





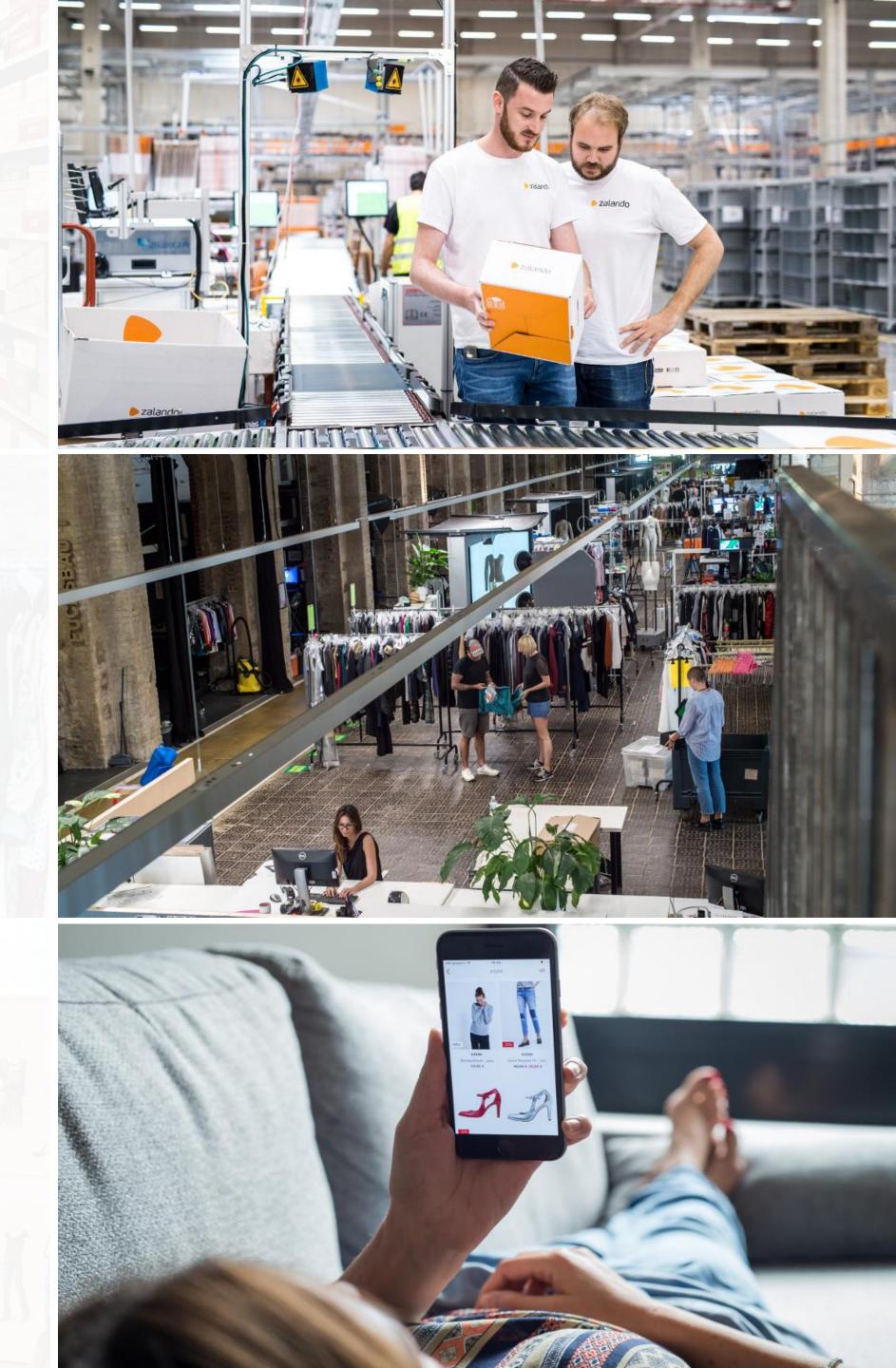


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EUROPE'S LEADING ONLINE FASHION DESTINATION

Q2/2018 Earnings Call

August 7, 2018



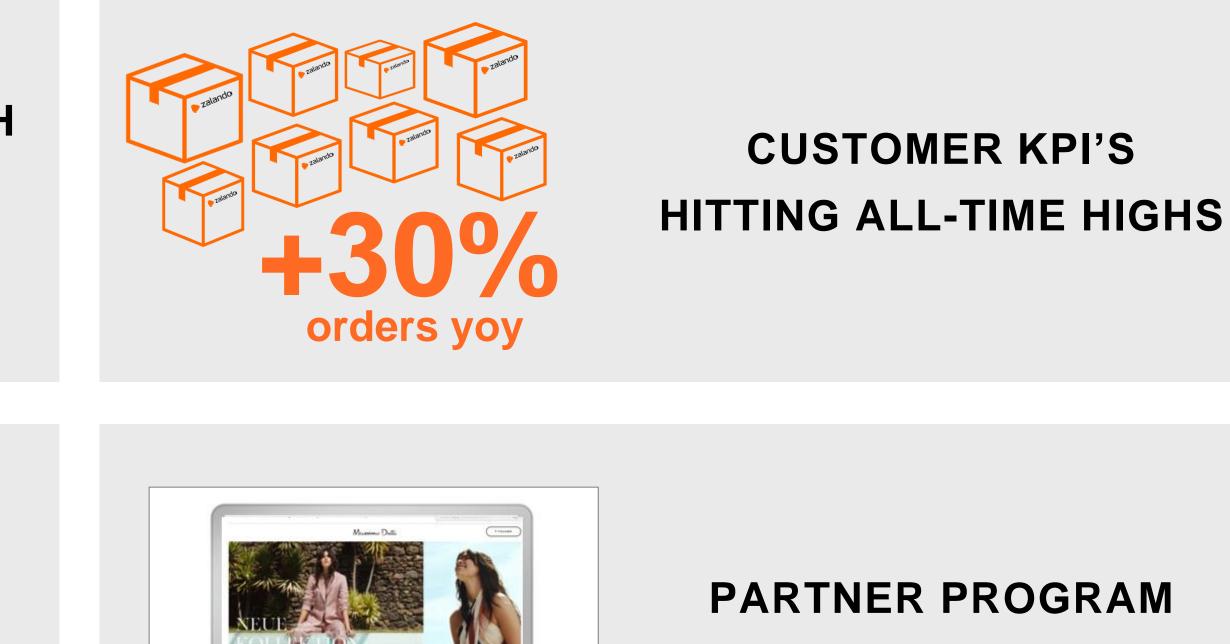
HIGHLIGHTS AND BUSINESS UPDATE

STRONG REVENUE GROWTH +21%IN LINE WITH **TARGET CORRIDOR**

E94m

ADJ. EBIT WITH SOLID GROWTH **VS. PRIOR YEAR**

HIGHLIGHTS Q2/2018





AT 10% OF GMV



PARTNER PROGRAM AT 10% OF GMV

Growth above plan

- Partner program share 10% of Group GMV in Q2/18
- Growth driven by top partners

Strong push in internationalization

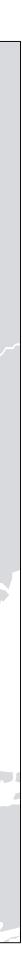
- 65 internationalizations
- Launch of Poland available in 14 markets now

ZFS further gaining momentum

- Now live in all 13 EU-countries
- Added 10+ brands to ZFS strong pipeline for H2/18







