaming Platforms
- Social Platforms

# BRANDING QUESTIONS

FMCG Products

Durable Products





# MARKET SECTIONS





# MARKET SECTIONS

## 1.FOOD

### ➤ Confectionary

- Candies
- Chewing Gum
- Biscuit/ Cracker/ Wafer/ Chocolate
- Snacks (Potato Chips/Extruded Snacks/Seaweed/Snack Ingredients from fish, squid, pork, insects)
- Dried Fruits/Processed

### ➤ Instant Noodle

- Sachet
- Cup

### ➤ Instant Porridge

### ➤ RTE Foods

- Packed/ Microwaveable Food
- Frozen Food

### ➤ Cooking Condiments

- Seasoning Product
- Cooking Oil
- MSG
- Sweetener/ Low calories sugar/Syrup
- Rice



# MARKET SECTIONS

## 2. Non-alcoholic Drinks

- **Yoghurt**
  - Drinking Yogurt/ Lactic Acid Beverage
  - Tub Yogurt
- **Carbonated Drinks**
  - Carbonated Beverage
- **Fruit Juice**
  - <100%/100%Fruit Juice
- **Coffee**
  - Instant Coffee (incl. 3in1)
  - RTD Coffee
  - Coffee Creamer
- **Tea**
  - Instant Tea
  - RTD Tea
- **Milk**
  - Pasteurized, UHT, Soy, Corn, Almond
  - Instant Powdered Beverage
- **Energy Drink**
  - ED
  - Herbal ED
- **Functional Drink**
  - Electrolyzed/Vitaminized/Herbal Drinks
- **Water**
  - Natural
  - Mineral Water

## 3. Alcoholic Drinks

- **Beer**
- **Cocktail Drinks**



# MARKET SECTIONS

## 4. Personal Care

- **Hair Care**
  - Shampoo (incl. 3in1)
  - Hair Conditioner
  - Hair Treatment
  - Hair Colorant
- **Oral Care**
  - Toothbrush
  - Toothpaste
  - Mouthwash
- **Skincare**
  - Facial Moisturizer
  - Facial Sunscreen
  - Body & Hand Lotion
  - Deodorant
  - Facial Foam/Cleansing
  - Make-up remover
  - Liquid Soap
  - Facial Cream Sachet

## 5. Cosmetics

- **Cosmetics**
  - Lipstick
  - Powder/Liquid Foundation
  - Mascara
  - Eyeliner
- **Female Products**
  - Sanitary Goods
  - Underwear



# MARKET SECTIONS

## 6.Homecare Products

- Laundry Detergent
  - Powder
  - Liquid
  - Fabric Softener
- Dishwashing Liquid
- Cleaner
  - Toilet Cleaner
  - Floor Cleaner
  - Multi-purpose Cleaner
- Paper
  - Facial Tissues
  - Wet Wipes
  - Toilet Paper
  - Kitchen Paper Towel
- Insect
  - Mosquito Repellent
  - Insect Repellent

## 7.Home Durables

- White Goods
  - Television
  - Washing Machine
  - Dryer Machine
  - Air Conditioner
  - Refrigerator

## 8.Electronic Devices

- Digital Camera
- Mobile Phone
- Notebook
- Tablet Computer



# MARKET SECTIONS

## 9. Motoring

- Car
  - Passenger Car
  - Pick-up/Utility car / Truck
  - Electric Vehicles
  - Off-road SUV/PPV
  - Van/Others
- Motorcycles
- Fuel
- Tyres
  - Tyres - Car
  - Tyres - Motorcycle
- Auto Car Service
- Lubricant
  - Lubricant - Car
  - Lubricant - Motorcycle



## 10. Financial Services

- Insurance
  - Life Insurance
  - Health Insurance
  - Car Insurance
- Banking/Finance
  - Credit Card
  - Auto Leasing/ Auto Re-finance
  - Personal Loans
  - Bank Saving Account
  - Cryptocurrency

# MARKET SECTIONS

## 11. Baby Products

- Milk for Children/Formula
- Baby Body Wash
- Baby Diapers
- Baby Detergent

## 12. Silver Gen Products

- Adult Diapers
- Vitamins & Supplements

## 13. Pet Products

- Pet food
  - Dry/Wet
  - Pet snack
- Pet Care
  - Shampoo
  - Toothpaste/toothbrush



# LIFESTYLE & ATTITUDE STATEMENTS



## Product Ownership

- Currently owned
- Interest to buy
- Plan to buy

## Activity Diary

- Weekdays & Weekends
- Online time
- Offline time

## Activity / Pastime

- Ever done over the past year
- Regular
- Wish to do

## Lifestyle

- Ever done over the past year
- Regular
- Wish to do

## Attitude

- Me
- Family
- Environment
- Foreignness
- IT Technology

# MEDIA QUESTIONS - OFFLINE

## TV

- Platform
- Consume time
- Type of Program
- Channels  
(Yesterday, Last week, Ever)

## OOH

- Outdoor Platform
- Indoor Platform
- Instore Platform
- Transit Platform
- Other Platform

## Movie/Cinema

- Platform
- Frequency
- Movie Genre
- Frequent Theaters
- Movie Program

## Radio

- Platform
- Consume time
- Regular Programs

## Newspaper

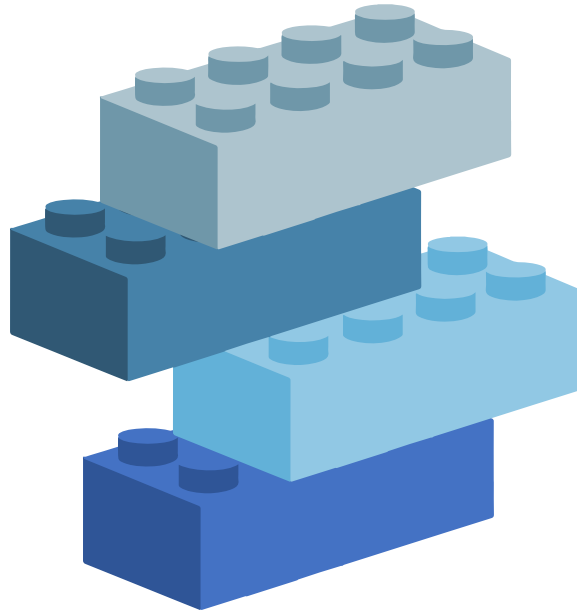
- Platform
- Consume time
- Regular Topics
- Newspapers Past Week

## Magazines

- Platform
- Consume time
- Regular Topics

## Retails

- Restaurant
- Convenience
- Supermarket
- Hypermarket
- Department Stores
- Health&Beauty Shops





# MEDIA QUESTIONS

## ONLINE & CONSUMER JOURNEY

### Internet Usage

- Platform
- Place
- Internet Provider
- Consume Time
- Monthly fee
- Purpose of Usage



### Applications

- Platform including Entertainment Platform, Shopping, Social Network, Music Streaming, Food Delivery, Travel, Banking, E-Wallet



### Website

- Search
- Shopping
- Social Network



### Journey - Catch

- Offline Platform
- Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)



### Journey - Consider

- Offline Platform
- Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)



### Journey - Convert

- Offline Platform
- Online Platform (By influencer's review, Users' review, brand Post, promotion, Free Delivery)



# SUITE OPTIONS



**Sub-License (1 yr)**  
(3-5 Users)/13 Market  
Sections, 47 Categories.  
**600,000 baht**



REPORT VARIABLES

- BASE  
All Adults 18+ >
- Columns >
- Rows >
- CHANGE REPORT PERIOD  
2021R2 >
- Trend Report >

