

| Market News Year 1 |        |        |
|--------------------|--------|--------|
| Product A          | A-Team | Team 2 |
| Selling Price      | 70     | 65     |
| Market Share       | 45     | 55     |

| Market News Year 1 |        |        |
|--------------------|--------|--------|
| Product B          | A-Team | Team 2 |
| Selling Price      | 47     | 47     |
| Market Share       | 52     | 48     |

| Company Reports Year 1 |        |        |
|------------------------|--------|--------|
|                        | A-Team | Team 2 |
| Sales Income           | 12457  | 12357  |
| Operating Profit       | 1075   | 940    |
| Pretax Profit          | 1044   | 882    |
| Total Equity           | 3956   | 3875   |
| Total Assets           | 6645   | 6665   |
| Return on Assets       | 16     | 14     |
| Return on Equity       | 13     | 11     |
| Financial Leverage     | 5      | 9      |