PASSPORT USER GUIDE

Passport is a global market research database providing insight on industries, economies and consumers worldwide, helping our clients analyse market context and identify future trends impacting businesses globally.

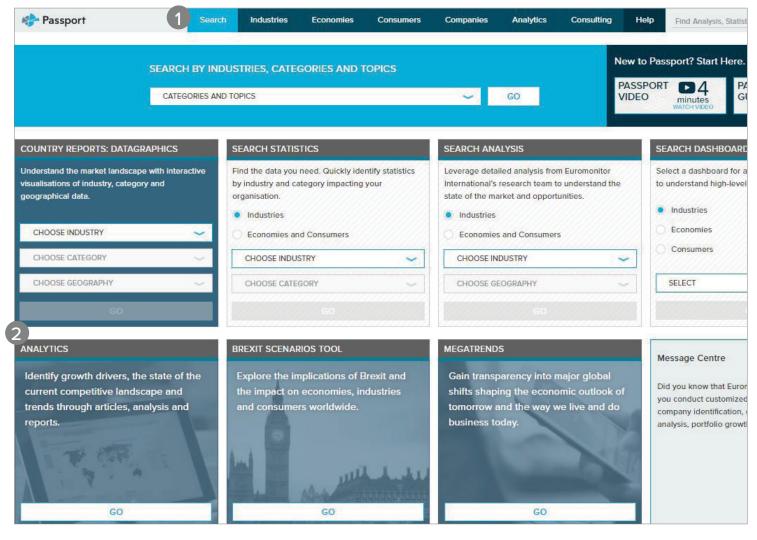
This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.



PASSPORT HOMEPAGE

The Home page

Passport Home provides a starting point to quickly access the latest statistics, analysis and interactive tools.





GLOBAL MENU

SEARCH

Create detailed custom searches to access specific information in Passport

INDUSTRIES

Find statistics and analysis for each industry we research

ECONOMIES

Access global economic, demographic and marketing statistics

CONSUMERS

Learn about consumer trends, demographics and preferences

COMPANIES

Gain insight into company performance and competitor analytics

ANALYTICS

Connect the dots between economic, demographic and industry data

CONSULTING

Find answers for your custom research needs

HFI P

Access help videos, FAQ, definitions, methodology information and more

2 SEAI

SEARCH TILES

COUNTRY REPORTS: DEMOGRAPHICS

See interactive visualisations of industry, category and geographical data

SEARCH STATISTICS

Jump to a high-level statistical view of top countries by industry or topic

SEARCH ANALYSIS

Quickly find relevant analysis by industry or topic

SEARCH DASHBOARDS

Visually explore an industry and quickly understand large data sets

ANALYTICS

Identify growth drivers, plan for economic scenarios and assess competitive landscapes

BREXIT SCENARIOS TOOL

Explore the impact of Brexit on economies, industries and consumers

MEGATRENDS

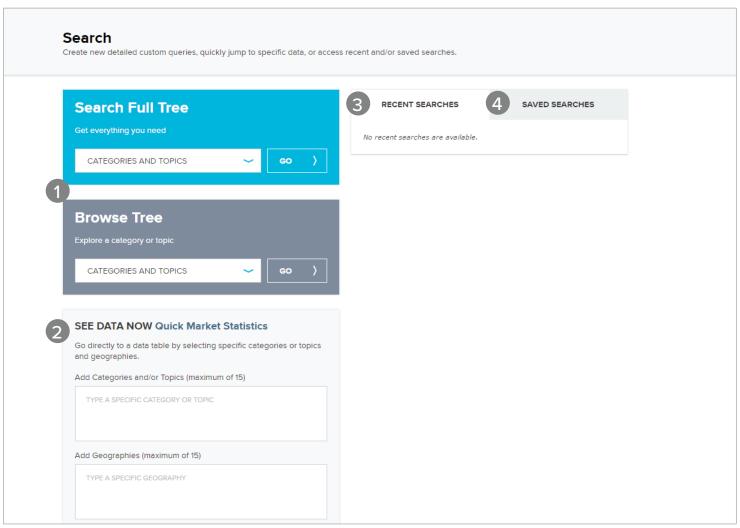
Get insights on major global shifts impacting the way we live and do business



SEARCH

Searching for data

Passport's powerful search capabilities allow you to find information quickly.