NEW REPORT +

Import | 
 Graph | 
 Quick Reports | 
 Hide | 
 Swap | 
 Display Options | 
 Sort By | 
 Excel | 
 Highlighting | 
 Heat Map | 
 RESET | 
 SAVE

Base: All Adults 18+	Elements	TOTAL	Tech leaders	Brand enthusiasts	Routine consumers	Frivolous purchasers	Review reliant
TOTAL	Sample (000) Vert% Horz% Index	58,499 211,150 100% 100%	3,530 14,788 100% 7%	8,073 27,549 100% 13%	9,314 34,372 100% 16.3%	14,761 51,943 100% 24.6%	6,962 22,841 100% 10.8%
Because of online TV streaming I now watch more television than I used to	Sample (000) Vert% Horz% Index	13,871 42,263 20% 100%	1,361 4,959 20% 100%	1,857 5,519 13.1% 100%	1,743 6,007 14.2% 87	4,704 13,073 30.9% 126	2,334 6,885 16.3% 151
I tend to be influenced by comments/reviews posted online by other internet users	Sample (000) Vert% Horz% Index	9,771 31,037 14.7% 100%	1,210 4,779 32.3% 11.6%	1,397 4,595 16.7% 14.8%	1,661 6,201 15% 92	4,211 12,373 30% 122	1,955 5,810 14.1% 130
I am willing to pay premium subscription on some websites/apps to stop having ads	Sample (000) Vert% Horz% Index	9,771 31,037 14.7% 100%	191	1,397 4,595 16.7% 14.8%	1,079 3,866 11.2% 12.5%	3,560 9,831 18.9% 31.7%	1,229 3,981 12.8% 119

1,210  
 4,779  
 32.3%  
 11.6%



The logo for Kantar, featuring the word "KANTAR" in a bold, black, sans-serif font. A vertical yellow bar is positioned to the left of the letter "K".

**KANTAR**

The text "TGI Choices Online" is displayed in a white, sans-serif font, centered within a solid black rectangular box. A vertical yellow bar is positioned to the left of the text.

TGI Choices Online

TGI Choices 7

For more information about Kantar TGI Choices 7 , [Click Here](#)

# SUITE OPTIONS




Tableau Format  
(Per Category)  
100,000 - 300,000 baht

The central element is a dark teal rounded rectangle. At the top center is the 1ST CUBE logo in a light teal color. Below the logo, the text 'Tableau Format' is written in white, followed by '(Per Category)' in a smaller white font. At the bottom, the price range '100,000 - 300,000 baht' is displayed in a yellow font.



# INSTANT NOODLES

## SUB-CATEGORY TABLEAU ACCESS

- Cup/Sachet
- Demographics and Purchase Behaviors
- Competitive Brand Analysis
- Consumer Segmentation Analysis
- Sub-category and Media Analysis

# Profiles Dashboard

## Control Box

Measurement  
%Sample

Segment

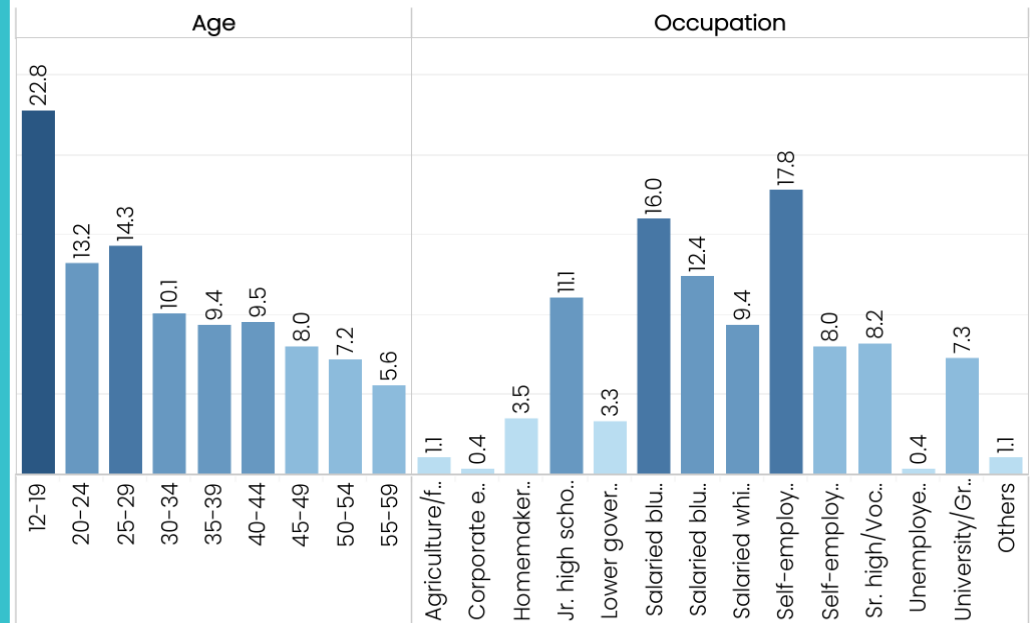
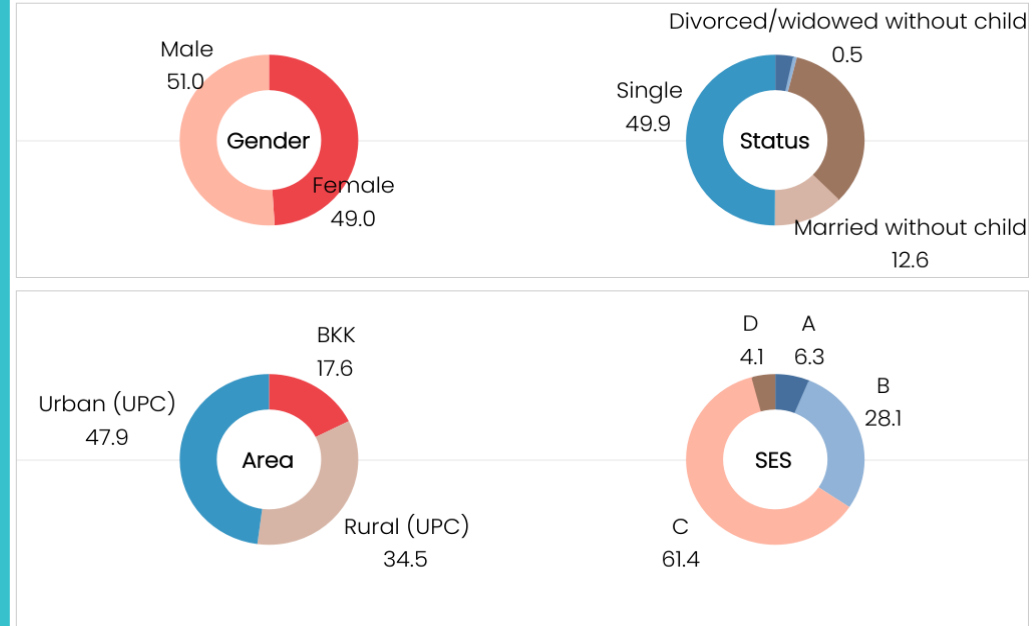
- Cup User
- Sachet User
- Total

Brand

- Cup P3M
- Mama (cup)
- Mama OK (cup)
- Wai Wai (cup)
- Yum Yum (cup)
- Nissin (cup)
- Others cup