CONTINUOUSLY EVOLVING CUSTOMER PROPOSITION

Increased Reach -

Launch of Ireland and Czech Republic adds 15.4m potential new customers

Enhanced Shopping Experience

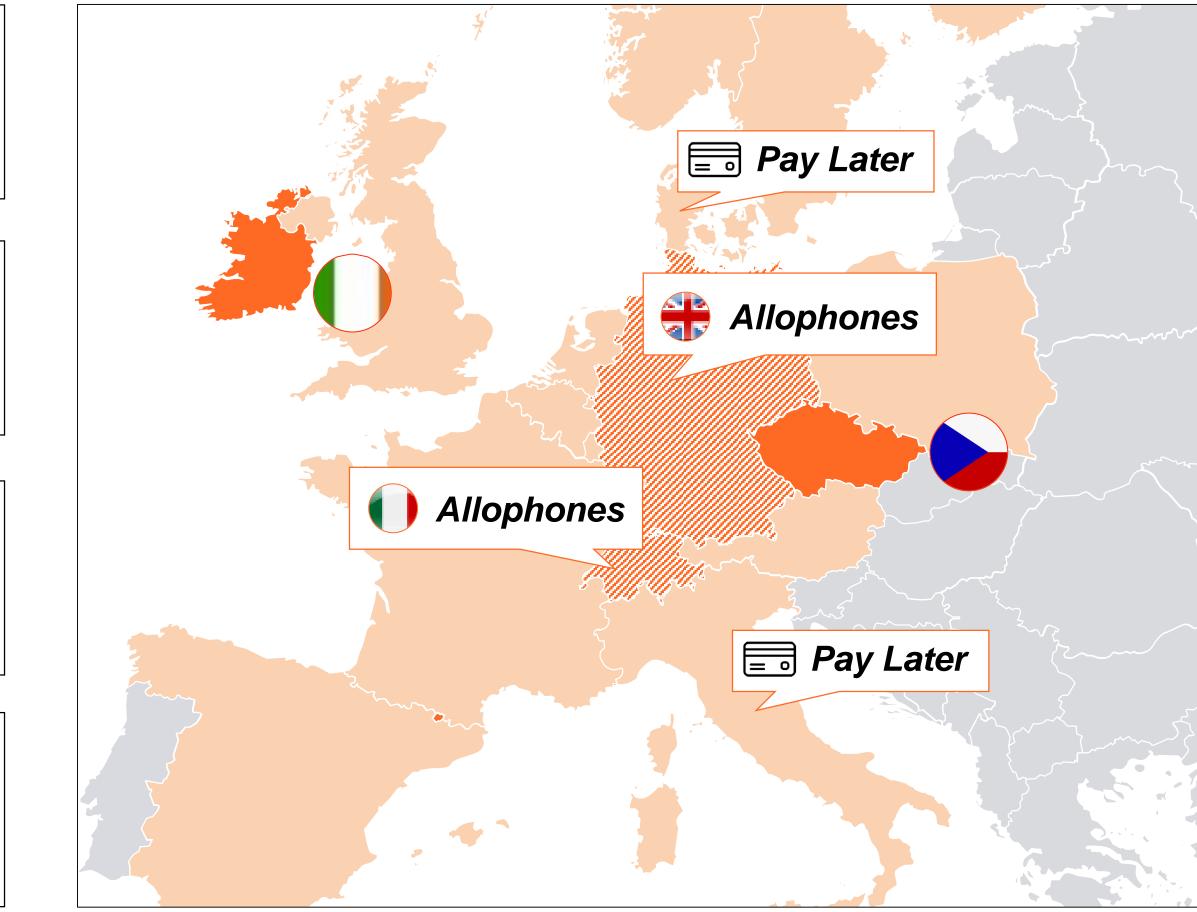
Multi-language onsite experience to increase frequency of visits and conversion (allophones)

-More Convenient Payment

Introduction of "Pay Later" in Denmark and Italy with positive impact on net basket

-Improved On-Time Delivery

Al-enabled delivery prediction rolled out with positive impact on customer satisfaction





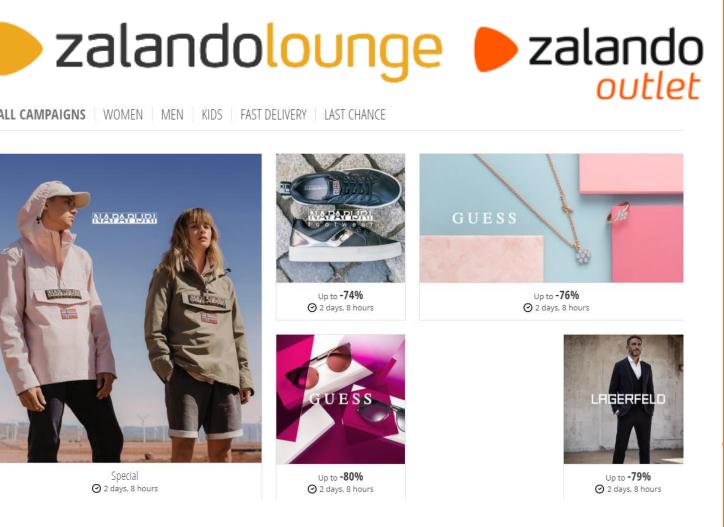


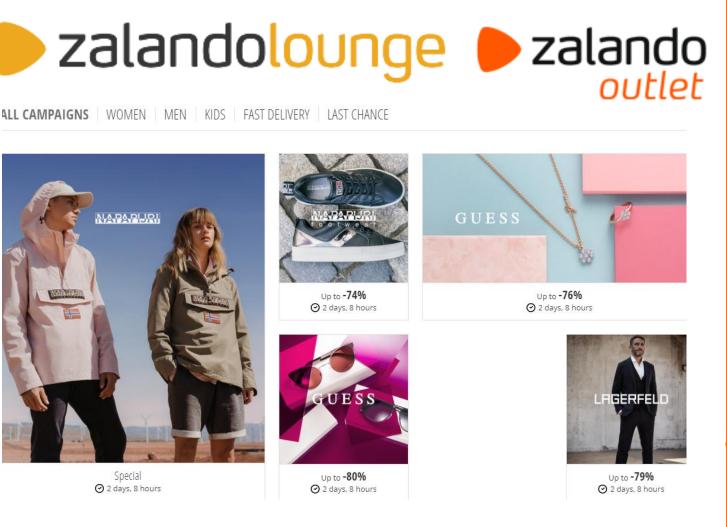
OFFPRICE WITH OUTSTANDING DEVELOPMENT IN THE LAST 8 YEARS -SUCCESSFULLY LEVERAGING THE ZALANDO PLATFORM

CUSTOMERS

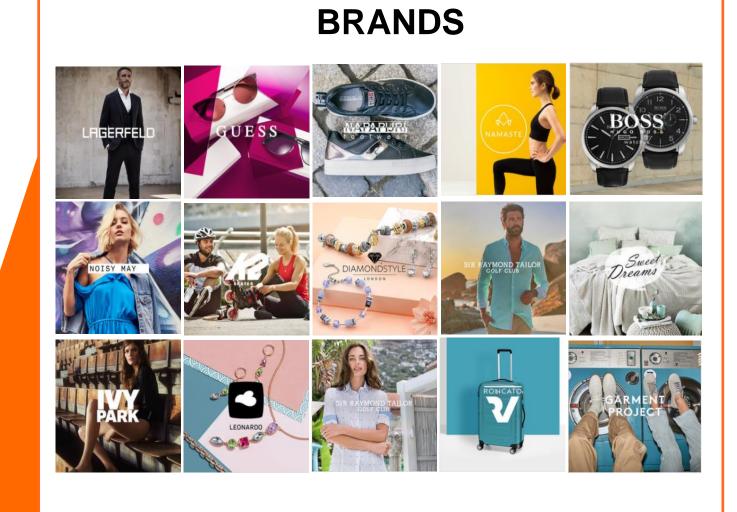


- Shopping club addressing discount affine customers
- Daily sales campaigns with 50-70% discount
- 15m members in 14 markets