Using Full Tree or Browse Tree, build a search based on the following:

- » Industry categories
- » City data
- » Companies
- » Brand names
- » Nutrition
- » Survey topics
- 2 SEE DATA NOW

Access statistics for your search parameters, including:

- » Market sizes
- » Brand shares
- » Company shares
- » Distribution
- » Pricing and more
- 3 RECENT SEARCHES

View your history to quickly replicate past searches

4 SAVED SEARCHES

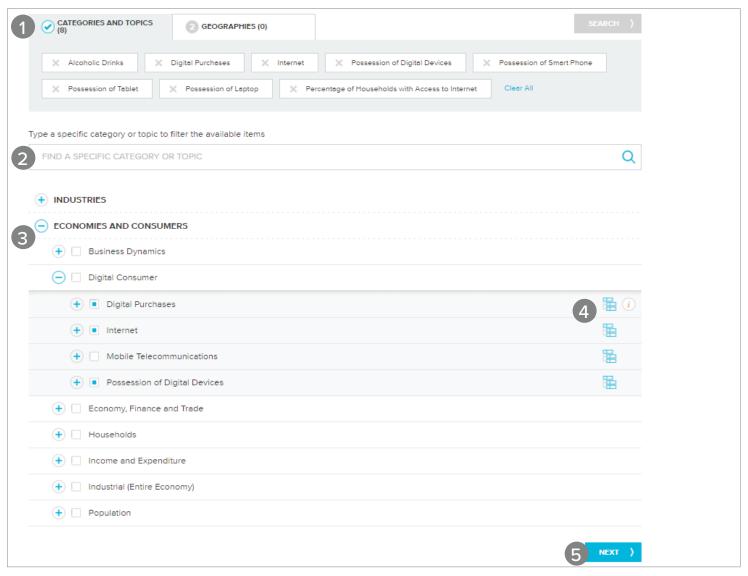
Refer to your saved searches in

this tab



Searching for data using the Full Tree: Categories and topics

Explore the category search hierarchy.



1 CATEGORIES AND TOPICS TAB

Erase a category by clicking the corresponding 'x' in the Categories and Topics tab
Click "Geographies" to the right of the tab to quickly advance to the next step after selecting a category

2 SEARCH FOR A CATEGORY

Filter by a specific category or topic by typing in the search box

3 SELECT CATEGORIES

Drill down into an industry

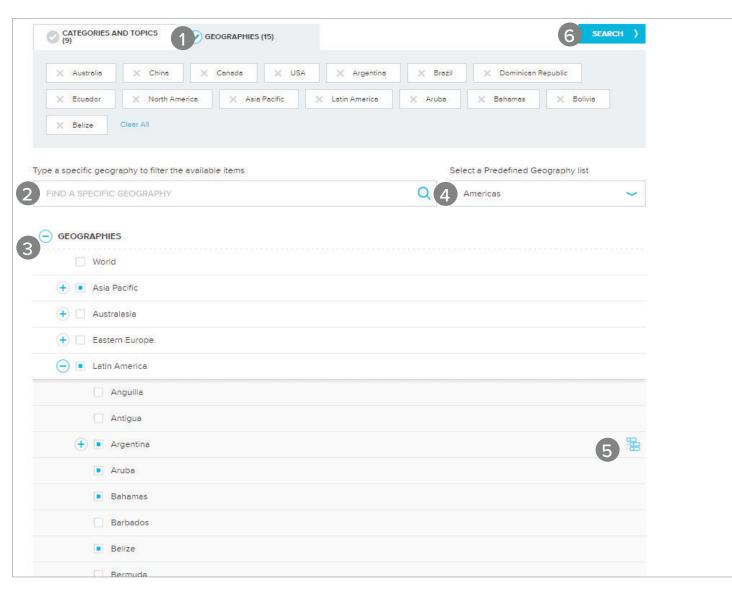
Drill down into an industry to select subcategories:

- » Click the (+) to expand the tree section and (-) to close the tree section
- » Click the 'i' to view the category's definition
- » Click the checkboxes to include the industry or category in your search
- 4 SELECT ALL SUBCATEGORIES
 Click to quickly add all subcategories
 of any category
- 5 NOW CHOOSE GEOGRAPHIES
 Click the blue "Next" button
 or "Geographies" next to the
 "Categories an Topics" tab to select
 geographies for your search



Searching for data using the Full Tree: Geographies

Now select geographies to complete your search.



- 1 GEOGRAPHIES TAB
 - Erase a geography by clicking the corresponding 'x' in the Geographies tab Click "Categories and Topics" to the left of the tab to return to category selection
- 2 TYPE A SPECIFIC GEOGRAPHY

Filter by a specific geography by typing in the search box

GEOGRAPHY HIERARCHY
Soloct a single region or drill dow

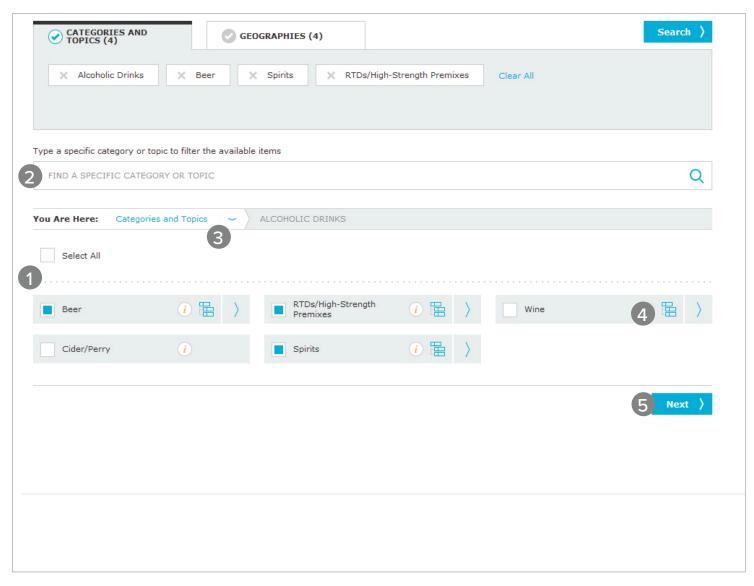
Select a single region or drill down to select countries

- » Click the (+) to expand the tree section and (-) to close the tree section
- 4 SELECT A PREDEFINED LIST
 Click to see a drop-down list of
 predefined regions or countries
- 5 SELECT ALL CITIES
 Click to quickly add all cities in the selected country
- 6 RUN SEARCH
 Click to see a list of all statistics
 and analysis related to your search
 parameters



Searching for data using the Browse Tree: Categories and topics

Explore the category search hierarchy.



1 CATEGORIES AND TOPICS

Drill down into an industry to select subcategories:

- » Click the blue '>' to expand a category or subcategory
- » Click the 'i' to view the category's definition