## Profiles



## Behavior

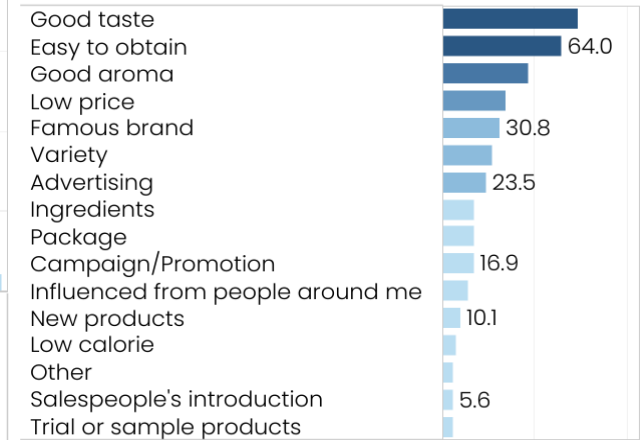
Segmen.. Sachet

Sachet : Brand P3M	Mama (sachet) Mama OK (sachet) Nissin (sachet) Others sachet Wai Wai (sachet) Yum Yum (sachet)
Sachet : Timing	Before or at breakfast Between breakfast & lunch At lunch Between lunch & supper At supper After supper
Sachet : Usage	Every day 2-3 times in a month 2-3 times in a week 4-6 times in a week Once a month or less Once in a week

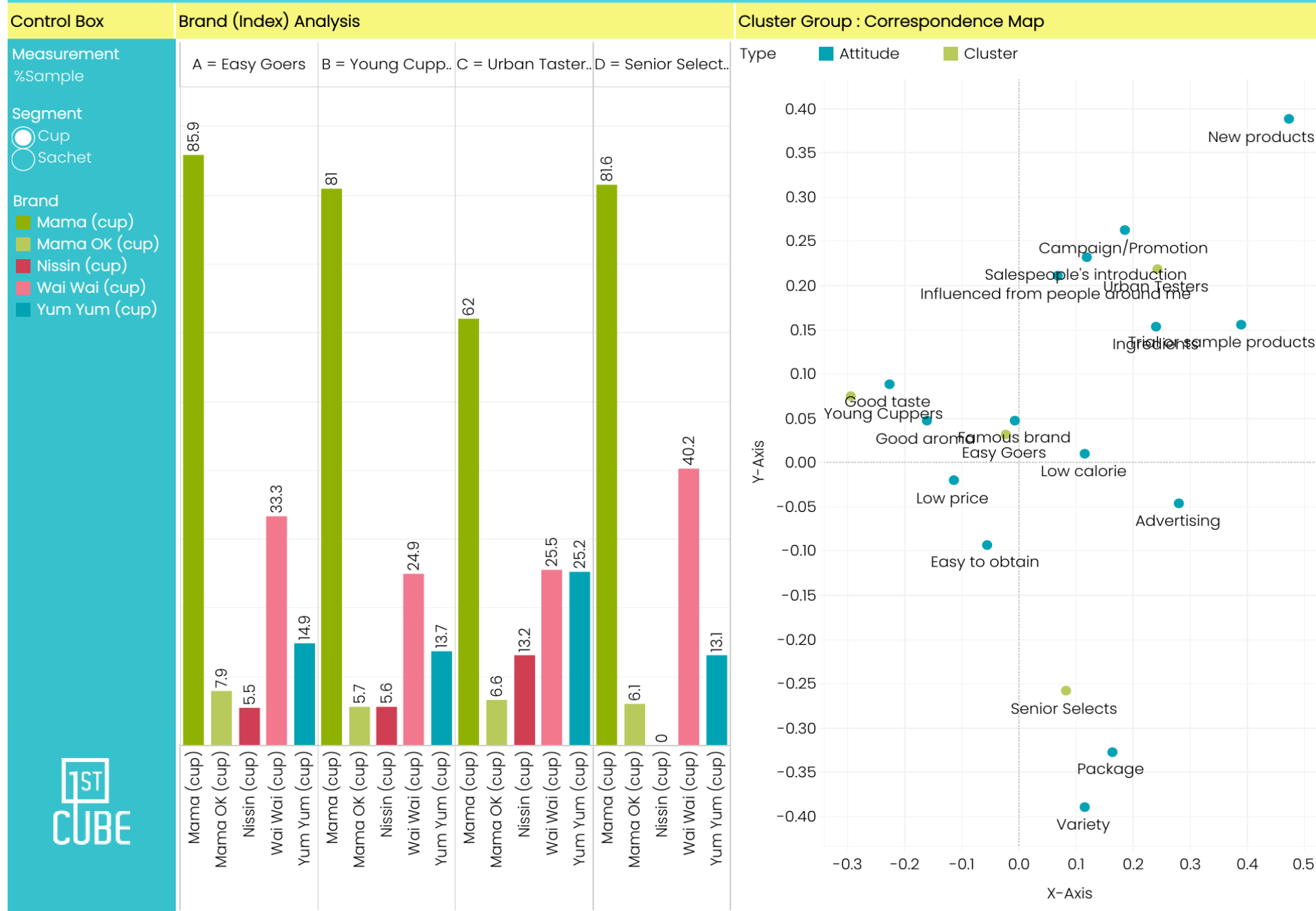
## Insight

More Insight Select  
Purchasing factor

Purchasing factor



# BrandxCluster





# Cluster Dashboard

## Control Box

Measurement  
%Sample

Segment

- Cup
- Sachet

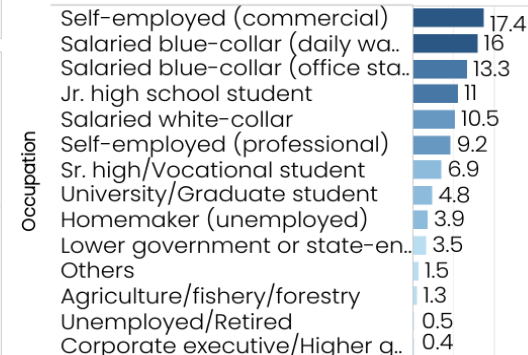
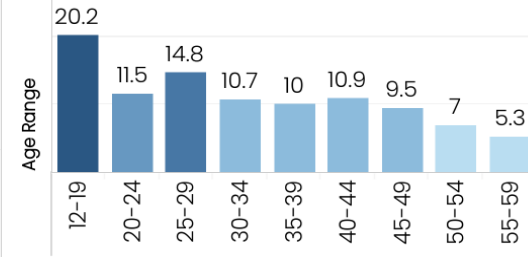
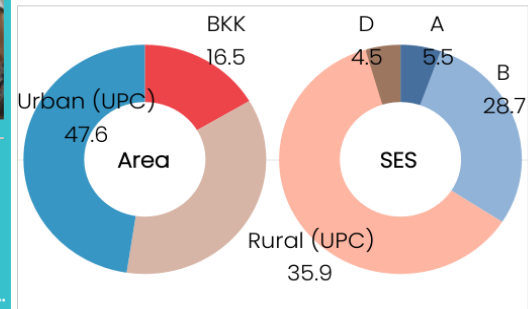
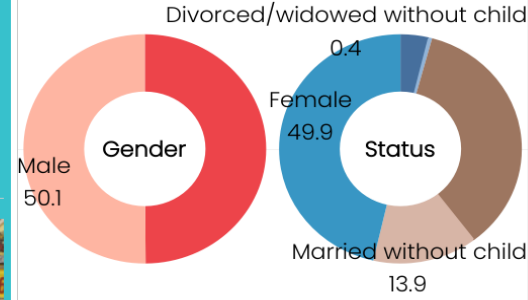


Cluster

- A = Easy Goers
- B = Young Cupp..
- C = Urban Taste..
- D = Senior Select..
- total



