

# Market share

Title provides little information, is more or less meaningless

## Market share development in South America

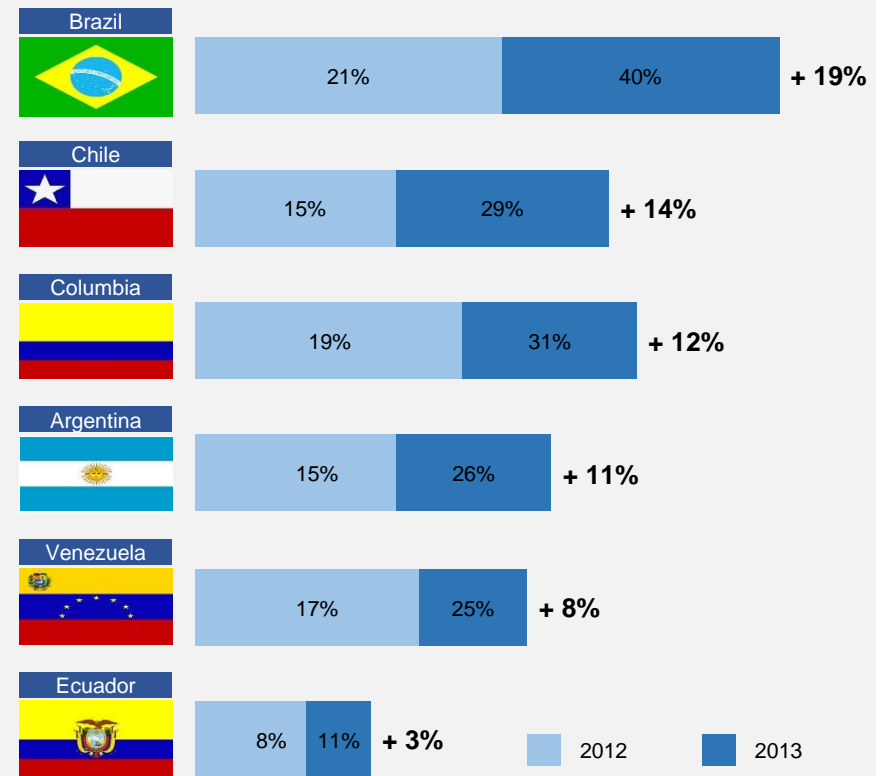


Strong improvement

Moderate improvement

Unchanged

## Market share gains by numbers



By the way...the rest of this slide is pretty good and can serve as a positive example how to present information

