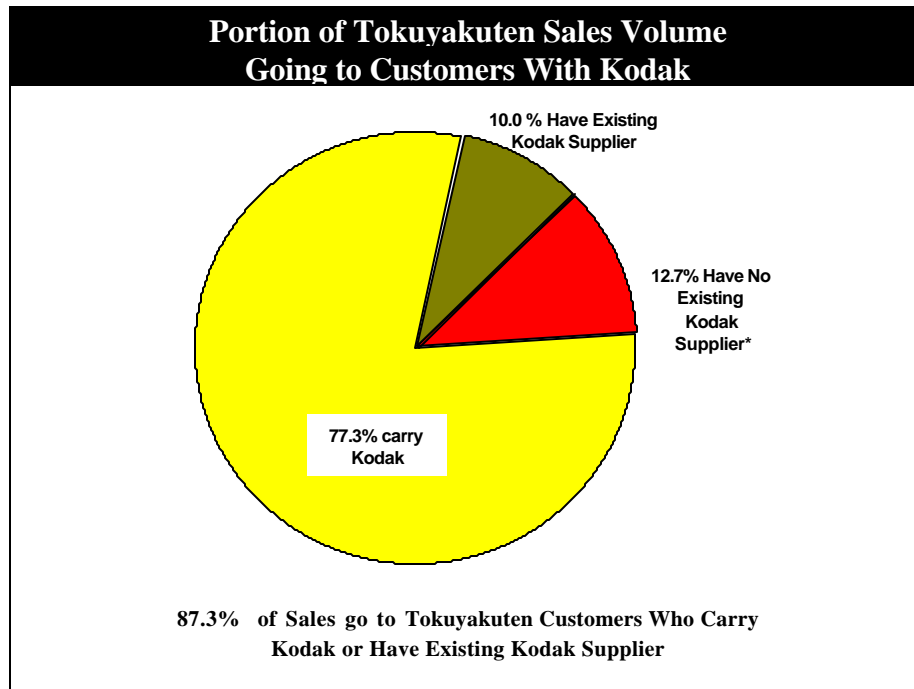
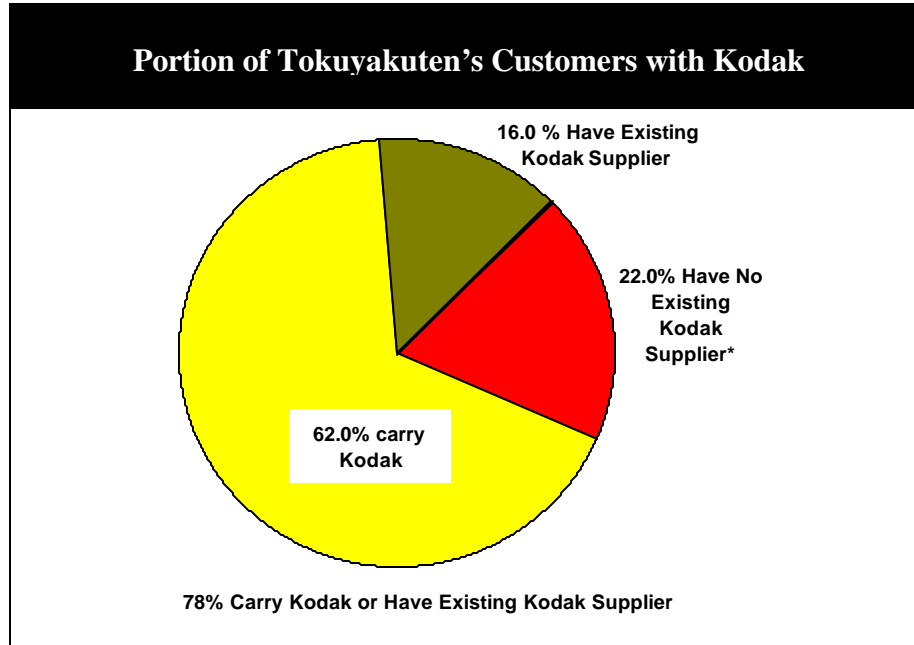


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**FIGURE 1**  
**Most of the Tokuyakuten's Customers Already Carry Kodak**