## Profiles



## Persona

### Lifestyle

Rank	Topic
1	I turn off lights when I leave a room
2	I spend more time on social platforms than an
3	Social network helps me follow news and what
4	Often talk and do activities with family
5	Health is one of my priorities in the life
6	I always have to change food for each day
7	Happy with life as it is
8	I always choose healthy food for me and for m
9	Talking and meeting people is fun
10	I always believe in the recommendations from

### Needs and Wants

Rank	Topic
1	I like to buy product that easy to find
2	I concern about function of products
3	I rather follow my taste when I buy product
4	I always check the information of product I will
5	I make decisions of what I will buy at shops
6	I concern about design of products
7	Enjoy shopping
8	I'm only interested in experienced brands and
9	I pay for products according to its real value n
10	I care about price more than after-sales servic

### Hobby

Rank	Topic
1	Listening to music (except radio)
2	Walking
3	Playing games on mobile devices
4	Public lottery
5	Other leisure activities and hobbies
6	Shopping online
7	Shopping at malls/ markets
8	Jogging/Running
9	Cooking/Baking
10	Home decoration

## Behavior and Insight

Behavior	Insight	Restaurant	Media	Media Penetrat..
Brand P3M	Mama (cup)	<b>Restaurant</b> KFC 22.1 Pizza Hut McDonal.. 6.6 MK Suki The Pizza .. Potato C.. 2.8 Shabushi Chester's.. 1.2 Fuji Bar B Q Pl. 1.1 Bonchon Burger Ki.. 1 Hachiban Yayoi 0.8 Black Ca.. Sizzler 0.4	<b>Media Penetration</b> Internet (.. 96.6 TV (all) 89.6 OOH out.. 79.4 OOH gas .. 30.2 OOH ind.. 25.6 Motorbik.. 6.7 Bus 5.8 Radio (F.. 5.8 Movies a.. 5.4 Taxi 5 Song Tae.. 4.9 Transpor.. 1.3 Newspap.. 0.9 Magazin.. 0.6 Transpor.. 0.4 Train 0.2 Boat 0.1 Transpor.. 0.1 Transpor.. 0	
	Mama OK (cup)			
	Nissin (cup)			
	Others cup			
	Wai Wai (cup)			
Yum Yum (cup)				
Timing	After supper (cup)			
	At lunch (cup)			
	At supper (cup)			
	Before or at breakfast (cup)			
	Between breakfast & lunch			
Usage	Between lunch & supper (c			
	2-3 times in a month (cup)			
	2-3 times in a week (cup)			
	4-6 times in a week (cup)			
	Every day (cup)			
Once a month or less (cup)				
Once in a week (cup)				

# SUITE OPTIONS

A teal rounded rectangle containing the 1ST CUBE logo. Below the logo, the text 'Report' is centered, followed by '(Brand/Consumer/Media)' and '(Per Category)' in smaller text. At the bottom, the price '100,000-250,000 baht' is displayed in yellow.

**Report**  
(Brand/Consumer/Media)  
(Per Category)  
**100,000-250,000 baht**

# INSTANT NOODLES USERS 2023

**ALL RESPONDENTS, N = 2,560**

(100%, Total Population = 52,717,126)

**INSTANT NOODLES USERS, N = 1,731**

(CONSUME Sachet OR CUP, P3M)

(67.6%, Population = 35,636,777)



**SACHET USERS, N = 1,603**

(92.6%, Population = 32,999,655)



**CUP USERS, N = 680**

(39.3%, Population = 14,005,253)

## INDUSTRY OVERVIEW : NATIONWIDE

According to 1<sup>st</sup>CUBE database in 2023, estimates 52.7 million people. 67.6% of Thai population are instant noodles users.

From packaging type, **92.6% consume noodles in Sachet** whereas **Cup users comprise 39.3%** of all instant noodle users.



# INSTANT NOODLES IN CUP

- Market Overview
- Competitive Brand Analysis
- Consumer Analysis
- Media Analysis

## COMPETITIVE BRAND PROFILE

Key Competitive Brand:

XXXXXX



16% of cup users (N = 167)

### Demographic



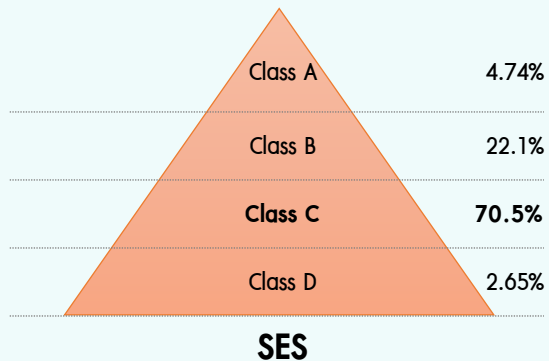
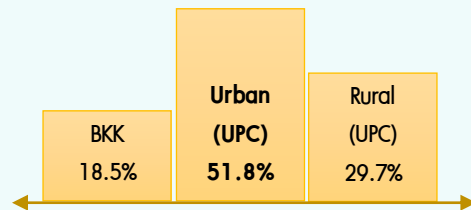
45.9%



54.1%

#### Age range

- 12-19 24.2%
- 20-24 17.1%
- 25-29 14.3%
- 30-34 5.46%
- 35-39 15.0%
- 40-44 9.44%
- 45-49 5.56%
- 50-54 5.27%
- 55-59 3.68%



### Psychographic

#### Usage

- Every day 0.42%
- 4-6 times in a week 3.07%
- 2-3 times in a week 23.8%
- Once in a week 23.5%
- 2-3 times in a month 25.8%
- Once a month or less 23.4%

#### Timing

- Before or at breakfast 7.65%
- Between breakfast & lunch 14.1%
- At lunch 52.8%
- Between lunch & supper 25.8%
- At supper 58.2%
- After supper 15.6%

#### Top 3 other brands as consumption in past 3 months

Mama 68.2%

Wai Wai 41.5%

Nissin 11.5%

#### Purchasing factor

- Good taste 71.8%
- Easy to obtain 59.9%
- Good aroma 46.9%
- Famous brand 32.4%
- Low price 32.0%

#### Purchasing Channel

- Convenience shop 86.3%
- Grocery shop 70.9%
- Hypermarket 35.8%
- Supermarket/Department Store 25.0%
- Wet market/fleamarket 7.79%