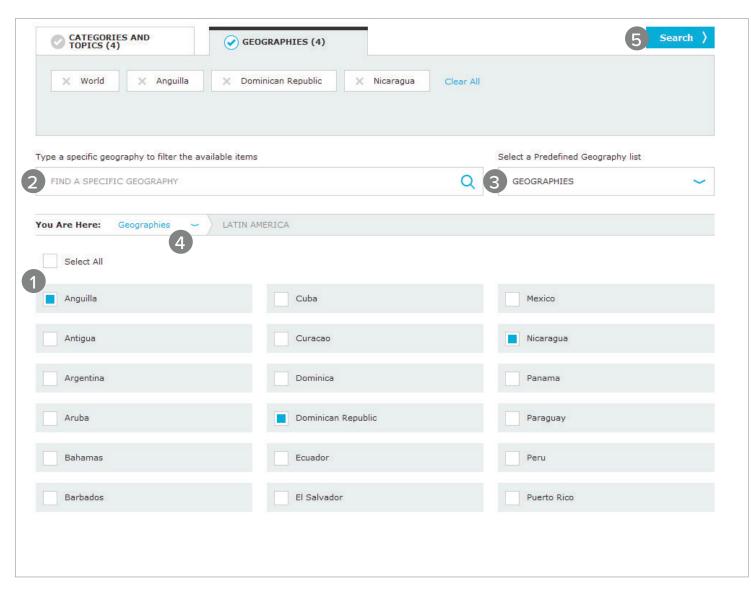
Erase a category by clicking the corresponding 'x' in the Categories and Topics tab

- TYPE A SPECIFIC CATEGORY
 Filter by a specific category or topic
 by typing in the search box
- 3 BREADCRUMB
 Click the drop-downs in this bar to quickly jump to any subcategory in your subscription
- 4 SELECT ALL SUBCATEGORIES
 Click to quickly add all subcategories
 of any category
- 5 NOW CHOOSE GEOGRAPHIES
 Click the Geographies tab or blue
 Next button to select geographies
 for your search



Searching for data using the Browse Tree: Geographies

Now select geographies to complete your search.



- **1** GEOGRAPHY HIERARCHY
 - Select a single region or drill down to select countries: » Click the blue '>' to expand a region or country Erase a selection by clicking the corresponding 'x' in the Geographies tab
- TYPE A SPECIFIC GEOGRAPHY

Filter by a specific geography by typing in the search box

- 3 SELECT A PREDEFINED LIST
 Click to see a drop-down list of
 predefined regions or countries
- 4 BREADCRUMB

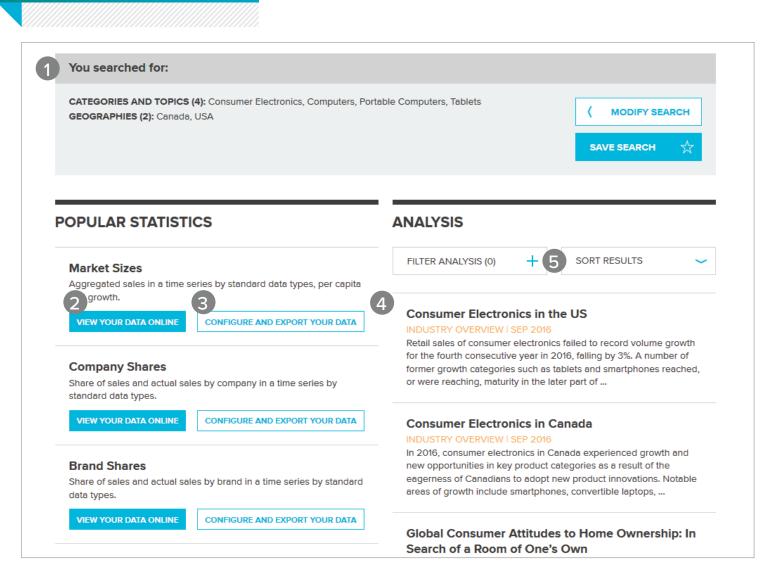
 Click the drop-downs in this bar to quickly jump to any geography in your subscription
- 5 RUN SEARCH
 Click to see a list of all statistics
 and analysis related to your search
 parameters



RESULTS PAGE

Understanding the Results Page

The Results Page contains the data matching your search criteria. View data and analysis or create a personalised results list.