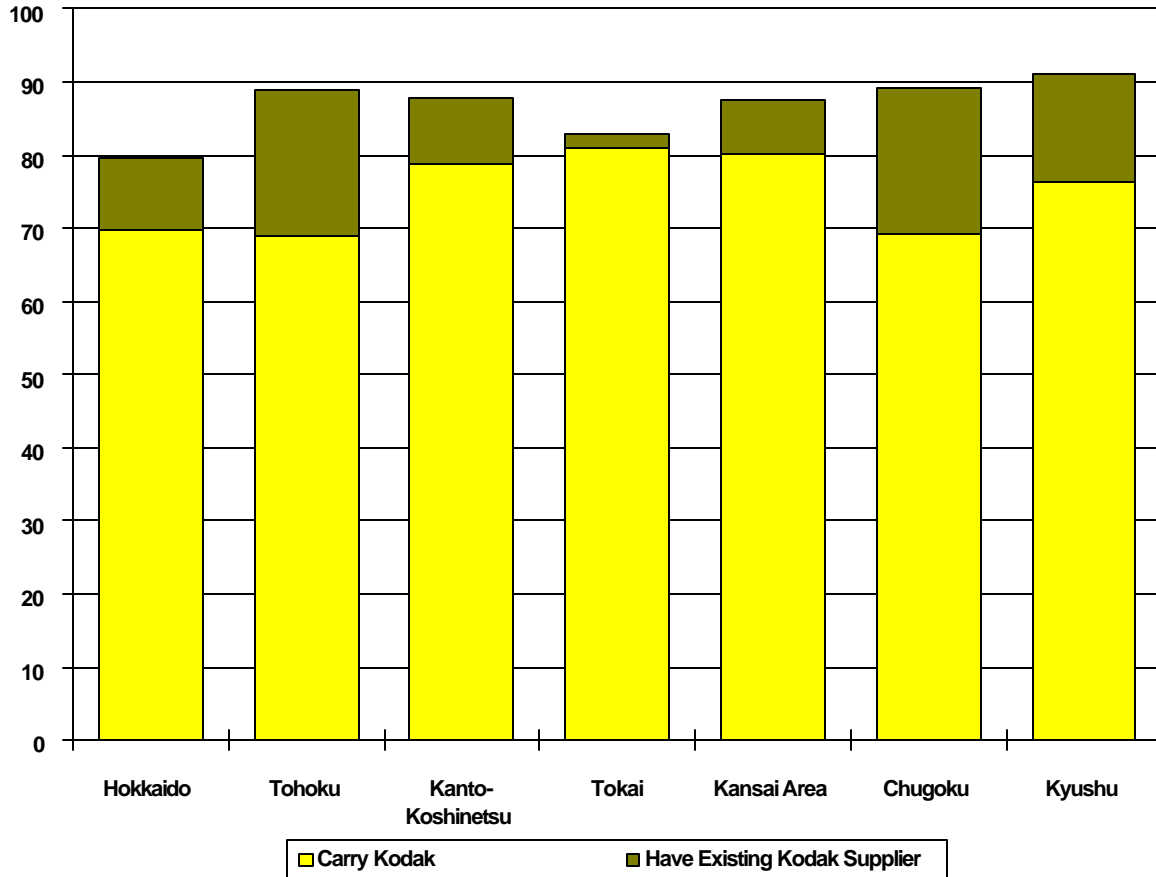
Source: Survey of Tokuyakuten Customers.

\* Where the answer was unknown, we classified the customer as not having a Kodak

supplier. These numbers are therefore conservative.

**FIGURE 2**

**Geographic Pattern of Kodak's Presence  
(Percentage of Sales Volume Basis)**

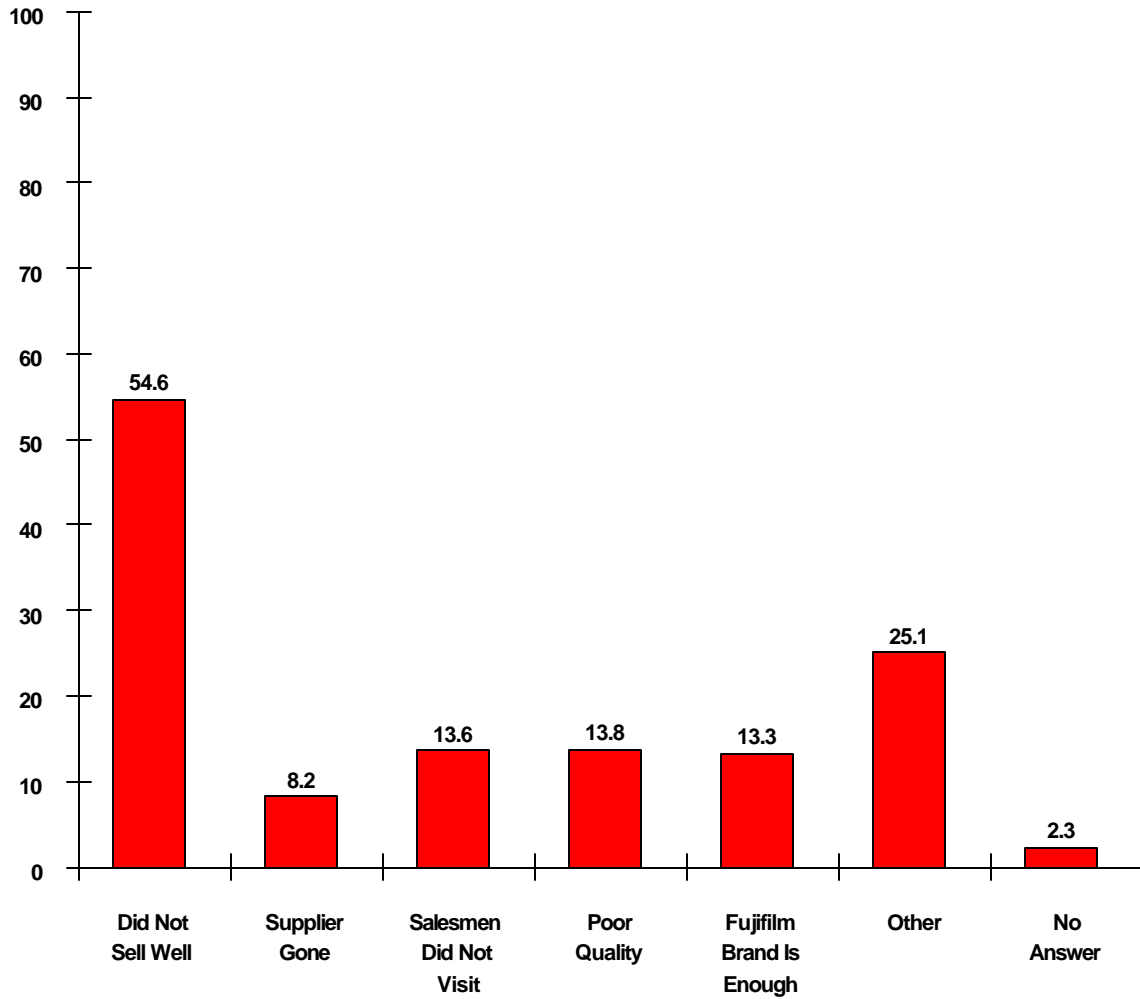


Source: Survey of Tokuyakuten Customers.

Note: The “Kansai Area” includes Kansai, Hokuriku and Shikoku. Osaka is located in Kansai. Tokyo is located in Kanto and is therefore part of the “Kanto-Koshinetsu” area referenced above.