#### Information route



TV  
55.7%



POP/Ad in the store  
45.4%



Friends/relatives'  
recommendation  
33.4%

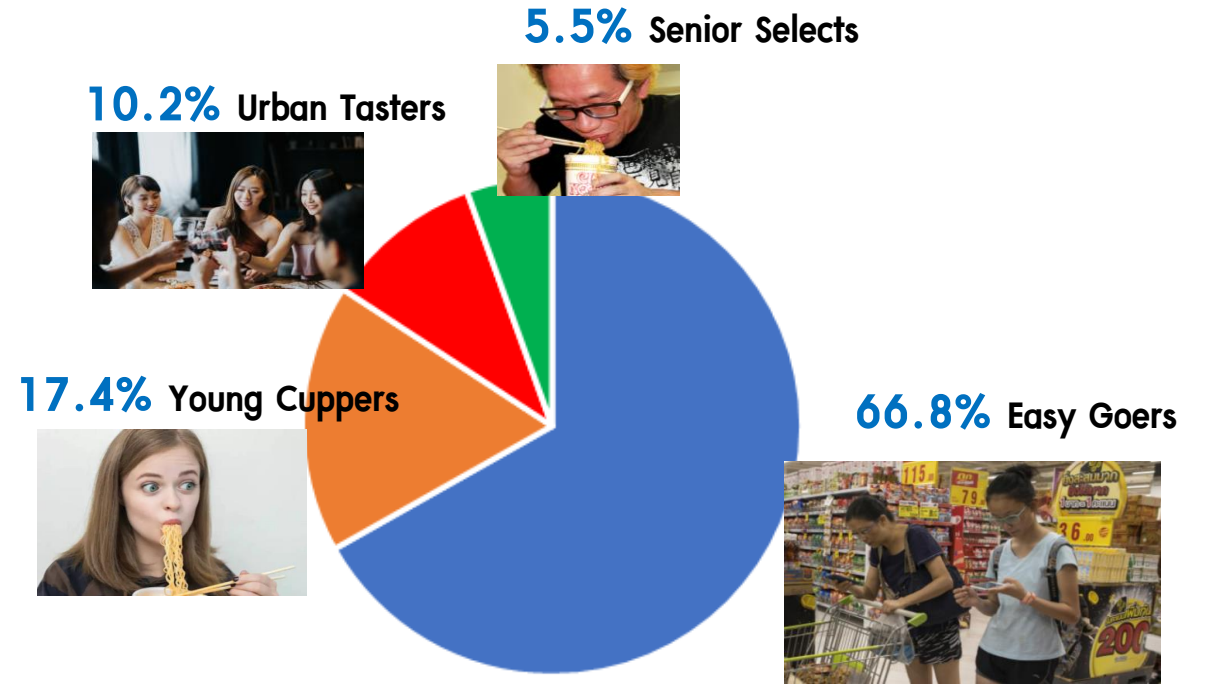
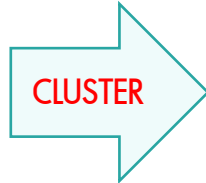
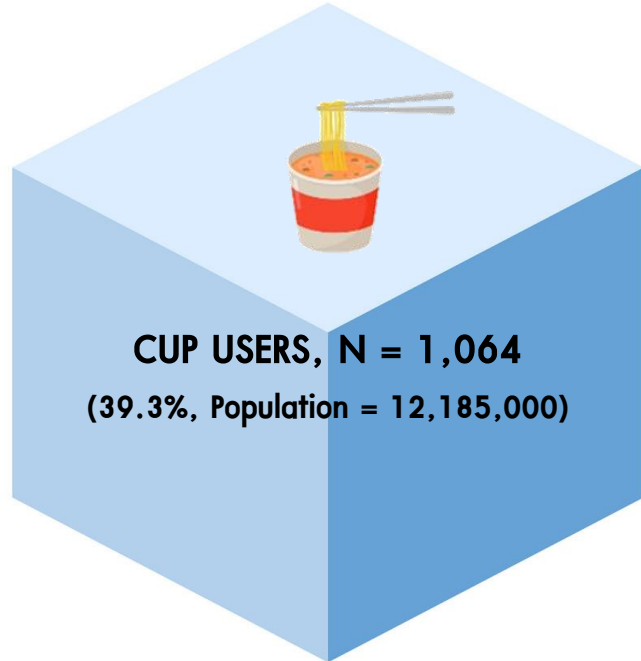


Billboard/Street  
signs  
26.7%



SNS  
21.7%

## CLUSTER ANALYSIS OVERVIEW



4 CLUSTER GROUP of CUP USERS		N	Population
<input type="radio"/>	Easy Goers	711	8,486,000
<input type="radio"/>	Young Cuppers	185	1,942,000
<input type="radio"/>	Urban Tasters	109	1,114,000
<input type="radio"/>	Senior Selects	59	644,000

## CLUSTER ANALYSIS OVERVIEW : Demographic

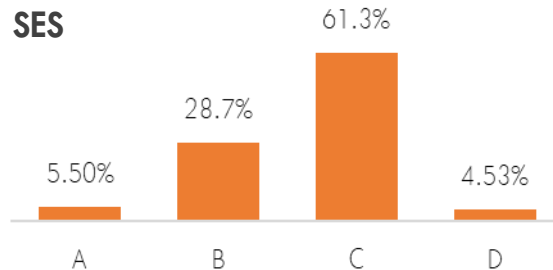
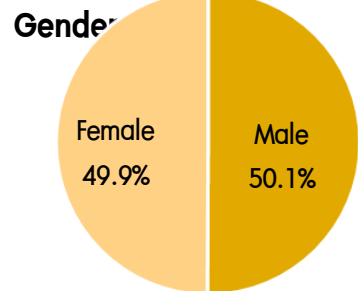


**66.8% Easy Goers (N = 711)**

Male and female are quite equally represented in this group, although male is slightly higher than female. The majority of age group is seen in between 12-19 years old. The other age group is seen in this cluster is between 25-29 years old. Most people in the former age range are University/Graduate student, while the latter are Salaried blue-collar (daily wage-workers)

Key Words

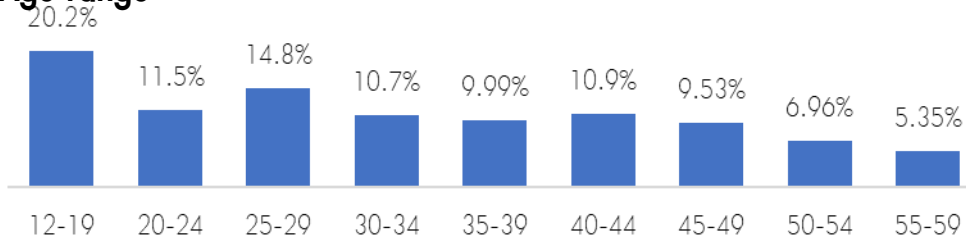
**Functions  
Convenience**



### Occupation

- **University/Graduate student** **18.8%**
- **Salaried blue-collar (daily wage-workers)** **16.1%**
- Sr. high/Vocational student 15.4%
- Jr. high school student 15.3%
- Salaried blue-collar (office staffs/operation level) 10.9%
- Self-employed (commercial) 9.77%
- Salaried white-collar 6.96%
- Self-employed (professional) 3.25%
- Lower government or state-enterprise officer 1.30%
- Homemaker (unemployed) 1.00%
- Agriculture/fishery/forestry 0.41%
- Corporate executive/Higher government or state-enterprise officer 0.41%

### Age range



## CLUSTER ANALYSIS OVERVIEW : Psychographic

Remark: Index Base = 100

Index>100 = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)



**66.8% Easy Goers (N = 711)**

**Profile:**

- The majority of instant noodle cup users who eat as meal substitute skew towards, SES B,C. They eat 2-3 times a month. They value product attributes and convenience location of product availability.