Synergetic with Zalando platform: additional consumer reach, solves overstock problem for brands and Zalando Strong financials: ~45% p.a. growth since 2016 and profitable

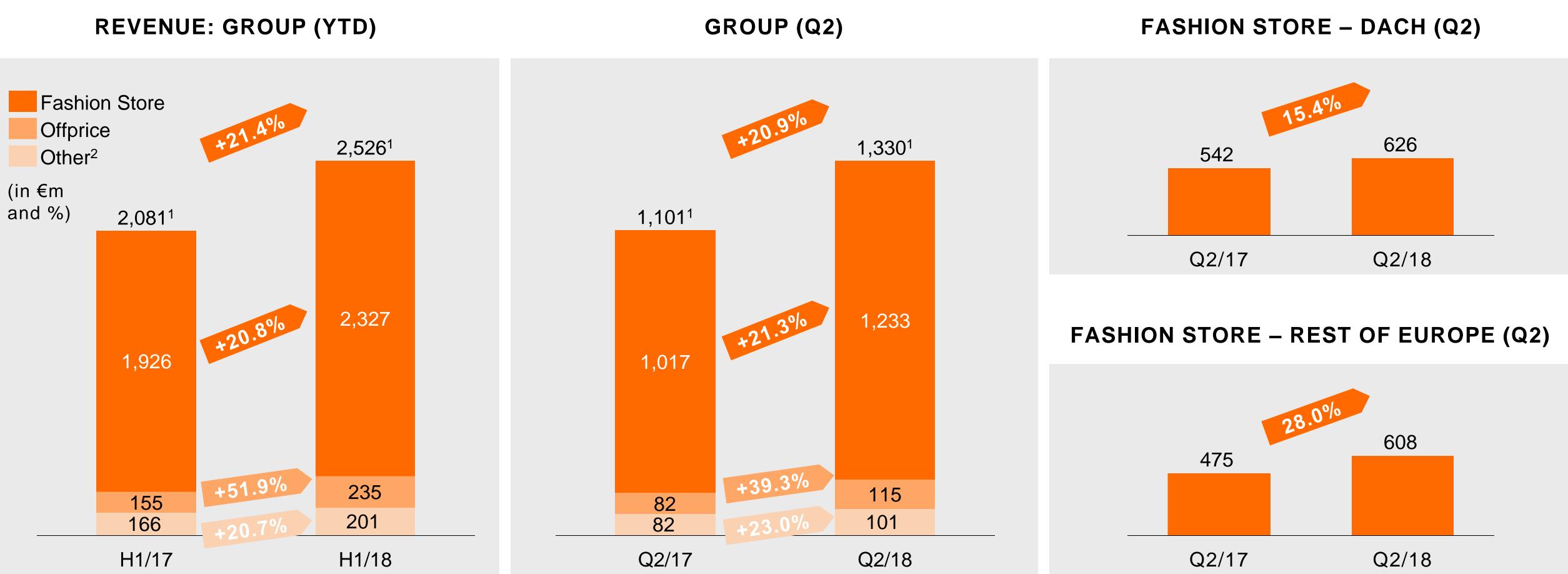


- Allows brands to manage excess inventory while maintaining brand image
- International distribution



FINANCIAL UPDATE Q2/2018





(1) H1/18 (H1/17) contains -€237m (-€166m) reconciliation of internal revenues. Q2/18 (Q2/17): -€119m (-€81m). Segments "Other" including private label offering zLabels and various emerging businesses. (2)

