

Key strategy & Performance measure				
	Sales Director - Martina	Inconsistent 70%	Successful 100%	Exceptional 125%
1	1.1. Distribution building in Ukraine	achieved POS nr 1000	achieved POS nr 2000	achieved POS nr 2500
	1.2. Quality of distribution building (assortment + share of total POS)	listings out of TOP KA MT	to be listed in 3 of 10 TOP KA MT	to be listed in 5 of 10 TOP KA MT or listings in 100% GLT POS
	1.3. Deliver GM on the ABP level	48k eur	68,4 k eur	85,5k eur
	1.4. To develop 3Y plan, agree internally and align with Distributor	April	March	End of Feb 2021
2	2.1. Grow Ozon business, NIS	88,5 k eur	126,5k eur	157,5 k eur
	2.2. Improve product visibility & rotation:			
	2.2.1. Launch NPDs (incl.H5)	Q3	Q2	Feb 2021
	2.2.2 To increase share of sales of WS within the entire B&R category	7%	10%	13%
	2.2.3 To develop and implement plan of promo-support	Q3	Q2	Feb 2021
3	Gaining new Customers (Russia & CIS markets)	gain 1 new customer within Russia&CIS market (direct or via K&K) +NIS FY21 20k eur	gain 1 new customer within Russia&CIS market (direct or via K&K) +NIS FY22 ABP 100k eur (annual)	Successful test for further POS or range expansion in Lenta (200+ POS planned for FY22 or dispo range launch in existing nr of POS)
4	E-commerce new Customers gaining (Wb.ru, Tmall.ru) & Launching new categories (manicure, HT)	HT or Manicure launch in one of ecomm	HT & Manicure launch in one of the ecomm	HT & Manicure launch in both ecomm

measured by report from Ozon, act