

- ? *Fit Costs - DEPHY to check*
- ? *Why Cash - Model change low volume*
- ? *Development Cash - Ask changes re production*

KEY BRAND PROPOSAL

BRAND S.E.F.F.C.
MARKET CANADA
LAUNCHED DATE OCTOBER 1991

FINANCIAL EFFECT	1991	1992	1993	1994	1995
VOLUMES-MS.	3	6	11.5	17	23.5
NET INVOICE PRICE	10.00	10.54	11.01	11.51	12.02
FIXED COSTS	0.50	0.52	0.55	0.58	0.61
VARIABLE COSTS/UNITS	3.24	3.36	3.49	3.65	3.83
GROSS CONTRIBUTION	6.26	6.66	6.97	7.29	7.58
TOTAL GROSS CONTRIBUTION	19.03	53.5	66.1	123.7	176.2
SUPPORT EXPENDITURE	37.7	13.7	13.7	13.7	13.7
SELLING					
NET CONTRIBUTION	-18.7	40.1	61.0	110.6	165.0
PRODUCTION EXPENSES	4.5	12.6	19.0	29.5	42.0
FINANCIAL GAIN	-23.2	27.5	42.0	81.0	122.2
EFFECT ON OUR BRANDS					
VOLUME DESTRUCTION					
BRAND 1					
BRAND 2					
FINANCIAL LOSS					
BRAND 1					
BRAND 2					
NET TABLET IMPACT	-23.2	27.5	42.0	81.0	122.2
DEVELOPMENT COSTS	10.0				
CAPITAL EXPENDITURE					
TRANSITION CHRG		-1.32	2.75	4.00	10.32
MOVEMENT TO UNITS OF CAPITAL					
Long Stocks	4.1	-4.9	0.4	0.9	-2.4
Mid Stocks	0.7	1.3	1.1	1.7	-4.0
Debt/Equity	5.0	9.0	7.1	11.5	-32.6
TOTAL CASH IMPROVEMENT	-45.0	35.4	34.6	62.1	102.0
CURRENT VALUE AT	07.21	-45.0	13.6	10.4	9.5
CUMULATIVE CURRENT VALUE	-45.0	-31.5	-21.0	-11.6	-0.0

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