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STRONG REVENUE GROWTH IN LINE WITH TARGET CORRIDOR



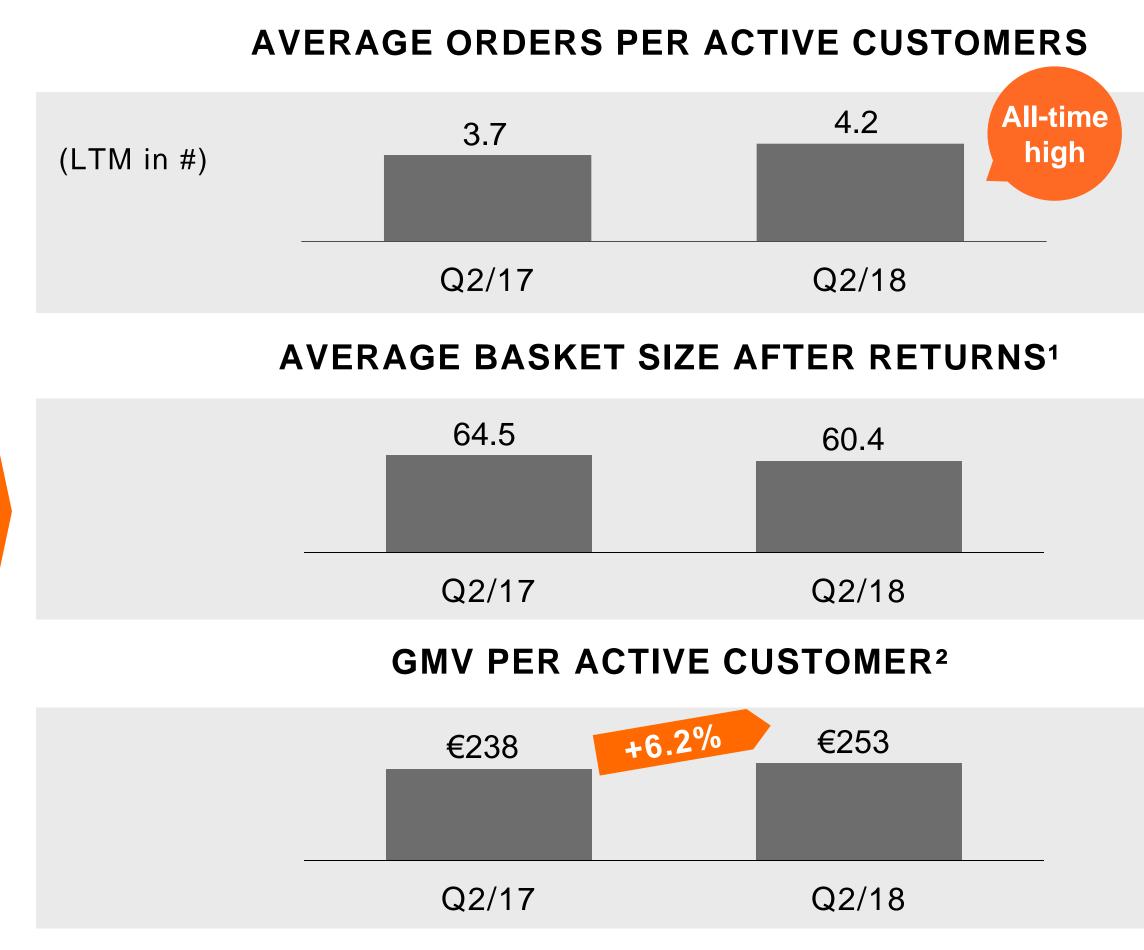
CUSTOMER KPI'S HITTING ALL-TIME HIGHS

ACTIVE CUSTOMERS

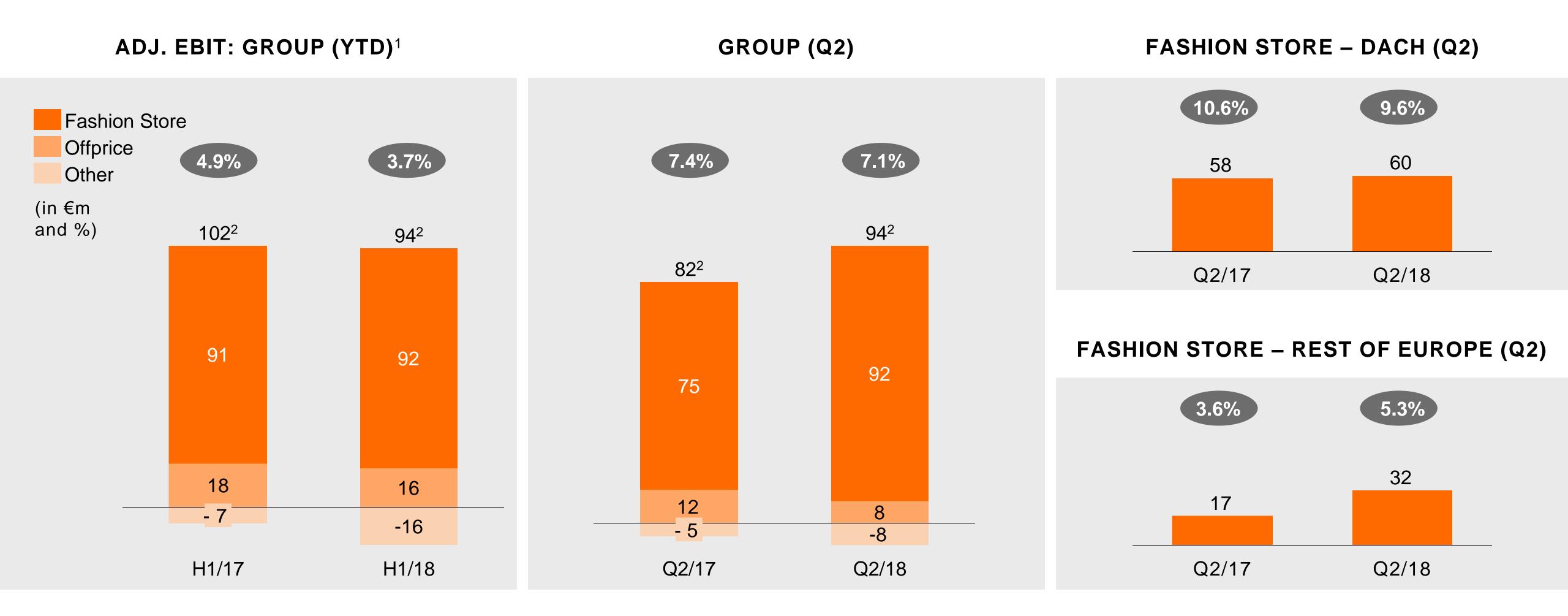


Defined as the transactional revenue (incl. VAT and transactional volume of Partner Program) after cancellations or returns divided by the number of orders.
 GMV (gross merchandise volume) per active customer = average orders per active customer (LTM in #) x average basket size after returns (in €).

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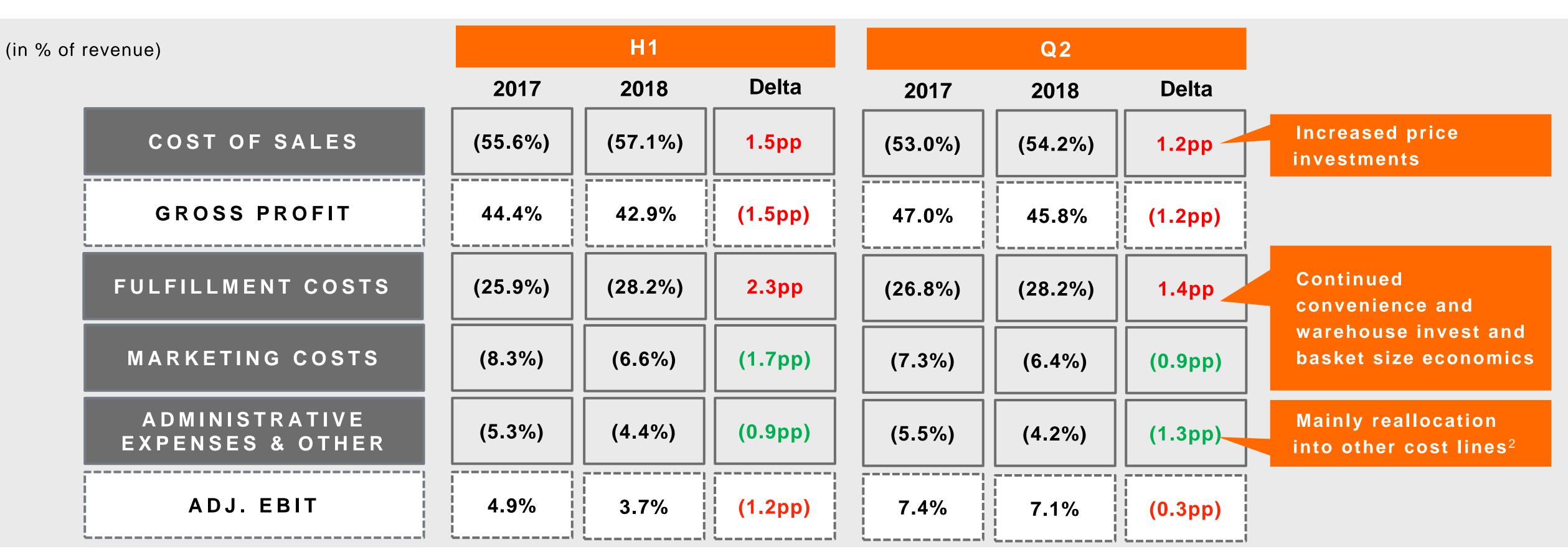


- (1) Excluding equity-settled share-based compensation costs ("SBC") and effects from business transactions that do not recur regularly of €22.3 in H1/18 (H1/17: €10.9m). Q2/18: €6.7m (Q2/17: €5.5m). (2) H1/18 (H1/17) contains €2m (€0m) reconciliation of internal adj. EBIT. Q2/18 (Q2/17): €2m (€0m). 10

Q2/18: ADJ. EBIT WITH SOLID GROWTH VS. PRIOR YEAR

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PROFITABILITY ALMOST ON PRIOR YEAR LEVEL **DESPITE CONTINUED GROWTH INVESTMENTS**



Excluding equity-settled share-based compensation costs ("SBC") and effects from business transactions that do not recur regularly. Changes resulting from new segment structure. Prior year figures not restated. 11 (2)

