Your Vision. Our Focus.

MKM Intelligence Community
Industry Segmentation

Wendy D. Farina
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MKM IC Focused Sectors

- The MKM Intelligence Community can apply its expertise to studies within any and all sectors of the market, but we are currently highly focused on the following GICS sectors:

    - Consumer Discretionary

    - Consumer Staples

    - Healthcare

    - Information Technology

    - Telecommunication Services

Focused Sectors (w/Industry Groups)

GICS Sector/Industry Group

Consumer Discretionary
- Consumer Durables & Apparel
- Retailing
- Consumer Services
- Media
- Automobiles & Components

Consumer Staples
- Food & Staples Retailing
- Food, Beverage & Tobacco
- Household & Personal Products

Healthcare
- Healthcare Equipment & Services
- Pharmaceuticals, Biotechnology & Life Sciences

Information Technology
- Software & Services
- Technology Hardware & Equipment

Telecommunication Services
- Telecommunication Services

Consumer Discretionary

- Examples of insights/information we can gather:
  - Competitive brand position
  - Satisfaction level
  - New product adoption rate
  - Past, current and future spending/top line trends
  - Net promoter score

- Examples of industry categories we can study (have studied):
  - Home furnishings, Appliances, Housewares (ETH, PIR, RH, WSM)
  - Apparel, Accessories, Footwear, Luxury goods (AEO, COH, KATE, LULU, TUMI)
  - Hotels, Restaurants, Casinos, Amusement parks (BJRI, CMG, SEAS, SIX)
  - Cable, Satellite, Movies, Media entertainment (CMCSA, DISH, SIRI, TWX, WWE)
  - Retailers - Catalog, Internet, Brick & Mortar (BABA, EBAY, KSS, ODP, ZU)

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Consumer Staples

- Examples of insights/information we can gather:
    - Competitive brand position
    - Satisfaction level
    - Market share trends
    - New product adoption rate
    - Past, current and future spending/top line trends
    - Net promoter score

- Examples of industry categories we can study (have studied):
    - Retailers - Food, Drug, Super centers (WFM, WMT, TGT)
    - Beverages - Beer, Liquor, Coffee, Soft drinks (GMCR, MNST, SODA)
    - Packaged foods
    - Cleaning products, Diapers, Paper products
    - Beauty care, Cosmetics, Personal products (SBH, ULTA)

Healthcare

- Examples of specialized target respondents we can gather insights from:
    - Physicians
    - PAs
    - Nurses
    - Pharmacists
    - Hospital administrators
    - Other healthcare professionals
- Examples of industry categories we can study (have studied):
    - Healthcare equipment/supplies: *e.g., preferred hip/knee/joint replacement options/brands, satisfaction, issues/advantages, near term spend, etc.*
    - Healthcare services/facilities: *e.g., healthcare service priorities, patient preferences, etc.*
    - Managed healthcare: *e.g., preferred managed care techniques/options, Affordable Care Act (ACA), etc.*
    - Pharmaceuticals: *e.g., preferred drug brands, specialized drugs, pros/cons, pricing, etc.*
    - Biotechnology: *e.g., research and development advances/priorities, gene therapy/disease biology advances, etc.*

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Information Technology

- Examples of insights/information we can gather:
  - Competitive brand position
  - Satisfaction level
  - New product adoption rate
  - Past, current and future spending/top line trends
  - Net promoter score

- Examples of industry categories we can study (have studied):
  - Online shopping (BABA, MELI, EBAY, COUP, SALE)
  - Enterprise software (ADBE, ADSK, INTU, ORCL, SYMC)
  - Social media (FB, LNKD, TWTR, YELP)
  - Home entertainment (KING, TTWO)
  - Consumer electronics (AAPL, NCR, SNE)

Telecommunication Services

- Examples of insights/information we can gather:
  - Competitive brand position
  - Satisfaction level
  - New service adoption rate
  - Pricing elasticity
  - Past, current and future spending/top line trends
  - Net promoter score

- Examples of industry categories we can study (have studied):
  - Wireless carriers (VZ, T, S)

About Wendy D. Farina

Ms. Wendy D. Farina joined MKM Partners in April 2008. Prior to MKM, she spent over 20 years as a business strategist in the management consulting industry focused exclusively on consumer businesses, including food and beverage, retail, apparel and accessories, luxury, consumer technology, electronics, airline, hotel, media, telecommunications, home and transportation companies. Wendy made the shift to Wall Street in 2006 when she joined Vardon Capital Management, LLC, a NYC based investment management firm focused on consumer equities. While at Vardon, Wendy built a primary research platform that she continues to leverage at MKM which facilitates high quality actionable research at significant cost and speed advantage for our clients. Prior to Vardon, Ms. Farina was a Principal with Kurt Salmon Associates, a strategy boutique widely respected by C-level and other senior executives across the entire retail and consumer industry landscape.

Ms. Farina is a graduate of the City University of New York/Baruch College where she earned her Masters of Business Administration, with honors. Wendy also graduated from The University of Arizona where she received her B.S., with concentrations in merchandising and marketing. Additionally, she earned a Post Masters degree in Accounting from The Leonard N. Stern School of Business at New York University.

Wendy is frequently sought out for her insights and opinions on emerging consumer trends and important marketplace developments. She has appeared on CNN's "American Morning", NBC News and Bloomberg Radio. In addition, she is frequently quoted in both general and financial news publications such as *The Wall Street Journal*, TheStreet.com, *Business Week*, *Women's Wear Daily*, *Shop Magazine*, *The Washington Post*, *The Washington Times* and many others. She is also regularly invited to speak at important industry and consumer focused conferences around the US.

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About Matthew J. Bielawski

Matt Bielawski joined MKM Partners in June 2011 as a Research Associate covering the Communications Equipment and Mobile Technologies sectors. In the summer of 2013, he transitioned to his current role as an Analyst on the firm's proprietary research team, called MKM Intelligence Community. His professional experience includes product design and process engineering at multiple technology companies. Matt holds an M.B.A., majoring in Finance and Accounting, from Indiana University's Kelley School of Business and a B.S.E. in Chemical Engineering from the University of Iowa. He has passed all three levels of the CFA Program.

About Jane Friman

Jane joined MKM Partners in April 2014 as a Research Associate in the MKM Intelligence Community. Jane brings 10 years of market research experience to the MKM Intelligence team including project management and development, survey design, programming, field monitoring and data analysis. Prior to joining MKM Partners, Jane was a Project Manager for MarketTools, Inc. where she managed multiple online market research projects simultaneously. Prior to that, Jane served as Project Director for Perception Research Services where she oversaw multiple consumer goods packaging research projects, in both domestic and international markets. Jane received a B.A. in Psychology from Rutgers.

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