**Key Words**

**Functions  
Convenience**

**Needs & Wants:**

- I concern about **function** of products
- I'm only interested in experienced brands & hesitate to buy unexperienced brands
- I make decisions of what I will buy at shops
- Like to buy product that **easy** to find
- I always hesitate online shopping

**Purchase Factors:**

- Influenced by people Index = 120
- New Product Index = 114
- Variety Index = 110
- Low Price Index = 109
- Salespeople's Introduction Index = 107

**CONSUMPTION BEHAVIOR (what, when, how many) : MEAL SUBSTITUTE**

- Lunch (58.9%), Supper (56.7%), and Between Lunch and Supper (22.7%)

**BRAND CHOICE:**

Mama OK (108), Wai Wai (105)

**Lifestyle & Interest:**

- Prefer to spend leisure time **with my family more than friends**
- Often talk and do activities with family**
- TV is important in my life
- I refer to TV ads for my shopping**
- I always think carefully when spending money

**Information Route:**

- TV 59.8%
- POP/Ad in the store 40.7%
- SNS 30.4%
- Friends/relatives' recommendation 28.6%
- Billboard/Street Sign 15.5%

**Channels:**

- Convenience shop 86.1%
- Grocery shop 75.2%
- Hypermarket 38.9%
- Supermarket/Department Store 26.7%
- Wet/Flea Market 11.4%



## CLUSTER ANALYSIS OVERVIEW : Demographic



**17.4% Young Cuppers (N = 185)**

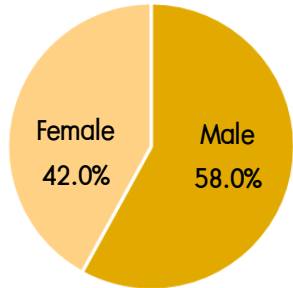
Male proportion is slightly higher than female proportion in this group. The majority of age group is between 12-19 years old. The age group between 20-24 years old also constitutes the second higher proportion. These groups therefore comprise University/Graduate student as well as Salaried blue-collar (daily wage-workers)

Key Words

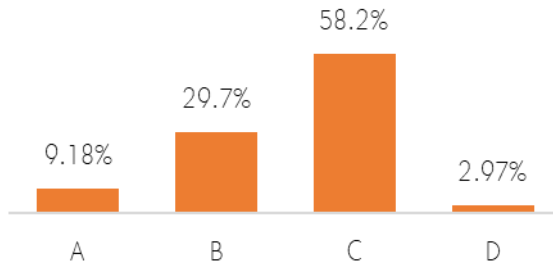
**QUALITY**

**SOCIAL**

### Gender



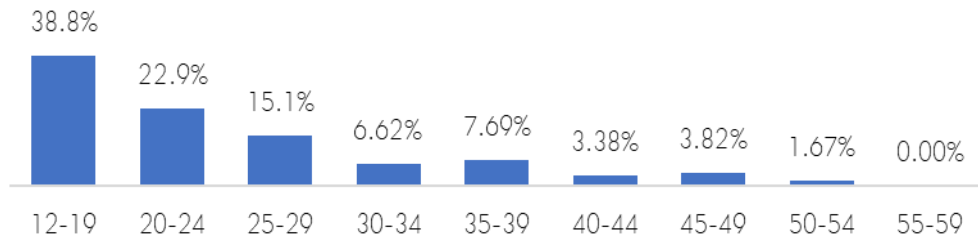
### SES



### Occupation

- **University/Graduate student** **18.8%**
- **Salaried blue-collar (daily wage-workers)** **16.1%**
- Sr. high/Vocational student 15.4%
- Jr. high school student 15.3%
- Salaried blue-collar (office staffs/operation level) 10.9%
- Self-employed (commercial) 9.77%
- Salaried white-collar 6.96%
- Self-employed (professional) 3.25%
- Lower government or state-enterprise officer 1.30%
- Homemaker (unemployed) 1.00%
- Agriculture/fishery/forestry 0.41%
- Corporate executive/Higher government or state-enterprise officer 0.41%
- Unemployed/Retired 18.8%

### Age range



## CLUSTER ANALYSIS OVERVIEW : Psychographic

Remark: Index Base = 100

Index>100 = Perform above average (special, uniqueness, potential, etc.)

Index<100 = Perform below the group average (negative)



**17.4% Young Cuppers (N = 185)**

### Profile:

- Skew towards Young and Single Bangkokian and Urbanized under 30, SES ABC, who are well-versed with foreign imported brands, thus value quality over quantity.

### Key Words

**QUALITY**  
**SOCIAL**

### Needs & Wants:

- I prefer buying foreign brands
- I'm always attracted by discount or promotion campaign
- I will pay for better manufacture names if it's expensive
- I always check the information of product I will buy before I shop
- I'm interested in new products and always what to try a new brands

### Purchase Factors:

- Good Taste Index = 115
- Good Aroma Index = 106
- Easy to Obtain Index = 98
- Low Price Index = 87
- Famous Brand Index = 82

### CONSUMPTION BEHAVIOR (what, when, how many) : STOMACH FILLING

- Eat at lunch and supper and between meals before supper \*\*26.6% 2-3 times in a week / 34.9% eat once in a month

### BRAND CHOICE:

Mama (98), Nissin (94)

### Lifestyle & Interest:

- Interested in media and latest technology
- Mobile is an important part in my life
- I always follow the news or updated trend from bloggers
- I usually pay for products and service by mobile app or online payment
- I like to have fun, new, adventurous things in my life

### Information Route:

- POP/Ads in Store 43.2%
- SNS 29.5%
- TV 28.6%
- Friends/relatives' Recommendation 22.0%
- Internet ad. 15.5%

### Channels:

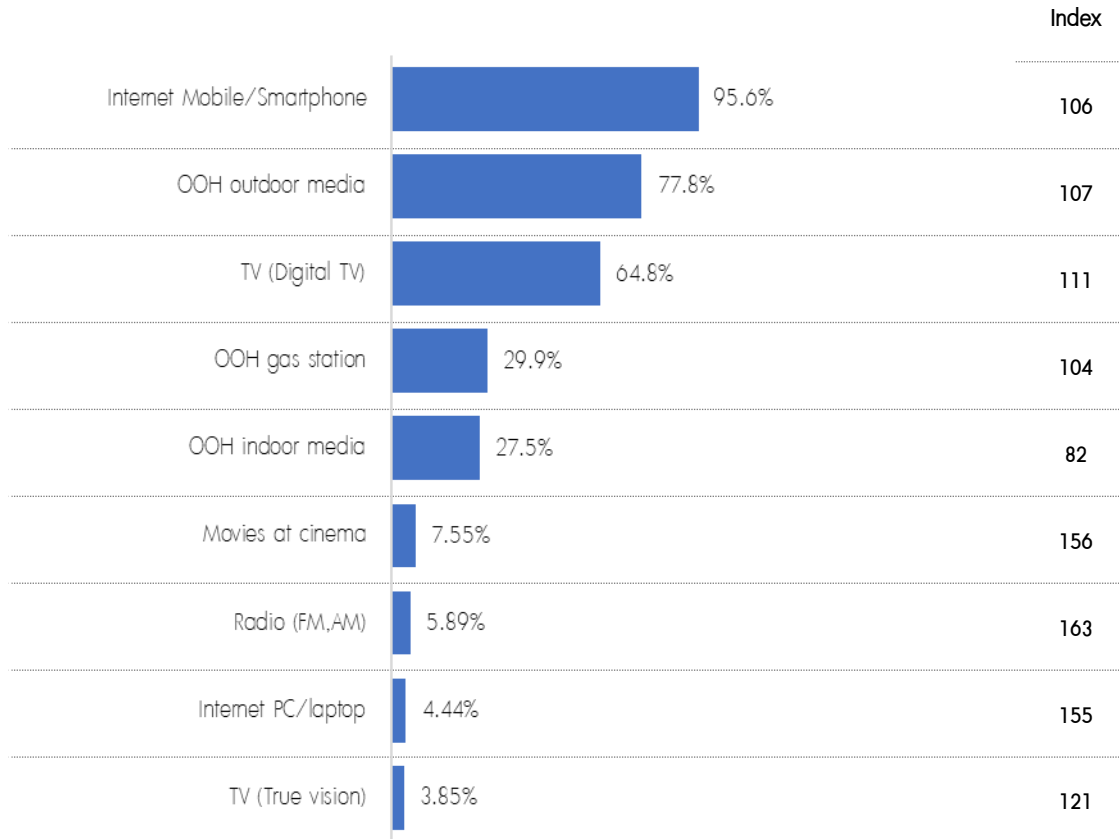
- Convenience shop 91.0%
- Grocery shop 69.8%
- Supermarket/Department Store 19.2%
- Hypermarket 18.4%
- Wet/Flea Market 11.3%

**MEDIA PENETRATION**

Remark: Index Base = 100

Index &gt; 100 = Perform above average (special, uniqueness, potential, etc.)

