

]] =KDQJ - %RQLILHOG & /XFDV 0 3URGXFWLRQ DQG 2SHUDW
&RQIHUHQFH :KDW 'ULYHV 6XFFHVVIHO +RPHVKDULQJ 0DWFKHV
:DVKLQJWRQ ' & 8QLWHG 6WDWHV 0D\

%RQLILHOG & \$XWKRU 3UHVHQWHU ,QWHUQDWLRQDO 0DUN
4XL 'HFLGH" 2XL & HVW 9RXV 4XL 'HFLGH] 5ROH RI 3HUVRQDO
&RQVXPHU 5HVSRQVH WR 6HOI 'HWHUPLQH 3URPRWLRQV (6&3
-DQXDU\

%RQLILHOG & %DLOH\ \$ \$,QWHUQDWLRQDO 0DUNHWLQJ 7
:RUOG V D 6WDJH \$ 'UDPDWXUJ\ RI 5HWDLOLQJ (6&3 (XURSH

%RQLILHOG & \$XWKRU 3UHVHQWHU 7RPDV \$ \$XWKRU 3UHV
3V\FKRORJ\ &RQIHUHQFH \$ 'LIIHUHQW 5HDOLW\ &RQVLGHULQJ
:RUOG 6RFLHW\ IRU &RQVXPHU 3V\FKRORJ\ 3KLODGHOSKLD 3H

%RQLILHOG & \$XWKRU 3UHVHQWHU &ROH & \$ \$XWKRU 6RF
(IIHFWV RI \$QJHU 5HJUHW 'LVWULEXWLYH -XVWLFH DQG 6RFLD
%HKDYLRUV 6DQ)UDQFLVFR &DOLIRUQLD 8QLWHG 6WDWHV

%RQLILHOG & \$XWKRU 3UHVHQWHU &ROH & \$XWKRU 6FKXC

8VH RI (PRMLV LQ 2QOLQH &RQVXPHU 5HYLHZV 2Q *RLQJ
2QOLQH FRQVXPHU UHYLHZV RI SURGXFWV DQG VHUYLEFHV FRQW
FRQVXPHUV XVLQJ WKHP WR ILQG LQIRUPDWLRQ RQ D ZLGH UDO
IUHTXHQWO\ SXUFKDVHG FRQVXPHU SDFNDJHG JRRGV WR KLJKH
KRWHO DFFRPPRGDWLRQV DQG WDEOHV FRPSXWHUV 5HVHDFK
FRQVXPHUV UHMG WKHVH UHYLHZV EHIRUH PDNLQJ WKHLU EX\LQ
LQYHVWLJDWHV WKH HIIHFWV RI HPRMLV RQ FRQVXPHU UHVSRO
VWXG\ IRFXVLQJ RQ WKH PRGHUWLQJ UROHV RI PRWLYDWLRQ V
FDWHJRU\ W\SH :H H[SHFW WKDW WKH LQIOXHQFH RI HPRMLV L
KLJK LQYROYHPHQW FRQVXPHUV DQG JUHDWHU IRU KHGRQLF W
WDUJHWLQJ WKLV WR WKH -RXUQDO RI \$GYHUWLVVLQJ