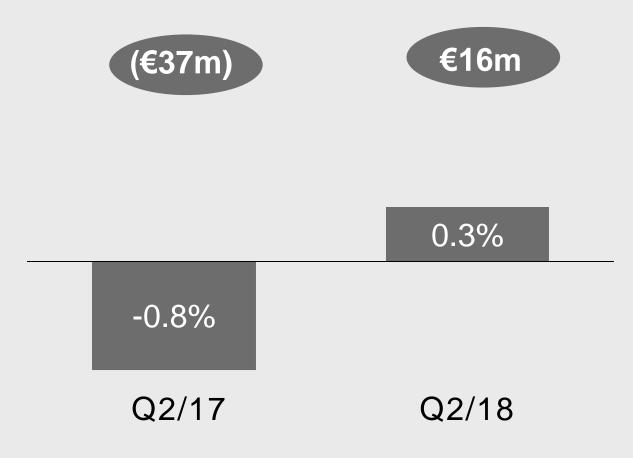
COSTS AND MARGINS¹

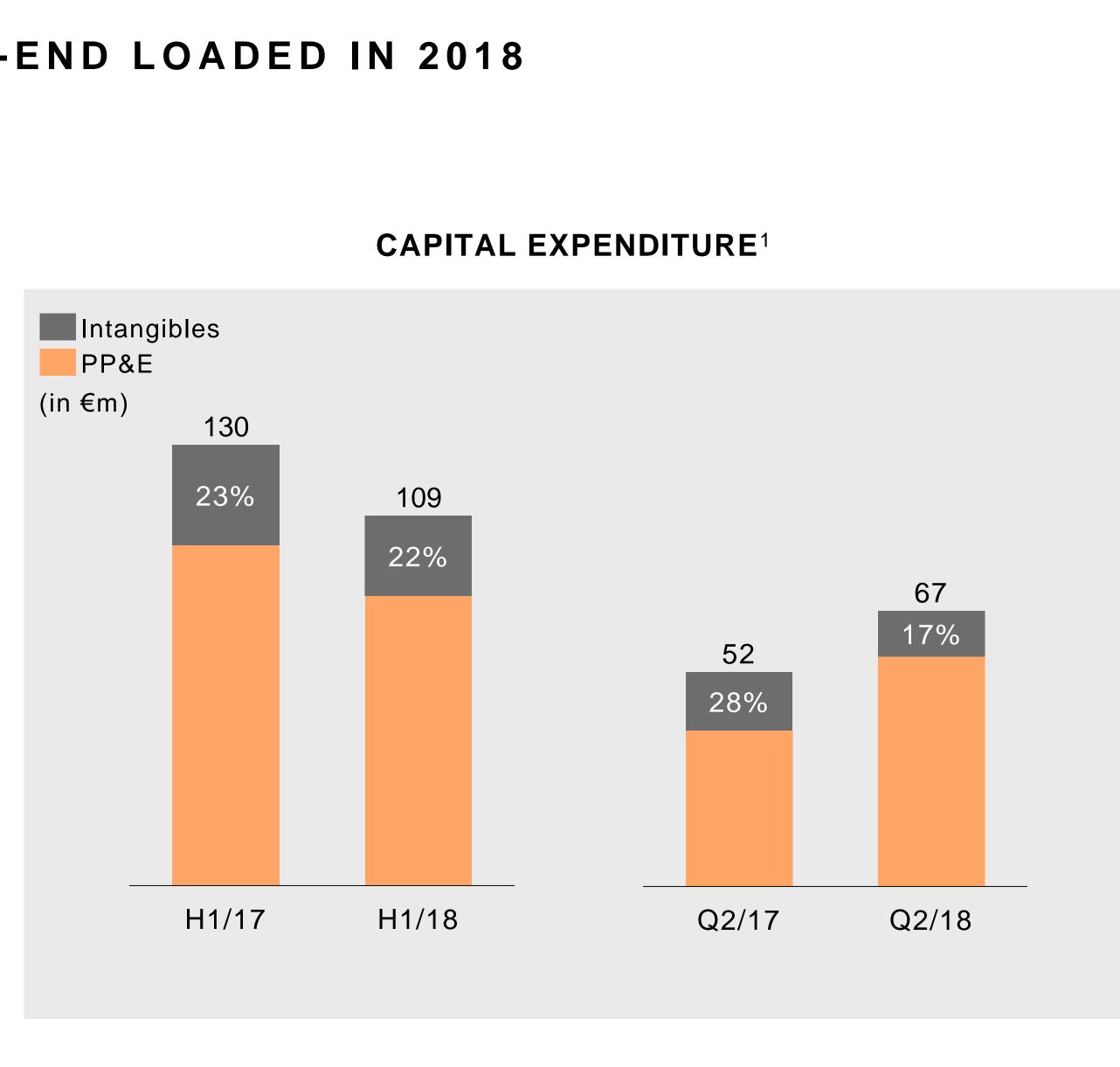


CAPEX SPEND BACK-END LOADED IN 2018

NET WORKING CAPITAL (END OF Q2)

(in % of annualized revenue)









OUTLOOK

GUIDANCE SPECIFIED: REVENUE IN LOWER HALF & ADJ. EBIT AT LOW END OF RANGE





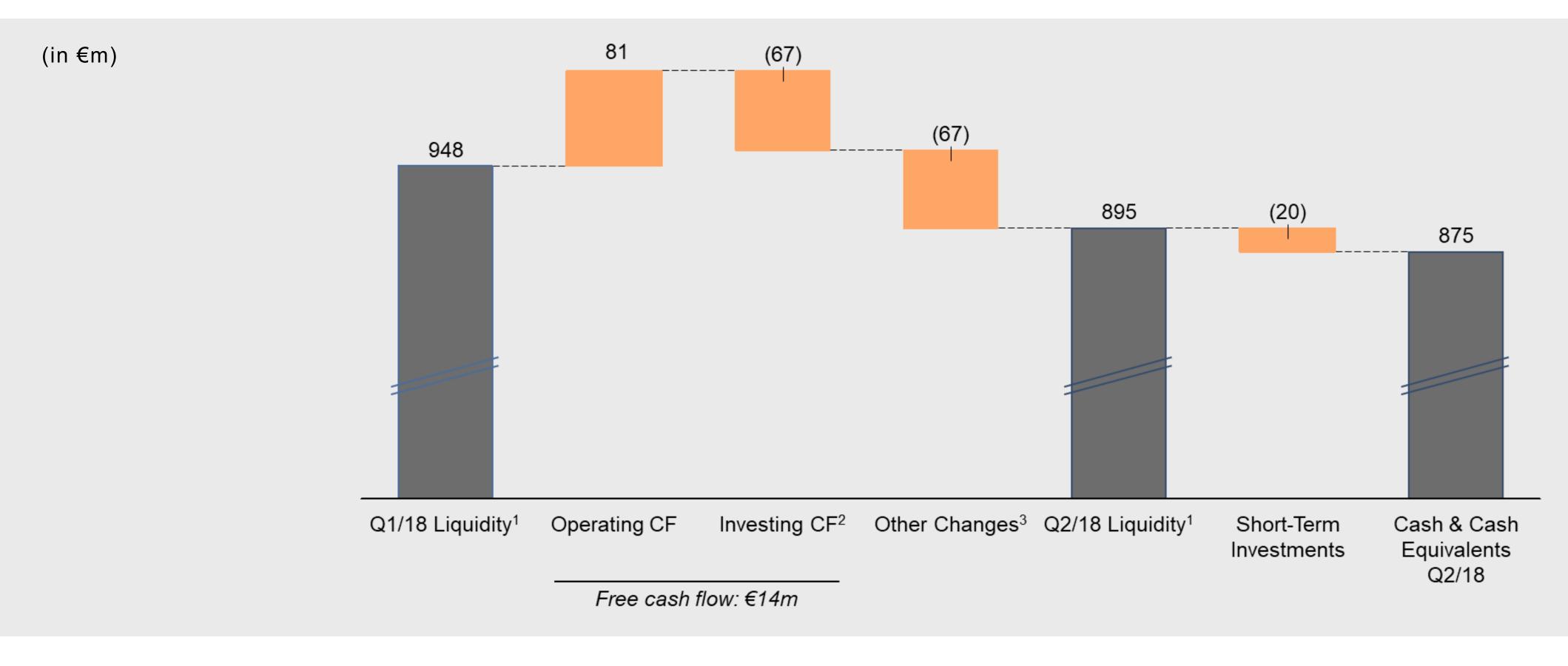
SLIGHTLY NEGATIVE WORKING CAPITAL + AROUND €350M CAPEX³