**FIGURE 3**

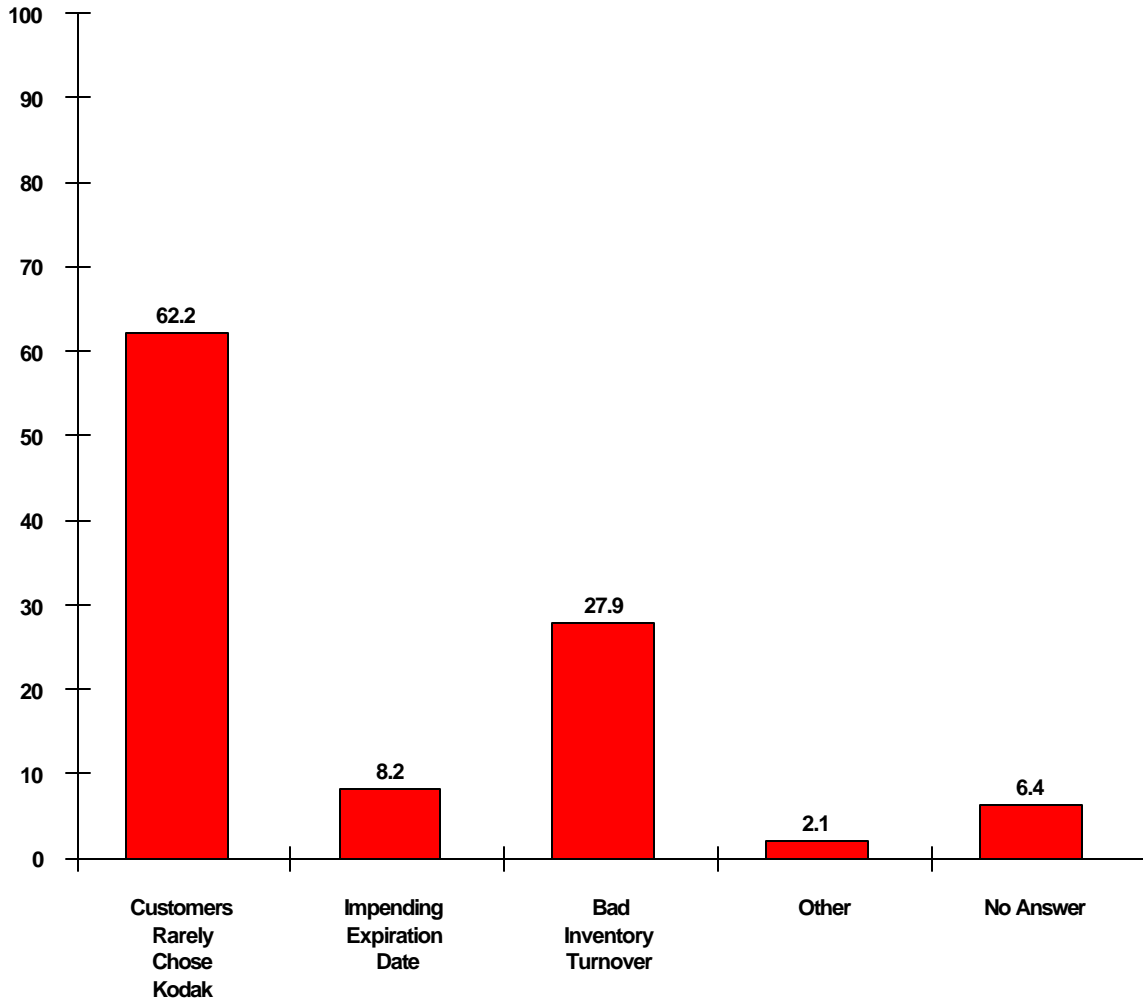
Why Retailers Stopped Carrying Kodak



Source: Survey of Tokuyakuten Customers (multiple answers permissible).