Review your selected Categories and Topics or Geographies Click Modify Search to navigate back to the search and modify selections Click Save Search to add the current search to your saved searches

VIEW DATA

Select popular statistics, such as:

- » Market sizes
- » Company shares
- » Brand shares
- » Distribution

Access data by off-trade vs. on-trade or products by ingredient

*EXPORT DATA

*Available for select subscription types only.

Configure your selections and export data to Excel. Watch this video to learn more.

VIEW ANALYSIS

View insights in the following formats:

- » Global briefings » Strategy briefings
- » Industry briefings
- » Datagraphics
- » Opinions
- » Other relevant articles

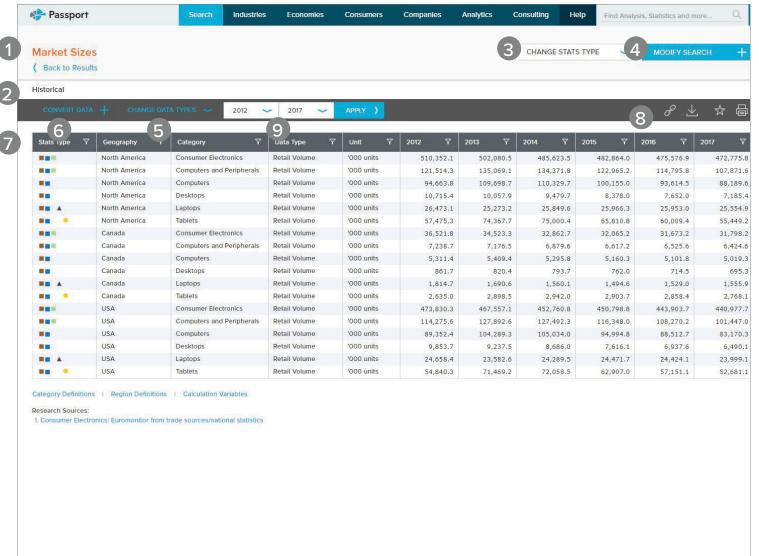
FILTER RESULTS

Filter analysis results by:

- » Category
- » Geography
- » Content types
- » Other information sources



Using Statistics (new interface)



1 PAGE TITLE

View the measure name chosen on the result list page

7 TABLE HEADER

View the header name relevant to the displayed data (e.g., "Historic", "Forecast", etc.)

3 CHANGE STATISTICS TYPE

Navigate to different statistics based on the selected categories and geographies

4 MODIFY CATEGORIES
AND GEOGRAPHIES

Add or remove categories and geographies—this control also reflects the current categories and geographies

5 CHANGE DATA TYPES
View data for a particular data type

6 CONVERT DATA

Convert and manipulate the displayed data

FILTERSFilter the displayed data

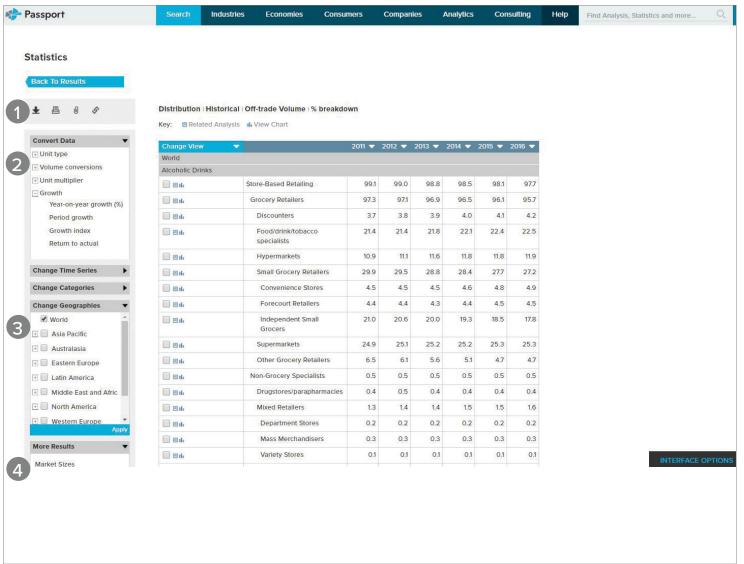
8 PAGE TOOLS

Print, save, download and share the displayed data

9 TIME SERIES
Choose the year range for the data
to be displayed on the grid



Using Statistics (old interface)