Index &lt; 100 = Perform below the group average (negative)



Internet Mobile/Smartphone most effectively reaches Instant Noodle cup users at 95.6%, whereas OOH outdoor media at 77.8%, TV (Digital TV) at 64.8%, then OOH gas station at 29.9% and OOH indoor media at 27.5% respectively.

For the potential communication channels based on index indicators, Cup type users are likely to consume Radio (163), Movies at cinema (156), Internet PC/laptop (155) and TV (True vision) (121) in the near future.

## CLUSTER GROUP : MEDIA PENETRATION APPROACH

Media penetration chart below shows the potential and uniqueness of each segmentation group. Each group below shows the potential / special of media consumption platform as following:

**Easy Goers :** Radio (FM,AM) (160), TV (Digital TV) (125) and Movies at cinema (111)

**Young Cuppers :** Movies at cinema (283), OOH indoor media (119) and Internet Mobile/Smartphone & Internet Mobile/Smartphone (111)

**Urban Tasters :** Movies at cinema (346), TV (True vision) (323) and Internet PC/laptop (208)

**Senior Selects :** TV (True vision) (238), TV (Digital TV) (135) and OOH outdoor media (107)

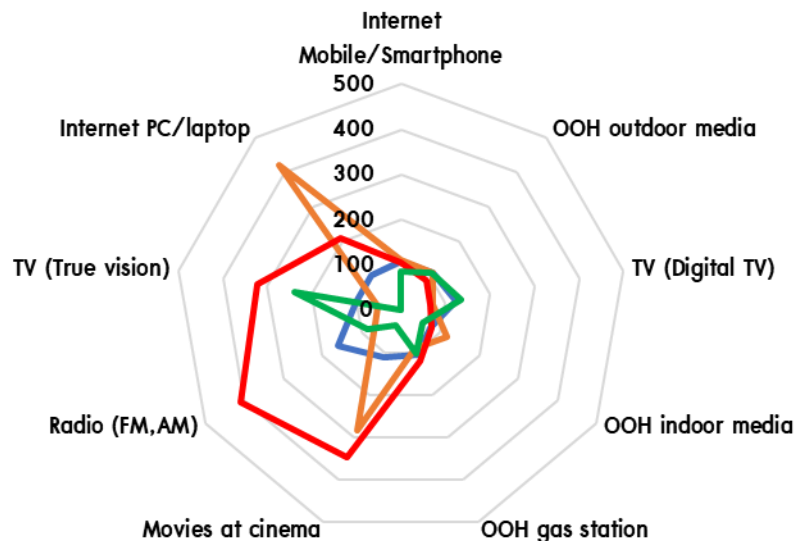
Remark: Index Base = 100

Index > 100 = Perform above average (special, uniqueness, potential, etc.)

Index < 100 = Perform below the group average (negative)

MEDIA	Easy Goers	Young Cuppers	Urban Tasters	Senior Selects
Internet Mobile/Smartphone	107	111	106	85
OOH outdoor media	109	109	87	107
TV (Digital TV)	125	71	66	135
OOH indoor media	76	119	77	54
OOH gas station	105	91	121	102
Movies at cinema	111	283	346	35
Radio (FM,AM)	160	64	408	84
TV (True vision)	102	52	323	238
Internet PC/laptop	100	418	208	0

— Easy Goers — Young Cuppers — Urban Testers — Senior Selects



Remark: Index Base = 100

Index &gt; 100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index &lt; 100 = Perform below the group average (negative)

## Top 10 MEDIA CONTACT INDEX ANALYSIS

“Billboard / Street signs” is the most potential media for Mama & Yum Yum with the highest index score, whereas “Radio” is the most potential media for Wai Wai.

		Index
TV	55.8%	151
POP/Ad in the store	40.9%	161
SNS	30.0%	167
Friends/relatives'	29.5%	161
Internet Ad	19.8%	168
Billboard/Street signs	15.1%	187
Salespeoples'	12.2%	161
Mobile application	6.54%	118
Companies' official website	1.09%	143
Radio	0.78%	165

		Index
TV	55.7%	150
POP/Ad in the store	45.4%	179
Friends/relatives'	33.4%	182
Billboard/Street signs	26.7%	330
SNS	21.7%	121
Salespeoples'	15.1%	199
Internet Ad	12.7%	108
Mobile application	7.11%	128
Newspaper	2.82%	894
Radio	1.49%	315

		Index
TV	61.1%	165
SNS	35.9%	200
Friends/relatives'	35.4%	193
POP/Ad in the store	35.0%	138
Internet Ad	25.9%	220
Billboard/Street signs	19.1%	235
Salespeoples'	13.9%	184
Mobile application	6.23%	112
Companies' official website	1.35%	176
Radio	1.24%	262

Remark: Index Base = 100

Index&gt;100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index&lt;100 = Perform below the group average (negative)

**MEDIA CONTACT INDEX ANALYSIS**

Media	Total		Mama		Yum Yum		Wai Wai	
	Vert%	Index	Vert%	Index	Vert%	Index	Vert%	Index
○ TV	37.0%	100	55.8%	151	55.7%	150	61.1%	165
○ POP/Ad in the store	25.4%	100	40.9%	161	45.4%	179	35.0%	138
○ Friends/relatives' recommendation	18.3%	100	29.5%	161	33.4%	182	35.4%	193
○ SNS	18.0%	100	30.0%	167	21.7%	121	35.9%	200
○ Internet Ad	11.8%	100	19.8%	168	12.7%	108	25.9%	220
○ Billboard/Street signs	8.11%	100	15.1%	187	26.7%	330	19.1%	235
○ Salespeoples' recommendation	7.58%	100	12.2%	161	15.1%	199	13.9%	184
○ Mobile application	5.55%	100	6.54%	118	7.11%	128	6.23%	112
○ Transportation Ad (excl. BTS/MRT)	0.85%	100	0.76%	90	1.35%	159	0.70%	83
○ Companies' official website	0.76%	100	1.09%	143	0.42%	55	1.35%	176
○ Radio	0.47%	100	0.78%	165	1.49%	315	1.24%	262
○ Newspaper	0.32%	100	0.37%	118	2.82%	894	0.60%	190
○ BTS/MRT Ad	0.26%	100	0.26%	101	0.00%	0	0.52%	204
○ Magazine	0.09%	100	0.00%	0	0.64%	740	0.32%	365