**FIGURE 4**

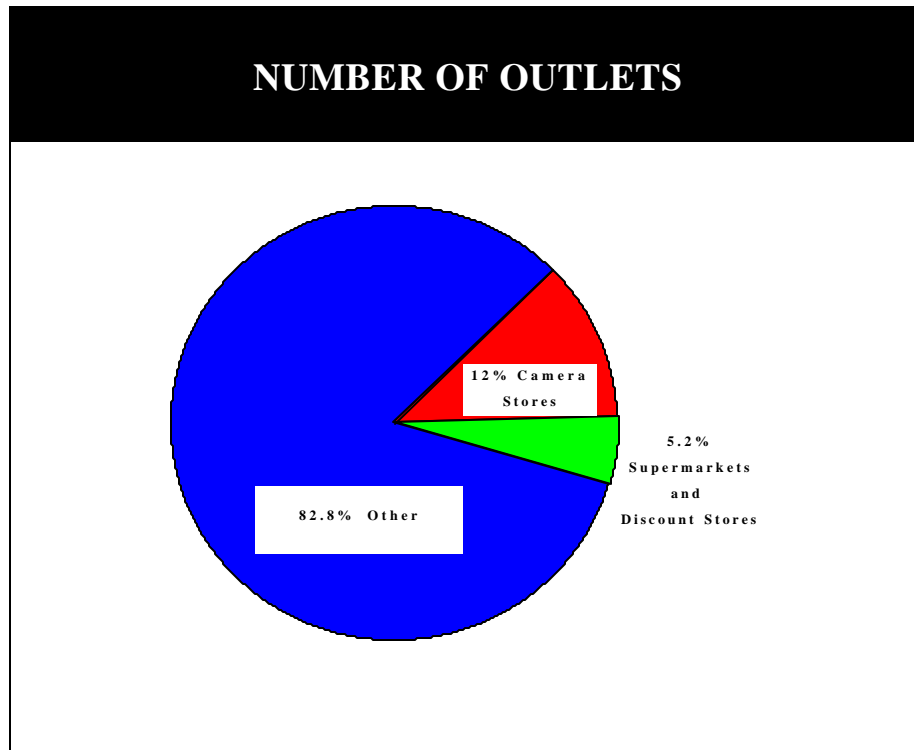
Why Kodak Did Not Sell Well



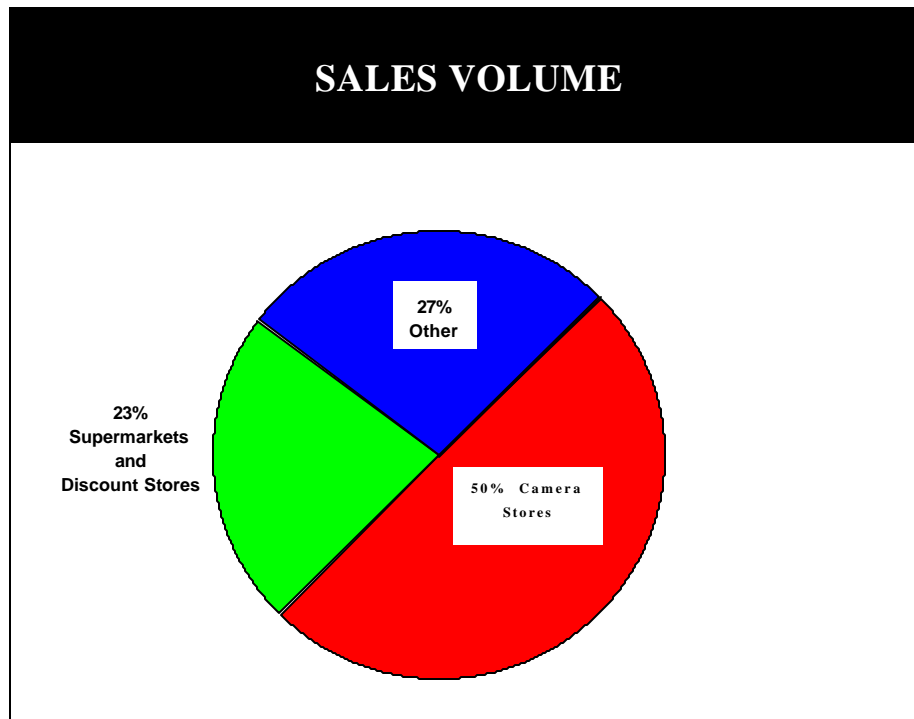
Source: Survey of Tokuyakuten Customers (multiple answers permissible).

**FIGURE 5**

Film Sales By Outlet Type



Major outlets account for only 17.2% of outlets.



But the same major outlets account for 73% of sales.

Source: Photo Market 1995 at 129-30.