- (1) Excluding equity-settled share-based compensation costs ("SBC") and effects from business transactions that do not recur regularly of ~€55m for FY/18E (change vs. previously €35m: new LTI plan).
- (2) Implies an adj. EBIT margin of ~4%.
- 14 (3) Excludes investments into M&A.





LIQUIDITY REMAINS ON HIGH LEVEL



- (1) Both Q1/18 and Q2/18 liquidity include investments into short-term deposits with maturity of more than 3 and less than 12 months of -€20m.
- (2) Includes investments in fixed and intangible assets and payments for acquisitions and change in restricted cash.
 (3) Includes financing cash flow (-€64.7m) and effect of exchange rate on cash and cash equivalents (-€1.9m).

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CASH FLOW DEVELOPMENT

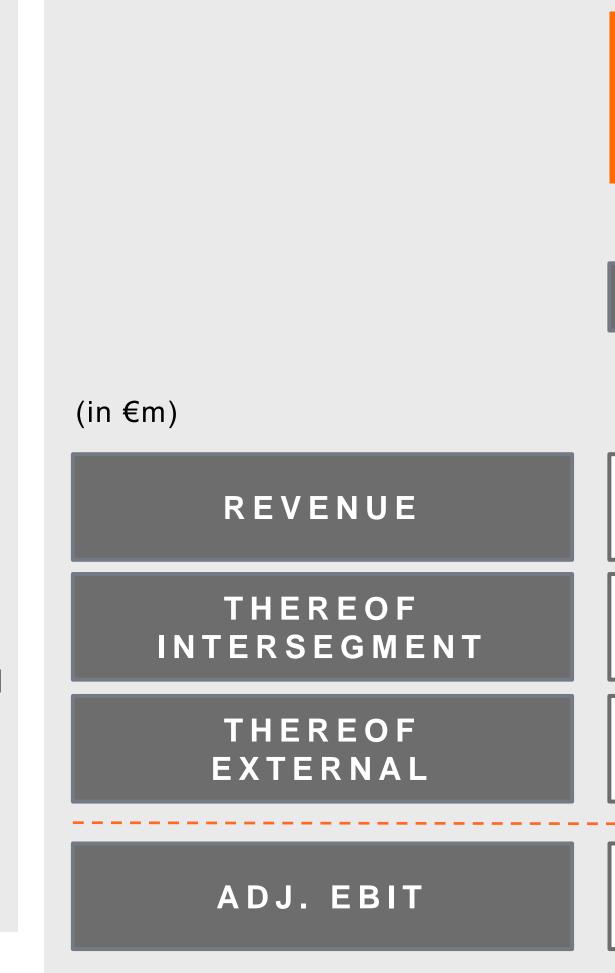


NEW SEGMENT STRUCTURE BASED ON SALES-CHANNEL VIEW -NOW INCLUDING BREAKOUT OF OFFPRICE SEGMENT

• New segment structure

based on sales-channel perspective already introduced with Q1/18 reporting

- Additionally, now breakout of Offprice segment (previously part of Other segments)
- Everything else unchanged vs. Q1/18 reporting:
 a reconciliation column reconciles the segment figures (including internal and external transactions) to the consolidated group figures (showing only external transactions)



	s from the Fa Offprice bus	la	Mostly sales from the private label offering zLabels to the Fashion Store							
Example: Q2/18										
FASHION STORE		OFFPRICE	0	THER	R	ECONCILIATIC	N	GROUP		
1,233.4		114.6	1	100.8		-118.7		1,330.0		
40.4		0.0	7	78.3		-118.7		0.0		
1193.0		114.6	2	22.5		0.0		1,330.0		
92.2		7.5	-	-7.5	1.7		94.0			



RESTATED SEGMENT FIGURES¹

€m	Q1/17	Q2/17	Q3/17	Q4/17	FY/17	Q1/18	Q2/18
Revenue	980.2	1,100.5	1,074.7	1,333.7	4,489.0	1,196.0	1,330.0
Fashion Store	908.8	1,017.0	994.0	1,230.7	4,150.5	1,093.9	1233.4
thereof DACH	475.0	542.2	498.4	634.4	2,150.0	552.0	625.8
thereof intersegment	8.1	8.7	9.1	16.4	42.2	20.9	21.3
thereof external	466.9	533.6	489.4	618.0	2,107.9	531.1	604.5
thereof Rest of Europe	433.8	474.8	495.5	596.3	2,000.5	541.9	607.6
thereof intersegment	7.5	7.5	9.1	14.6	38.8	19.5	19.1
thereof external	426.3	467.3	486.5	581.7	1,961.6	522.4	588.5
Offprice ²	72.4	82.3	80.4	110.1	345.3	120.4	114.6
Other	84.3	81.9	90.6	88.5	345.3	99.8	100.8
thereof intersegment	69.8	64.5	72.2	64.6	271.1	77.7	78.3
thereof external	14.5	17.4	18.4	23.9	74.2	22.1	22.5
Reconciliation	(85.4)	(80.7)	(90.3)	(95.6)	(352.0)	(118.1)	(118.7)
Adjusted EBIT	20.3	81.8	0.4	112.6	215.1	0.4	94.0
Fashion Store	16.4	74.7	1.2	121.5	213.7	(0.2)	92.2
thereof DACH	36.4	57.6	17.6	81.9	193.5	16.6	60.0
thereof Rest of Europe	(20.1)	17.0	(16.3)	39.6	20.3	(16.8)	32.2
Offprice	6.1	11.8	7.8	1.9	27.6	8.5	7.5
Other	(2.2)	(4.7)	(8.6)	(10.8)	(26.3)	(8.3)	(7.5)
Reconciliation	0.0	0.0	0.0	0.0	0.0	0.4	1.7

18 (1) New segment structure based on a sales-channel perspective from Jan 1, 2018 onwards.
 (2) Reported seperately from Q2/18 onwards. No internal revenue.