# In 2012, we have significantly increased our market share in South America

Better

## Market share development in South America

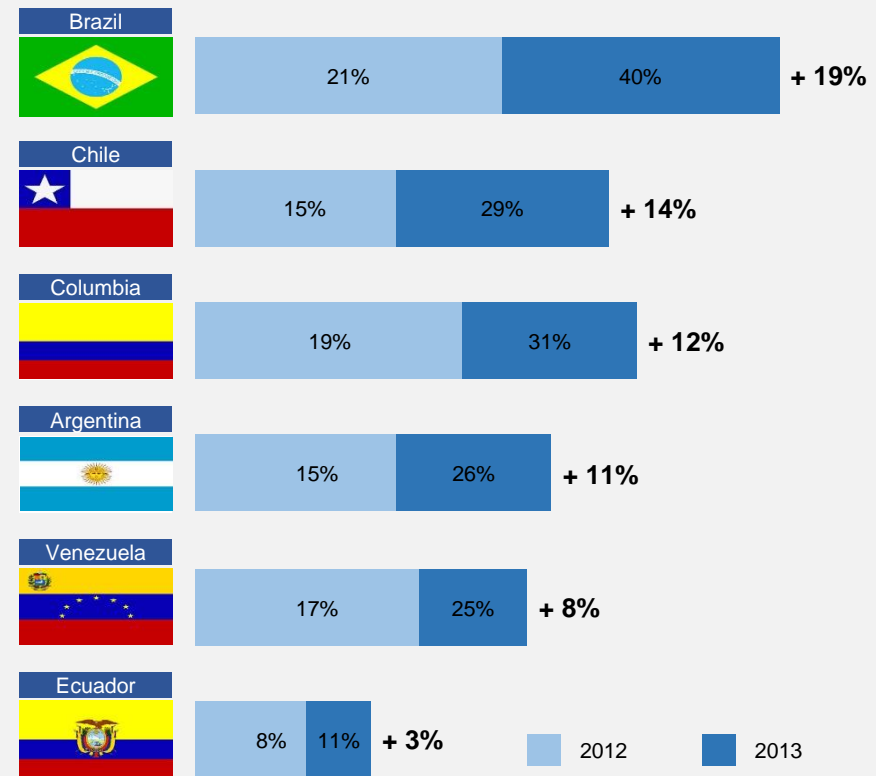


Strong improvement

Moderate improvement

Unchanged

## Market share gains by numbers



# In 2012, we have significantly increased our market share in South America, with particularly high growth rates in Brazil

Much better: Title provides much more information and is almost summing up the content of the whole slide

## Market share development in South America

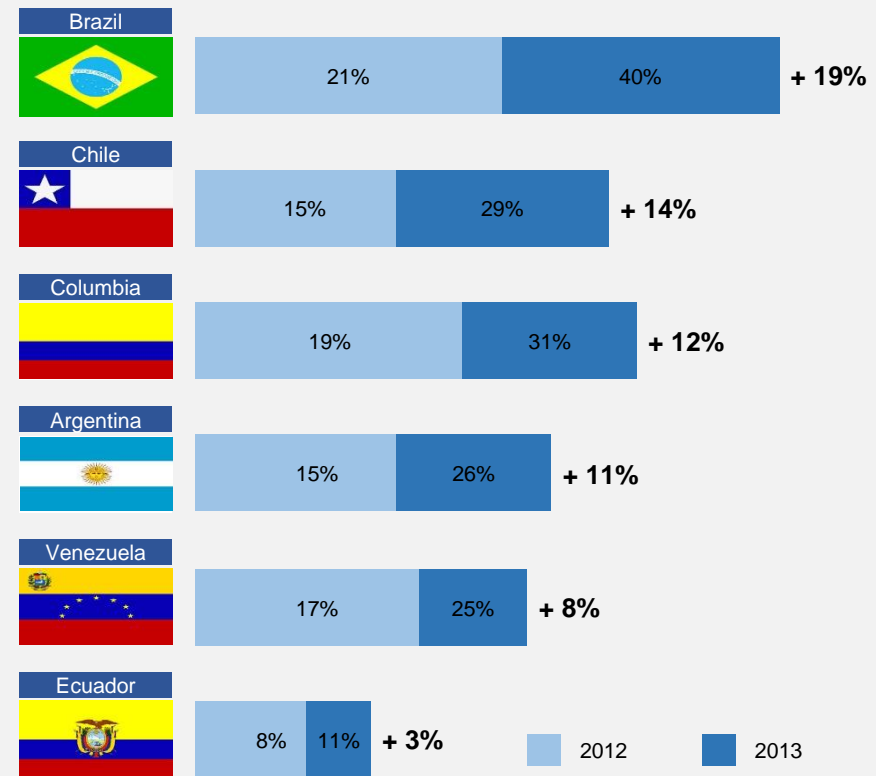


Strong improvement

Moderate improvement

Unchanged

## Market share gains by numbers



# Market share development 2012 – South America

We have significantly increased our market share in South America, with particularly high growth rates in Brazil

Perfect: Title provides much more information and is almost summing up the content of the whole slide.  
 Extra guidance is provided by using a title (upper line – where are we?) and an action title (lower lines – what is this slide about?)