**FIGURE 6**

Japanese Film Market Distribution System

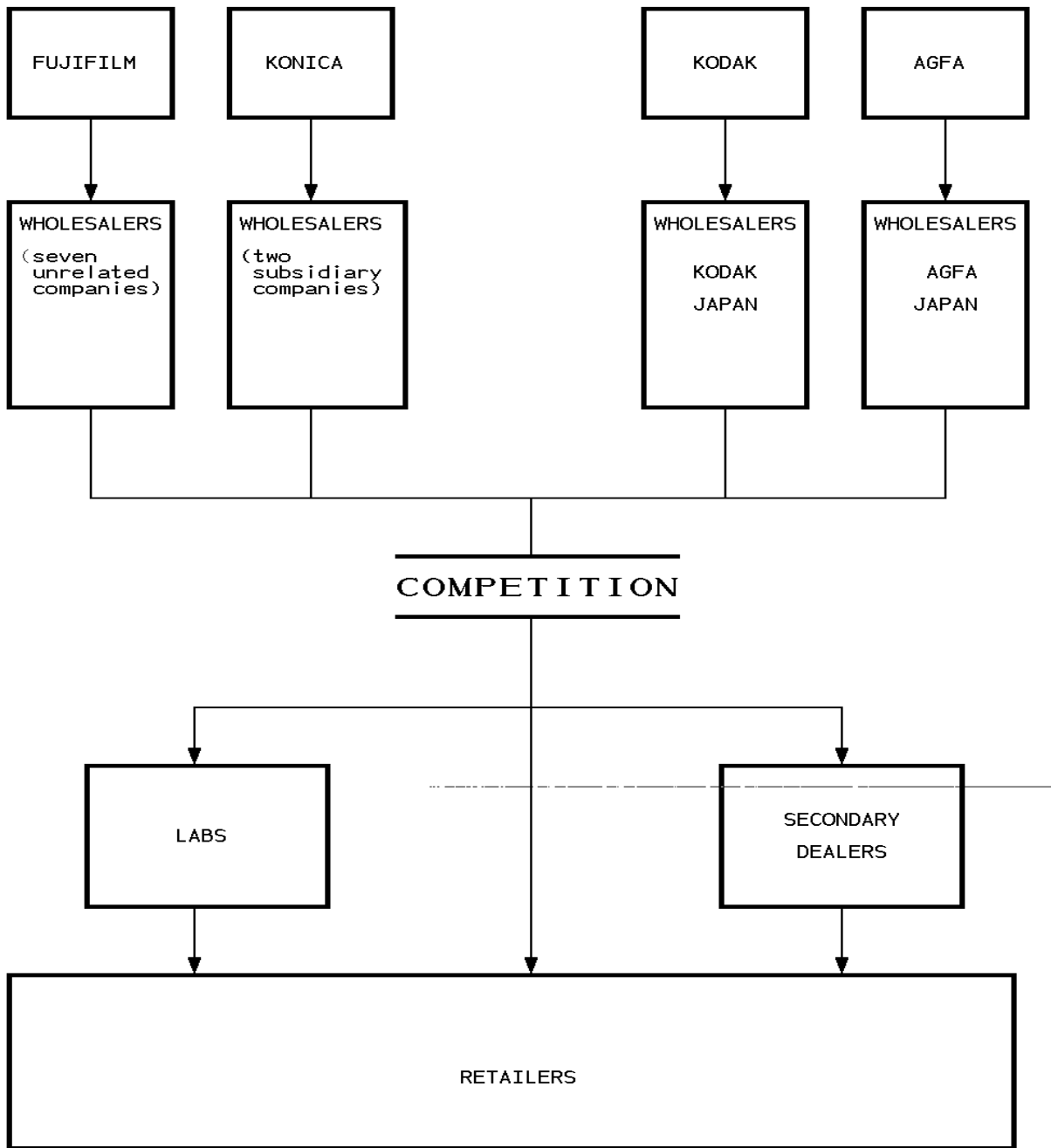


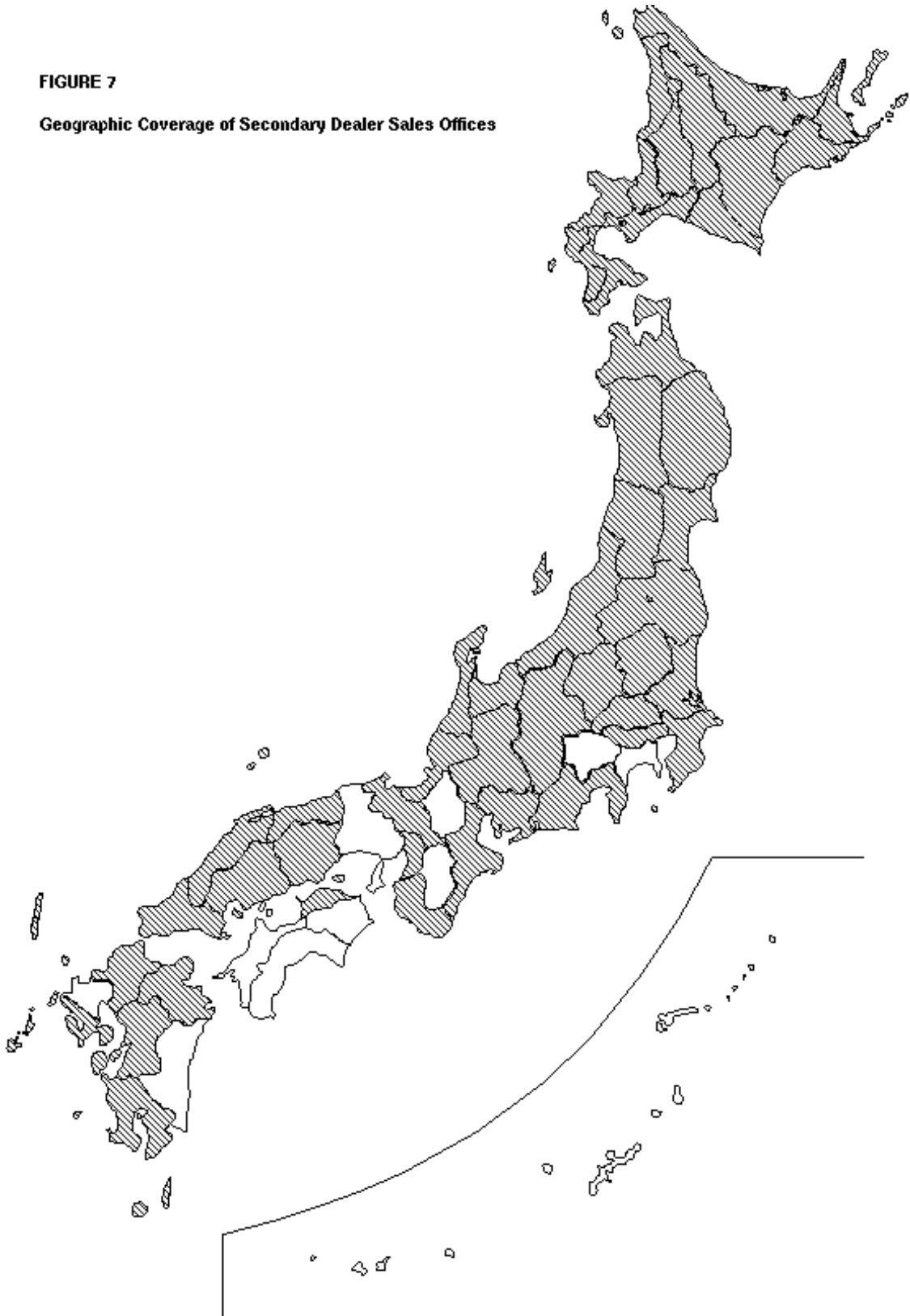


FIGURE 7

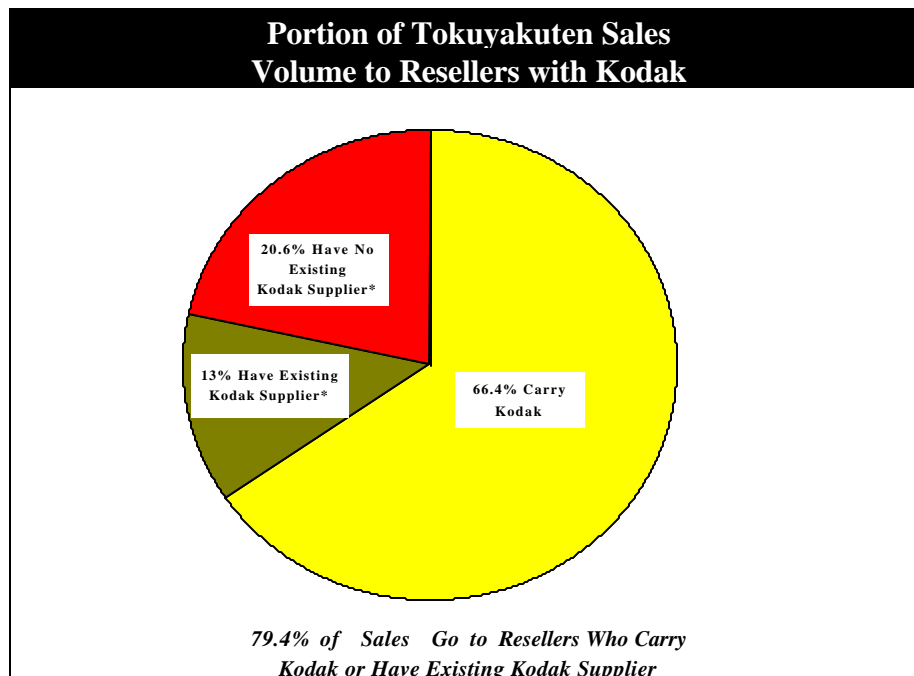
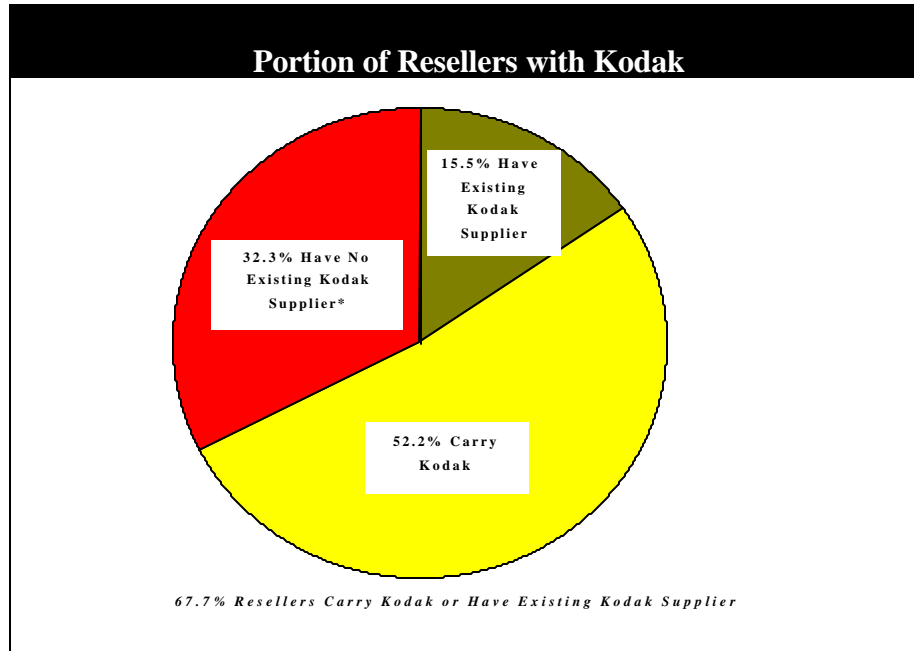
MAP

FIGURE 7

Geographic Coverage of Secondary Dealer Sales Offices