ISSUED SHARE CAPITAL

SHARE INFORMATION

Type of Shares Stock Exchange Market Segment Index Listings **Total Number of Shares Outstanding Issued Share Capital**

	SHARE STOCK OPTION PROGRA	EMPLOYEE INCENTIVE PLAN				
	SHARE STUCK UP HUN PRUGRA	EWIPLOTEE INCENTIVE PLAN				
	As of 30-Jun-2018	As of 30-Jun-2018				
Program	# Options outstanding	Weighted average exercise price (EUR)	Program	# Options outstanding	Weighted a exercise price	
Various	58,240	1.00	EIP 2016	814,431		
SOP 2011	757,350	5.65	EIP 2017	1,048,845		
SOP 2013	9,645,771	15.07	EIP 2018	202,577		
SOP 2014	6,153,073	19.58	Total	2,065,853		
Total	16,614,434					

As of 30-Jun-2018

Ordinary bearer shares with no-par value (Stückaktien) Frankfurt Stock Exchange Regulated Market (*Prime Standard*) MDAX 248,484,458 €248,484,458





€m	FY/14
Revenue	2,214.0
% growth	25.7%
Cost of Sales	(1,255.3)
Gross Profit	958.7
% margin	43.3%
Selling and Distribution Costs	(793.8)
Administrative Expenses	(109.1)
Other Operating Income	12.2
Other Operating Expenses	(5.8)
EBIT	62.1
% margin	2.8%
Net Financial Result	(4.5)
EBT	57.7
% margin	2.6%
Income and Other Tax	(10.5)
Net Income	47.2
% margin	2.1%
Depreciation & Amortization	25.8
EBITDA	88.0
% margin	4.0%
Share Based Compensation (SBC)	19.8
Adj. EBIT ¹	82.0
% margin	3.7%
Adj. EBITDA ¹	107.8
% margin	4.9%

(1) Excluding equity-settled share-based compensation costs ("SBC") and effects from business transactions that do not recur regularly.
 (2) Prior year figures not re-stated for shifts between cost lines as a result of new segment structure as of Jan 18.

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INCOME STATEMENT

FY/15	FY/16	FY/17	Q2/17	Q2/18
2,958.2	3,639.0	4,489.0	1100.5	1,330.0
33.6%	23.0%	23.4%	20.1%	20.9%
(1,624.0)	(2,029.6)	(2,529.6)	(585.0)	(721.7)
1,334.1	1,609.4	1,959.4	515.5	608.4
45.1%	44.2%	43.6%	46.8%	45.7%
(1,118.9)	(1,223.7)	(1,530.8)	(377.7)	(462.4)
(129.0)	(191.3)	(242.9)	(60.4)	(64.4)
10.2	16.7	11.8	1.5	6.7
(7.0)	(4.1)	(9.9)	(2.7)	(1.0)
89.6	207.0	187.6	76.3	87.3
3.0%	5.7%	4.2%	6.9%	6.6%
(3.0)	(14.1)	(12.4)	(2.3)	(0.6)
86.6	192.9	175.2	74.0	86.7
2.9%	5.3%	3.9%	6.7%	6.5%
34.9	(72.5)	(73.6)	(26.5)	(34.9)
121.5	120.5	101.6	47.4	51.8
4.1%	3.3%	2.3%	4.3%	3.9%
34.2	48.2	58.7	13.6	19.6
123.8	255.2	246.4	89.8	106.9
4.2%	7.0%	5.5%	8.2%	8.0%
17.9	19.9	27.5	5.5	6.7
107.5	216.3	215.1	81.8	94.0
3.6%	5.9%	4.8%	7.4%	7.1%
141.7	264.5	273.8	95.3	113.6
4.8%	7.3%	6.1%	8.7%	8.5%



SHARE BASED COMPENSATION

€m	FY/14
Per Income Statement Line Item	
Cost of Sales	4.4
Selling and Distribution Costs	9.6
Administrative Expenses	5.8
Share Based Compensation	19.8
As % of revenue	FY/14
As % of revenue Per Income Statement Line Item	FY/14
	FY/14 0.2%
Per Income Statement Line Item	
Per Income Statement Line Item Cost of Sales	0.2%

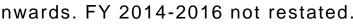
FY/15	FY/16	FY/17	Q2/17	Q2/18
4.5	5.0	6.9	1.4	0.9
9.0	9.9	13.7	2.7	2.4
4.5	5.0	6.9	1.4	3.4
17.9	19.9	27.5	5.5	6.7
FY/15	FY/16	FY/17	Q1/17	Q1/18
FY/15	FY/16	FY/17	Q1/17	Q1/18
FY/15 0.2%	FY/16 0.1%	FY/17 0.2%	Q1/17 0.1%	Q1/18 0.1%
0.2%	0.1%	0.2%	0.1%	0.1%



SEGMENTS¹

C				Reported	Restated	Restated	00/40
€m	FY/14	FY/15	FY/16	FY/17	FY/17	Q2/17	Q2/18
Revenue	2,214.0	2,958.2	3,639.0	4,489.0	4,489.0	1,100.5	1,330.0
Fashion Store	1 0 0 1 0	1 500 1	1 0 1 0 0	O A A E C	4,150.5	1,017.0	1,233.4
thereof DACH	1,234.0	1,580.1	1,813.8	2,145.6	2,150.0	542.2	625.8
thereof Rest of Europe	862.6	1,211.6	1,570.2	1,973.6	2,000.5	474.8	607.6
Offprice					345.3	82.3	114:6
Other	117.4	166.5	255.1	369.9	345.3	81.9	100.8
Reconciliation					(352.0)	-80.7	(118.7)
As % of total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fashion Store					92.5%	92.4%	92.7%
Fashion Store – DACH	55.7%	53.4%	49.8%	47.8%	47.9%	49.3%	47.0%
Fashion Store – Rest of Europe	39.0%	41.0%	43.1%	44.0%	44.6%	43.1%	45.7%
Offprice					7.7%	7.5%	8.6%
Other	5.3%	5.6%	7.0%	8.2%	7.7%	7.4%	7.6%
Reconciliation					(7.8%)	(7.3%)	(8.9%)
Adjusted EBIT	82.0	107.5	216.3	215.1	215.1	81.8	94.0
Fashion Store					213.7	74.7	92.2
thereof DACH	83.0	101.9	226.3	188.5	193.5	57.6	60.0
thereof Rest of Europe	(11.6)	(3.3)	(3.3)	21.6	20.3	17.0	32.2
Offprice					27.6	11.8	7.5
Other	10.5	8.9	(6.7)	5.0	(26.3)	(4.7)	(7.5)
Reconciliation					0.0	0.0	1.7
% adjusted margin	3.7%	3.6%	5.9%	4.8%	4.8%	7.4%	7.1%
Fashion Store					5.1%	7.3%	7.5%
Fashion Store – DACH	6.7%	6.4%	12.5%	8.8%	9.0%	10.6%	9.6%
Fashion Store – Rest of Europe	(1.3%)	(0.3%)	(0.2%)	1.1%	1.0%	3.6%	5.3%
Offprice		. ,	· · · ·		8.0%	14.3%	6.5%
Other	9.0%	5.3%	(2.6%)	1.3%	(7.6%)	(5.7%)	(7.4%)
Reconciliation			````		0.0%	0.0%	(1.5%)





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€m **Total Non-Current Assets**

Thereof: Property, Plant and Equipment Other Financial Assets **Non-Financial Assets Other Non-Current Assets**

Total Current Assets

Thereof: Inventories

Trade and Other Receivables Other Assets¹ Cash and Cash Equivalents¹

Total Assets

Total Equity

Thereof: Issued Capital Capital Reserves Other reserves Accumulated Profit Minority Interests