\$ZDUGV DQG +RQRUV

'HDQ V /LVW 2KLR 8QLYHULVW\

ODQDVVHK &XWOHU 6FKRODUVKLS 2KLR 8QLYHUVLVW\

\$0\$ 6KHWK 'RFWRUDO &RQVRUWLXP)HOORZ 8QLYHUVLVW\ RI 0LDP

&RPPLWWHH 0HPEHU 6XEFRPPLWWHH WR UHYLHZ SURFHVV IRU ID
)HEUXDU\ 0DUFK

\$WWHQGHH 0HHWLQJ \$GPLWWHG 6WXGHQW 9LVLW 'D\)HEUXDU

&RPPLWWHH &KDLU %6\$' DG KRF 6HDUFK 0DUNHWLQJ 77 0DUFK

\$WWHQGHH 0HHWLQJ \$GPLWWHG 6WXGHQW 9LVLW 'D\ \$SULO

&RPPLWWHH 0HPEHU +RQRUV 'D\ FRPPLWWHH -DQXDU\ 0D\

\$WWHQGHH 0HHWLQJ \$GPLWWHG 6WXGHQW 9LVLW 'D\ \$SULO

&RPPLWWHH 0HPEHU %6\$' 2QOLQH &RXUVH (TXLYDOHQF\ *XLGHOL
1RYHPEHU

&RPPLWWHH 0HPEHU %6\$' DG KRF &XUULFXOXP 5HYLHZ 6WUDWH
0D\

\$WWHQGHH 0HHWLQJ \$GPLWWHG 6WXGHQW 9LVLW 'D\ \$SULO

&RPPLWWHH 0HPEHU %6\$' DG KRF 6HDUFK 320 6&0 6HSWHPEHU

&RPPLWWHH 0HPEHU %6\$')DFXOW\ 6WDQGDUGV &RPPLWWHH 0HQ
6HSWHPEHU 'HFHPEHU

&RPPLWWHH 0HPEHU %6\$')DFXOW\ 6WDQGDUGV &RPPLWWHH 0HQ
DSSRLQWPHQW 6HSWHPEHU 'HFHPEHU

\$WWHQGHH 0HHWLQJ \$GPLWWHG 6WXGHQW 9LVLW 'D\ \$SULO

)DFXOW\ \$GYLVRU 0DUNHWLQJ &OXE \$PHULFDQ 0DUNHWLQJ \$VVRF
7RPDV 6HSWHPEHU 'HFHPEHU

&RPPLWWHH 0HPEHU \$OXPQL (QJDJHPHQW 6XEFRPPLWWHH %RDUO
'HFHPEHU

)DFXOW\ \$GYLVRU 0DUNHWLQJ &OXE \$PHULFDQ 0DUNHWLQJ \$VVRF
7RPDV 6HSWHPEHU 0D\

0HHW ZLWK DGPLWWHG VWXGHQWV DQG SDUHQWV \$GPLWWHG 6WX

&RPPLWWHH 0HPEHU 0DQDJHPHQW 6WUDWHJ\ &DQGLGDWH 6HDUFK

&RPPLWWHH 0HPEHU *OREDO DQG &LYLF \$ZDUHQHV \$G +RF &RPP

&RPPLWWHH 0HPEHU 8QGJUJUDGXDWH 6WXGLHV &RPPLWWHH \$X

8QLYHUVLW\ RI 9HUPRQW \$FDGHPLF 3DQHO \$XJXVW 0D\

6WXGHQW 2UJ \$GYLVRU 3URIHVVLQRDO 2UJ 890 \$PHULFDQ 0DUN
0D\

8QLYHUVLW\ 6HUYLFH LQFOXGLQJ *6%

&RPPLWWHH &KDLU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUGV

&RPPLWWHH 0HPEHU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUG

&RPPLWWHH 0HPEHU 537 3DQHO 36& 0HPEHUV IRU 537 :HHN

&RPPLWWHH 0HPEHU 537 3DQHO 36& 0HPEHUV IRU 537 :HHN

&RPPLWWHH 0HPEHU 537 3DQHO 36& 0HPEHUV IRU 537 :HHN

&RPPLWWHH 0HPEHU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUG

&RPPLWWHH 0HPEHU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUG

&RPPLWWHH 0HPEHU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUG

&RPPLWWHH 0HPEHU)DFXOW\ 6HQDWH 3URIHVVLQRQDO 6WDQGDUG

\$GYLVRU IRU LQFRPLQJ VWXGHQWV 2ULHQWDWLRQ -XQH \$X

\$GYLVRU IRU LQFRPLQJ VWXGHQWV 2ULHQWDWLRQ -XQH \$X

5HYLHZHU \$G +RF 5HYLHZHU 6RFLHW\ IRU &RQVXPHU 3V\FKRO
5HYLHZHU \$G +RF 5HYLHZHU -RXUQDO RI (OHFWURQLF &RPPHUFH
5HYLHZHU \$G +RF 5HYLHZHU -RXUQDO RI 0DUNHWLQJ
5HYLHZHU \$G +RF 5HYLHZHU -RXUQDO RI 6HUULFH 5HVHDFK
5HYLHZHU \$G +RF 5HYLHZHU -RXUQDO RI WKH \$FDGHP\ RI 0DUNHWLQJ
5HYLHZHU \$G +RF 5HYLHZHU 0,6 4XDUWHUO\
5HYLHZHU \$G +RF 5HYLHZHU 3V\FKRORJ\ 0DUNHWLQJ
&RPPLWWHH 0HPEHU \$PHULFDQ \$FDGHP\ RI \$GYHUWLVLQJ ,QGXVW
6HVVLRQ &KDLU 6RFLHW\ IRU &RQVXPHU 3V\FKRORJ\ &RQIHUHC
5HYLHZHU \$G +RF 5HYLHZHU \$0\$ 0DUNHWLQJ DQG 3XEOLF 3RC
5HYLHZHU \$G +RF 5HYLHZHU 6RFLHW\ IRU &RQVXPHU 3V\FKRO
5HYLHZHU \$G +RF 5HYLHZHU 3V\FKRORJ\ 0DUNHWLQJ
6HVVLRQ &KDLU 6RFLHW\ IRU &RQVXPHU 3V\FKRORJ\ &RQIHUHC
5HYLHZHU \$G +RF 5HYLHZHU \$0\$ 0DUNHWLQJ DQG 3XEOLF 3RC

5HYLHZHU \$G +RF 5HYLHZHU

\$0\$ 0DUNHWLQJ DQG 3XEOLF 3RC

5HYLHZHU \$G +RF 5HYLHZHU

6&3 6KHWK)RXQGDWLRQ 'LVVHU

5HYLHZHU \$G +RF 5HYLHZHU

6RFLHW\ IRU &RQVXPHU 3V\FKRO