**FIGURE 8**  
**Resellers Carrying Kodak**

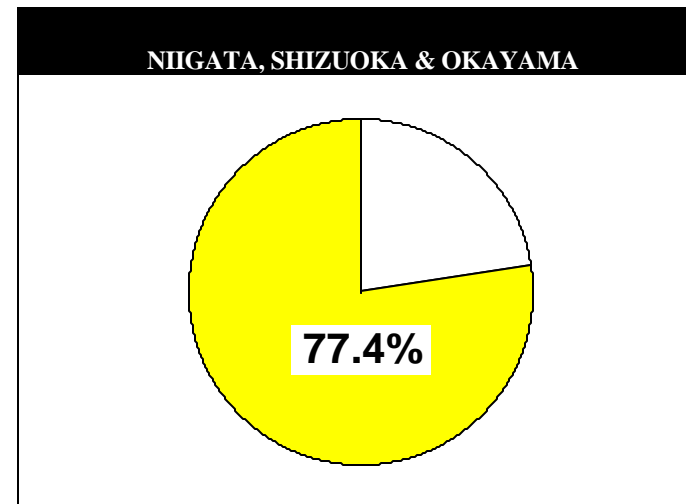
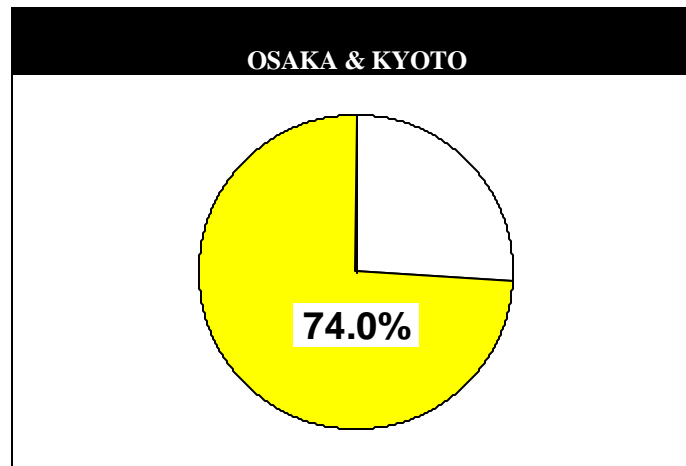
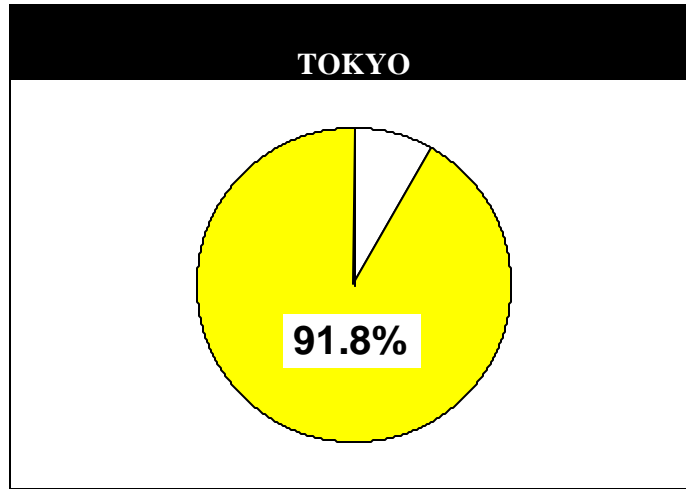


Source: Survey of Tokuyakuten Customers

\* Where the answer was unknown, we classified the reseller as not having a Kodak supplier. These numbers are therefore conservative.