1 OUTPUT DATA

Export the data to Excel* or PDF, print it or save it to the Saved Research section (*includes Export to My Downloads)

CONVERT DATA

Use these controls to change your data:

- » Change the currency
- » Switch current value data (nominal) to constant value data (real)
- » Change unit multipliers or volume conversion
- » Find growth

3 DATA CONTROLS

Use these controls to change the following:

- » Data type
- » Time period
- » Categories
- » Geographies

4 MORE RESULTS

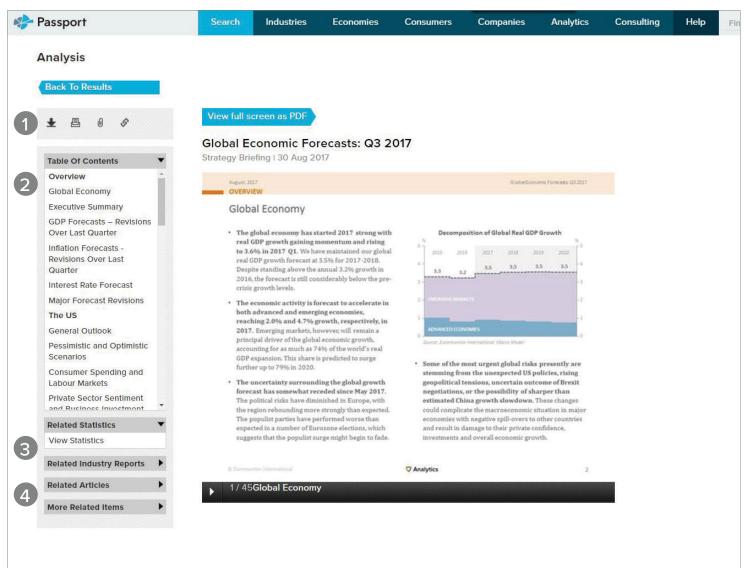
Access related sets of statistics, such as:

- » Company shares
- » Brand shares
- » Distribution



Understanding Analysis

Depending on the type of results you selected, there are a number of ways you can navigate and output your analysis easily.



1 OUTPUT OPTIONS

Export the report as PDF, print it or save it to the Saved Research section

- TABLE OF CONTENTS
 Easily navigate to different areas
 of the report
- 3 RELATED REPORTS

Access complete versions of related reports with extra analysis

- 4 MORE RELATED ITEMS
 - Access insights, such as:
 - » Supporting statistics
 - » Industry reports» Company profiles
 - » Articles
 - » Other analysis

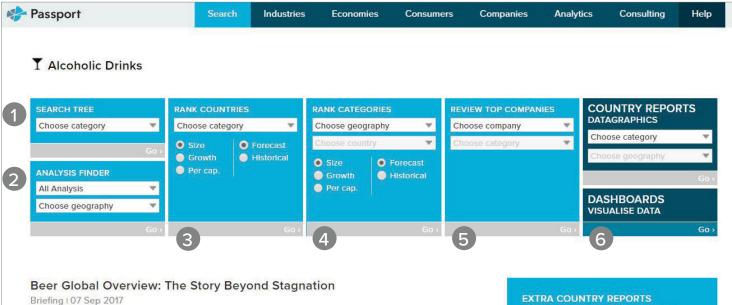


INDUSTRY PAGES

Navigating an Industry Page

Access the latest research on a select industry.