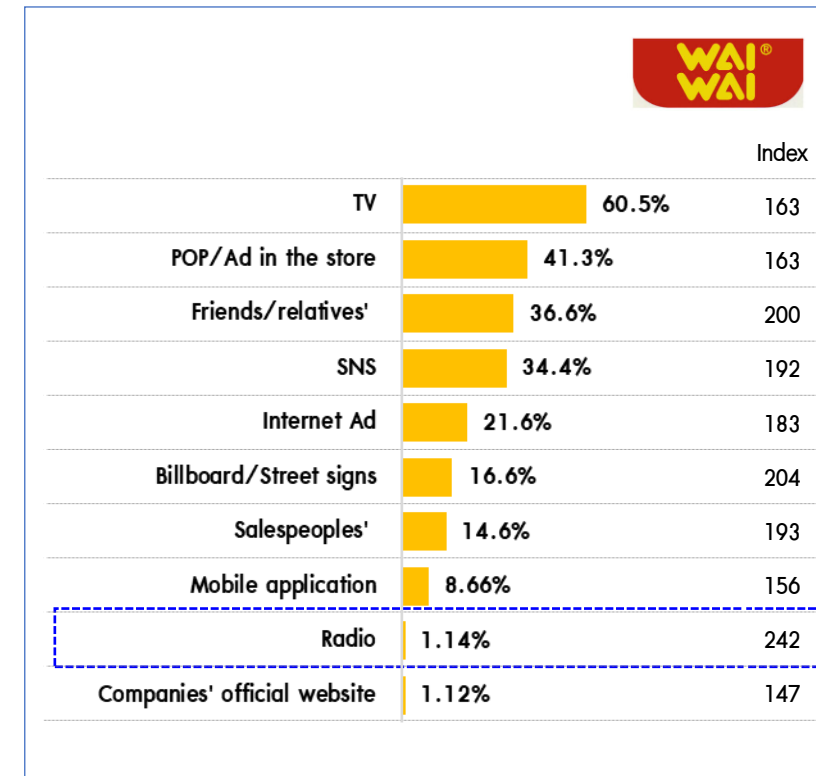
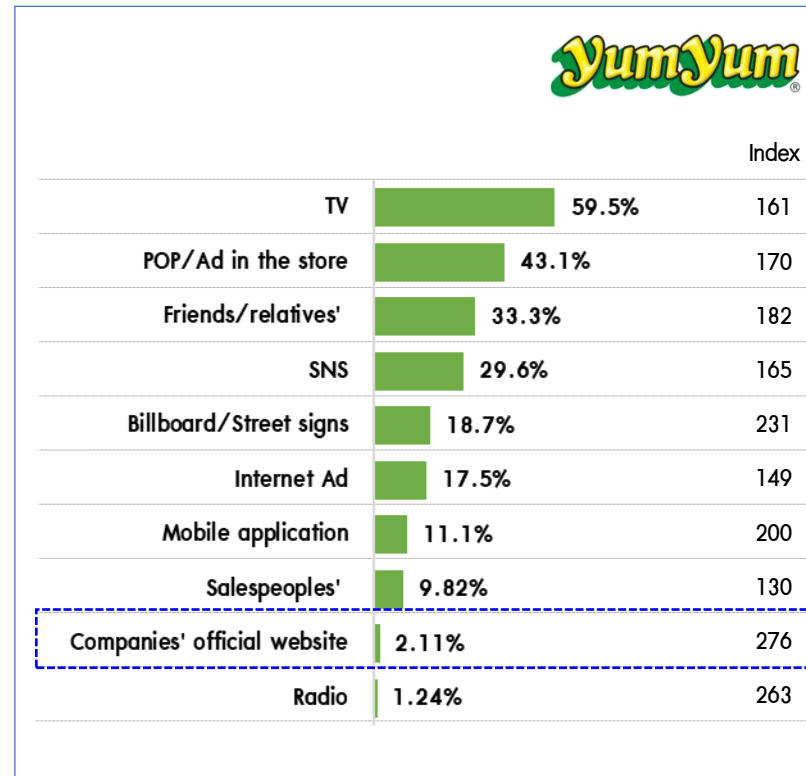
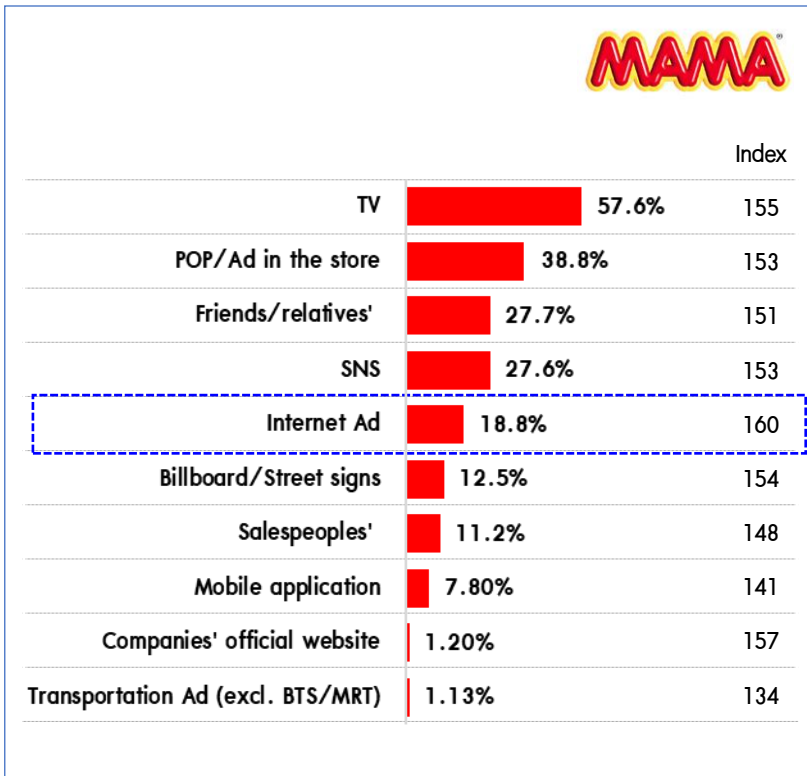
Remark: Index Base = 100

Index > 100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index < 100 = Perform below the group average (negative)

### Top 10 MEDIA CONTACT INDEX ANALYSIS

“Internet ad” is the most potential media for Mama., whereas “Companies’ official website” is the most potential media for Yum Yum & “Radio” is the most potential media for Wai Wai.



Remark: Index Base = 100

Index&gt;100 (not over 400) = Perform above average (special, uniqueness, potential, etc.)

Index&lt;100 = Perform below the group average (negative)

**MEDIA CONTACT INDEX ANALYSIS**

Media	Total		Mama		Yum Yum		Wai Wai	
	Vert%	Index	Vert%	Index	Vert%	Index	Vert%	Index
○ TV	37.0%	100	57.6%	155	59.5%	161	60.5%	163
○ POP/Ad in the store	25.4%	100	38.8%	153	43.1%	170	41.3%	163
○ Friends/relatives' recommendation	18.3%	100	27.7%	151	33.3%	182	36.6%	200
○ SNS	18.0%	100	27.6%	153	29.6%	165	34.4%	192
○ Internet Ad	11.8%	100	18.8%	160	17.5%	149	21.6%	183
○ Billboard/Street signs	8.11%	100	12.5%	154	18.7%	231	16.6%	204
○ Salespeoples' recommendation	7.58%	100	11.2%	148	9.82%	130	14.6%	193
○ Mobile application	5.55%	100	7.80%	141	11.1%	200	8.66%	156
○ Transportation Ad (excl. BTS/MRT)	0.85%	100	1.13%	134	0.59%	69	1.05%	123
○ Companies' official website	0.76%	100	1.20%	157	2.11%	276	1.12%	147
○ Radio	0.47%	100	0.59%	124	1.24%	263	1.14%	242
○ Newspaper	0.32%	100	0.36%	115	1.09%	346	0.39%	123
○ BTS/MRT Ad	0.26%	100	0.35%	138	0.33%	130	0.44%	173
○ Magazine	0.09%	100	0.13%	147	0.44%	512	0.23%	271





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**THANK YOU**