**FIGURE 9**

**Kodak's Availability in Photo Stores**  
**(Sales Volume)**



Source: Coverage Survey conducted by Nippon Research Center, Ltd.

**FIGURE 10**Kodak's Overall Retail Coverage\*

Outlet Type	Share of Total Volume (%)	Volume Coverage (%)		
		Tokyo	Osaka & Kyoto	Niigata, Shizuoka & Okayama
Photo Shop	50	91.8	74.0	77.4
Supermarket/Department/Discount	23	85.9	56.8	62.6
Convenience Stores	7	13.7	26.1	10.5
Kiosks	1	59.1	51.4	0.0
Other	19	53.8	33.7	13.5
<b>Weighted Average</b>		77.4	58.8	56.4

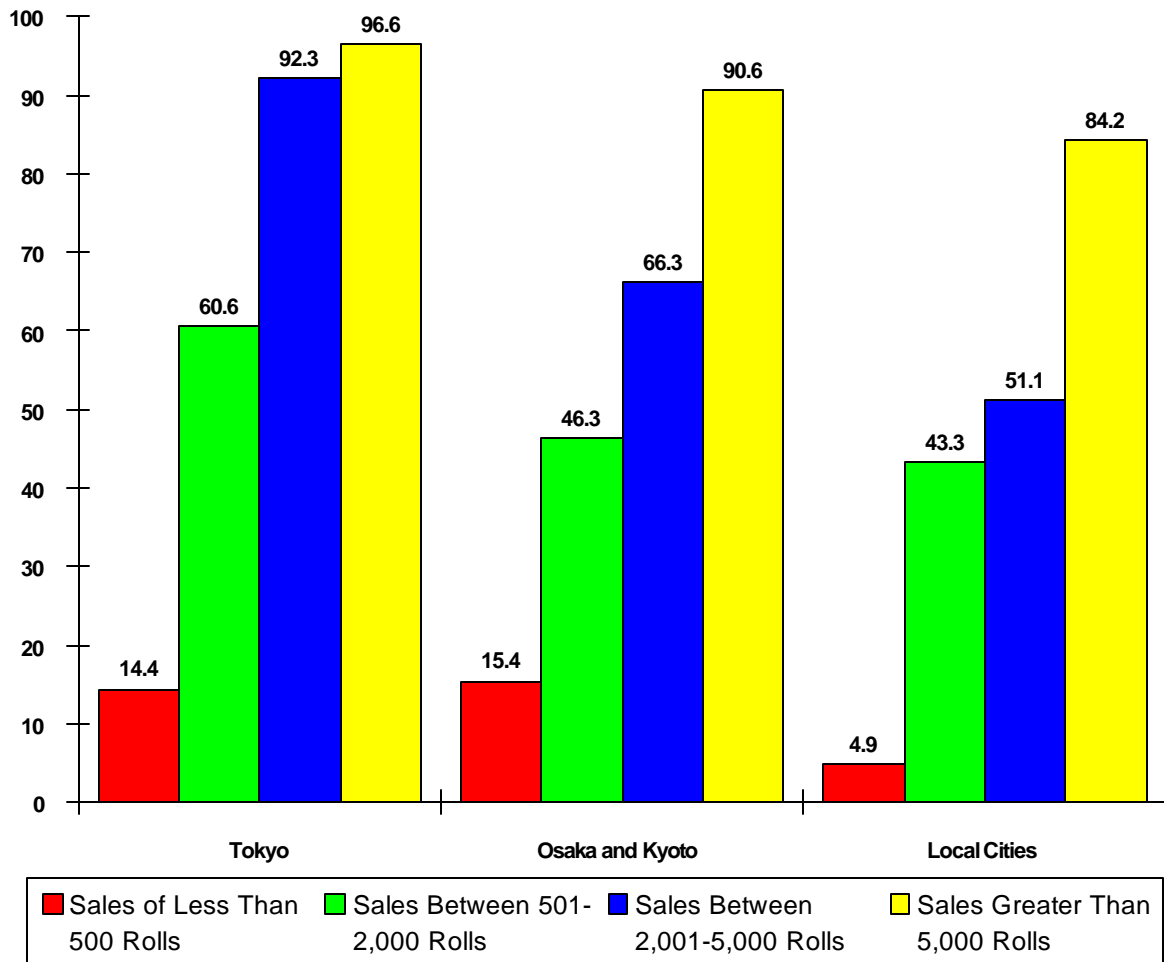
Source: Nippon Research Center, Ltd. Share of total volume from Photo Market 1995.

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\* These figures were calculated by taking the region-specific, outlet type-specific volume-weighted availability figures and weighting them according to the figures in Photo Market 1995 which give the percentage of total film sales volume accounted for by each outlet type. Photo Market 1995 at 130 (see Exhibit 4). This calculation is based on the assumption that the relative sales volume of different outlet types is constant across different regions.