Total Non-Current Liabilities

Thereof: Financial Liabilities Other Non-Current Liabilities Total Current Liabilities

Thereof: Trade Payables and Similar Obligations

Other Current Liabilities

Total Equity & Liabilities

Net Working Capital

BALANCE SHEET

Q2/17	Q2/17 (% of total assets)	Q2/18	Q2/18 (% of total assets)
527.6	19.5%	641.5	22.0%
331.8	12.2%	427.6	14.7%
22.1	0.8%	21.8	0.7%
2.6	0.1%	3.2	0.1%
171.0	6.3%	188.8	6.5%
2,182.9	80.5%	2,276.1	78.0%
663.4	24.5%	813.3	27.9%
247.0	9.1%	310.8	10.7%
297.6	11.0%	277.2	9.5%
975.1	36.0%	874.7	30.0%
2,710.5	100.0%	2,917.6	100%
1,473.6	54.4%	1,489.9	51.0%
247.3	9.1%	246.0	8.4%
1,171.7	43.2%	1,101.0	37.7%
(0.6)	(0.0%)	7.2	0.2%
54.6	2.0%	135.8	4.7%
0.6	0.0%	(0.2)	(0.0%)
55.8	2.1%	69.2	2.4%
9.8	0.4%	7.0	0.2%
45.9	1.7%	62.2	2.1%
1,181.1	43.6%	1,358.5	46.6%
947.3	35.0%	1,108.0	38.0%
233.8	8.6%	250.5	8.6%
2,710.5	100.0%	2,917.6	100%
(37.0)	(1.4%)	16.1	0.6%



CASH FLOW STATEMENT

€m	FY/ 1
Net Income	47
Non-Cash Expenses from Share-Based Payments	19
Cash Settlement of Claims from Share-Based Payments	0
Depreciation	25
Income Taxes	10
Income Taxes Paid, Less Refunds	0
Change in Provisions	1
Other Non-Cash Income	(0.)
Change in Inventories and Receivables	(68.
Change in Trade Liabilities	94
Change in Other Assets/Other Liabilities	44
Cash Flow from Operating Activities	174
Payments for Investments in Fixed and Intangible Assets	(51.
Payments for Acquisitions	0
Cash Paid for Investments in Term Deposits	0
Change in Restricted Cash	(0.
Cash Flow from Investing Activities	(51.
Payments Received from Capital Increases	510
Cash Received from Loans	3
Repurchase of treasury shares	0
Cash Repayments of Loans	(3.)
Cash Flow from Financing Activities	510
Change in Ceeh & Ceeh Equivalente	600
Change in Cash & Cash Equivalents	633
Effects of Exchange Rate on Cash & Cash Equivalents	0

Q2/18	Q2/17	FY/17	FY/16	FY/15	/14
51.8	47.4	101.6	120.5	121.5	7.2
6.7	5.5	27.5	19.9	17.9	9.8
0.0	0.0	0.0	0.0	(2.3)	0.0
19.6	13.6	58.7	48.2	34.2	5.8
34.9	26.5	73.6	72.5	(34.9)	0.5
(10.3)	(15.5)	(49.4)	(33.8)	(0.0)	0.0
0.0	0.0	(1.5)	0.1	(0.5)	1.0
(0.4)	2.3	6.5	1.2	(1.0)).2)
61.7	53.5	(251.0)	(147.4)	(154.2)	8.7)
(117.8)	(101.1)	198.4	264.3	154.9	4.9
34.6	47.0	29.2	(69.7)	(16.2)	4.6
80.7	79.1	193.7	275.8	119.4	4.9
(67.0)	(52.1)	(243.9)	(181.7)	(60.0)	.1)
0.0	(26.7)	(34.9)	(30.4)	(16.8)	0.0
0.0	20.0	180.0	(65.0)	(155.0)	0.0
0.0	7.3	10.4	0.0	35.3) 8)
(67.0)	(51.5)	(88.3)	(277.1)	(196.5)	.9)
2.9	0.6	3.9	1.1	6.4	0.1
0.0	0.0	0.0	(0.7)	0.0	3.9
(66.9)	(0.7)	(11.3)	0.0	(1.7)	0.0
(0.7)	(0.8)	(3.2)	(3.2)	(3.2)	3.2)
(64.7)	(1.0)	(10.6)	(2.9)	1.5	8.0
			· · · · ·		
(51.0)	26.7	94.8	(4.1)	(75.7)	3.8
					• •
(1.9)	(1.5)	(1.9)	0.5	0.9	0.0



KPI DEVELOPMENT

	FY/15	FY/16	Q1/17	Q2/17	Q3/17	Q4/17	FY/17	Q1/18	Q2/18
Site Visits (m) ¹	1,656.4	1,991.6	617.6	595.2	615.6	735.1	2,563.5	713.5	734.3
Mobile Visit Share (in % of Site Visits) ²	57.1%	65.6%	68.8%	69.7%	71.8%	72.1%	70.7%	76.6%	78.4%
Active Customers (m) ³	17.9	19.9	20.4	21.2	22.2	23.1	23.1	23.9	24.6
Number of Orders (m) ⁴	55.3	69.2	19.9	22.2	22.5	25.8	90.5	25.4	29.0
Average Order per Active Customer	3.08x	3.48x	3.60x	3.69x	3.80x	3.92x	3.92x	4.02x	4.18x
Average Basket Size (in €) ⁵	67.8	66.6	63.0	64.5	62.0	67.8	64.5	60.3	60.4
Fulfillment Cost Ratio (in % of revenue) ⁶	25.8%	23.2%	24.9%	26.8%	27.0%	24.9%	25.9%	28.1%	28.2%
Marketing Cost Ratio (in % of revenue) ⁷	11.7%	10.3%	9.4%	7.3%	8.4%	7.0%	7.9%	6.9%	6.4%

- (1) Site Visits defined as the number of series of page requests from the same uniquely identified client at Zalando, including website, m.site and apps in the measurement period. A visit is considered ended when no requests have been recorded in more than 30 minutes.
- (2) Mobile is defined as tablets, mobile site and apps.

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- (3) Active Customers defined as the number of customers placing at least one order in the last twelve months in the measurement period irrespective of cancellations or returns.
- (4) Number of Orders defined as the number of customer orders placed in the measurement period irrespective of cancellations or returns. An order is counted on the day the customer places the order. Orders placed and orders delivered may differ due to orders that are in transit at the end of the measurement period or have been cancelled.
- (5) Average Basket Size defined as the transactional revenue (incl. VAT and transactional volume of Partner Program) after cancellations or returns divided by the number of orders.
- expenses, as well as allocated overhead. costs. Fulfillment costs therefore comprises all selling and distribution costs, except for marketing costs. All numbers shown excluding equitysettled SBC costs.
- (7) Marketing Cost Ratio defined as marketing cost as a proportion of revenue in the measurement period. Marketing cost mainly consists of advertising expenses including search engine marketing, television, online display and other marketing channels as well as allocated overhead cost. All numbers shown excluding equity-settled SBC costs.

(6) Fulfillment Cost Ratio defined as fulfillment cost as a proportion of revenue in the measurement period. Fulfillment costs mainly include logistics, content creation, service and payment



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FINANCIAL CALENDAR 2018

October 2018					
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	15	16	17	18	19
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	29	30	31		

Sector Conference

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