**Here Are Some Answers From Tonic 15.**

**3. Some Possible Questions:**

3.1. Estimated Percentage Of Sales From D2C *Versus* B2B. Due To The COVID-19, Where We Have Been Seeing The Growth In D2D While A Decrease In B2B Sales, It Fluctuates Every Month, But It Probably Is Around 50% Of D2C & 50%B2B At This Moment.

3.2 I Assume That Gross/ Net Margins Are Confidential.

If The Tonic15 Is Willing To Disclose, It May Be Helpful To Better Concretize The Kind Of Financial Results That Students’ Recommendations Should Target To Achieve - Especially Since They Need To Apply Balance Score Card Concepts In Assignment These Are Confidential & I Cannot Disclose It To The Entire Class. However, If A Small Number Of Students Needs This Information For The Project, I Will Consider To Disclose Under NDA.

3.3  The PO Mentioned Geographic Expansion. Are There Any Specific Regions Or Countries Which Are Of Greater Priority Or Interest To The PO? Countries That We Are Considering To Expand In 5 Years Are: EU Region, US, AU, India, Middle East, Africa (South Africa & Nigeria)

e.g. Pricing Pressure Is High & Prices May Vary Quite A Bit Within Regions For Various Reasons - As An Example, Klairs Vitamin Drop Is Sold On Some Online Platforms In SE Asia For About US$18 Per Unit (Before Discount), Whereas Tonic15 Sells For US$25 Per Unit (Before Discount).

**4. The PO Mentioned Exclusive Brands.**

Could You Provide One Or More Examples?

We Have Exclusivity & Distribution Rights To Brands Including: Huxley, Aromatica, Klairs, By Wistrend, I'm From, Make P:Rem