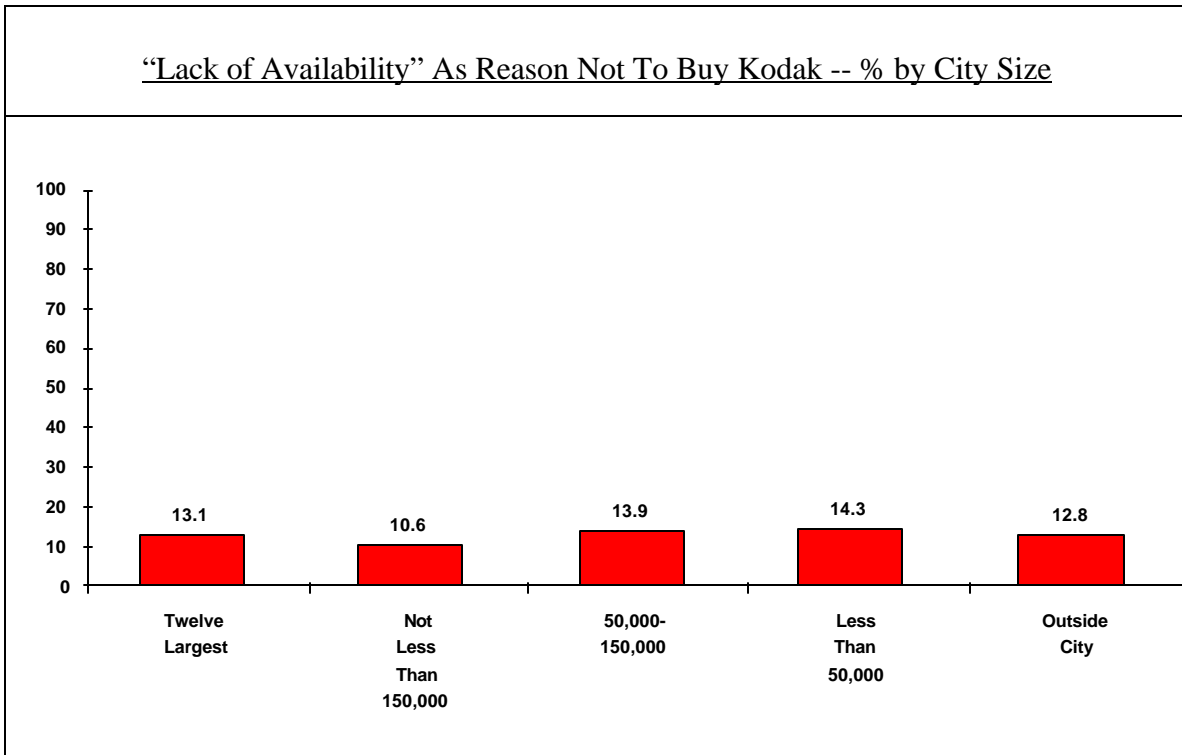
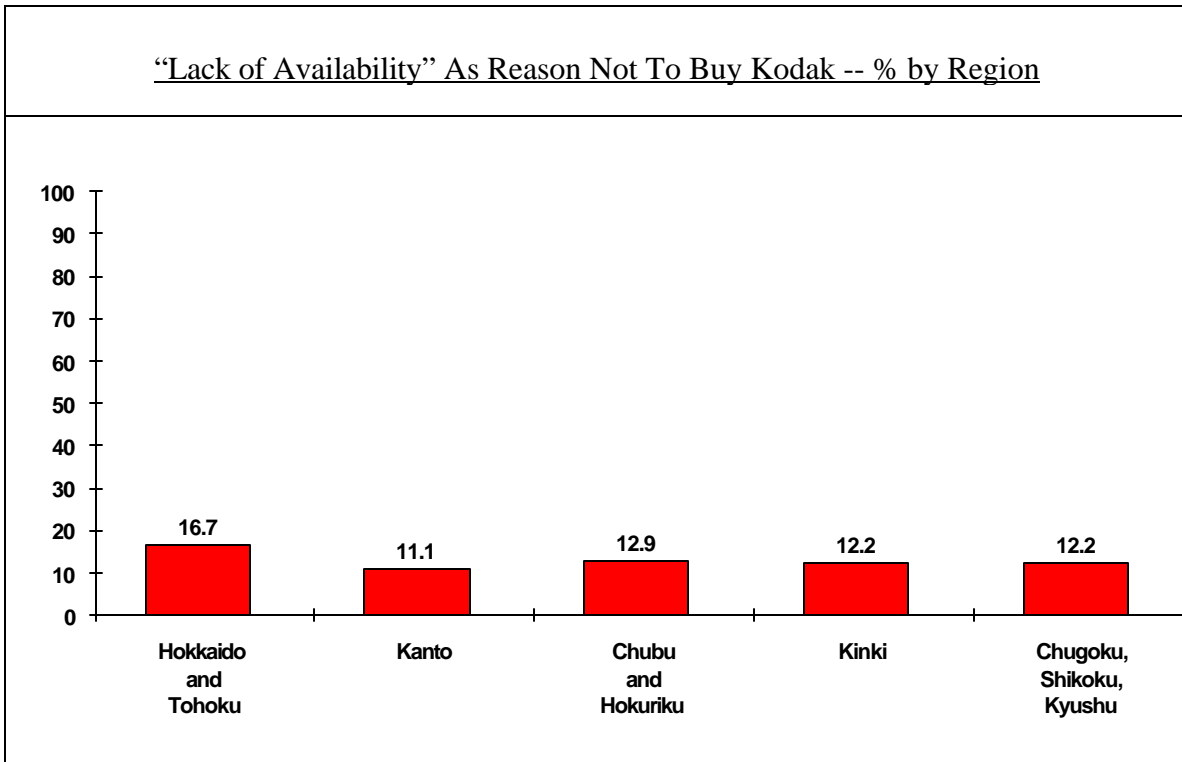
**FIGURE 11**

Kodak's Availability Based on Outlet Size  
(% of outlets)



Source: Nippon Research Center, Ltd.

**FIGURE 12**



Source: Nippon Research Center, Ltd.