- **SEACH STATISTICS** Quickly access relevant sections within the search hierarchy
- ANALYSIS FINDER Find all analysis related to your topic by type and geography
- **RANK COUNTRIES** Jump to a high-level statistical view of top countries by topic
- **RANK CATEGORIES** Examine the top categories of the industry by geography
- **REVIEW TOP COMPANIES** Access geographic research and market shares for leading companies in the specified industry
- **DASHBOARDS** Visually explore the industry and quickly understand large data sets





The global beer market remains in negative growth territory for the second consecutive year. Volumes are being dragged down by the poor performance of economy lager, as the consumer shift towards higher-quality beer becomes increasingly entrenched across markets. Changing consumption habits, advancing technology and macroeconomic volatility are creating an environment that is without doubt challenging, but which also holds distinct pockets of potential.

Read more >

Global Spirits: Recovering and Plenty of Opportunities



INTERACTIVE DASHBOARDS

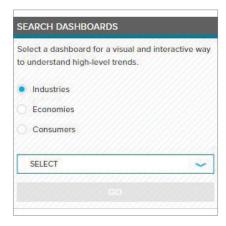
Visual overviews

Passport's interactive Dashboards allow you to visually explore category, company and channel data for an industry or dive deeper into consumer trends using our economic, socioeconomic and demographic data.

Passport Alcoholic Drinks Dashboard Choose dashboard * 2011 Alcoholic Drinks Dashboard Choose dashboard . 56,110.6 249,079.0 40.82 -0.7% Competitor Analytics Luxury Goods Dashboard Chone dashboard * Store-Based Retailing Septiler 19

FROM THE HOME PAGE

Access Dashboards by choosing industries, economies or consumers, selecting the vertical in the drop down and then clicking "Go"



FROM THE INDUSTRY PAGES

Access Dashboards by selecting an industry in the drop down and then clicking "Go"





SAVED CONTENT

Accessing your content

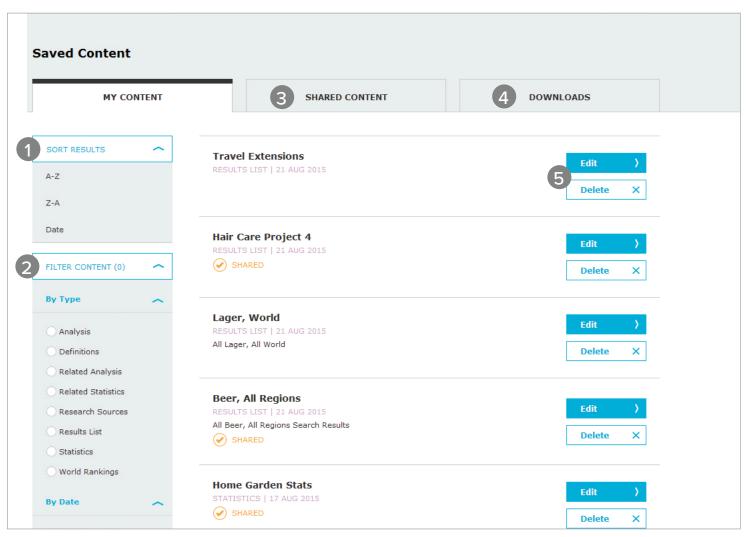
Access content you saved, content shared with you by other users and recent downloads.

- 1 SORT RESULTS
 Sort your results' titles alphabetically or by date saved
- 2 FILTER CONTENT
 Filter your content by type and date published
- 3 SHARED CONTENT
 Access content shared with you by other others in your subscription
- 4 DOWNLOADS

 Access content you have previously downloaded
- EDIT AND DELETE

 Edit and delete items in the "Saved

 Content" section





CONTACT US

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For questions and more information, log into Passport to reach your account manager or email passport@euromonitor.com

SOCIAL MEDIA











