

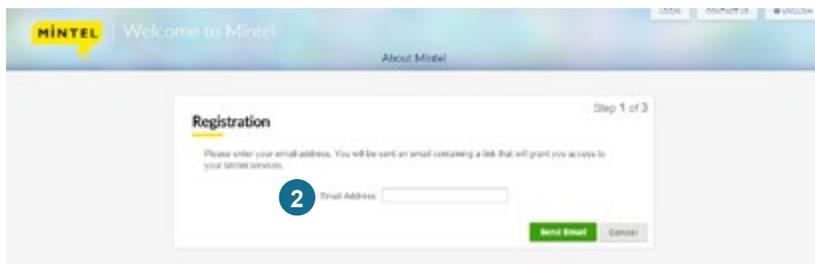
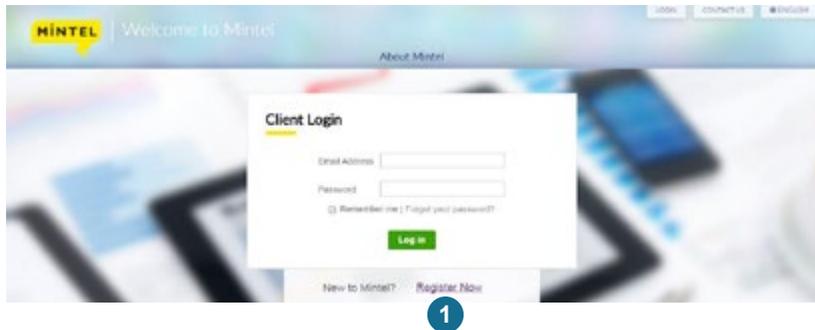


MINTEL GNPD
USER GUIDE



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CREATING A PROFILE

Go to portal.mintel.com.

1. Click on 'Register Now' in the 'New to Mintel' section.
2. Enter your company email address and click register for access (our system will automatically recognise your company email URL).
3. A link will be emailed to you to activate your account.
4. Go to your inbox and open the email from Mintel Client Services (Please ensure you check spam folders).
5. Click on the link which will take you to a registration page.
6. Fill in your details and set your password.
7. You have now created your profile.

Please note:

Your username will always be your company email address.

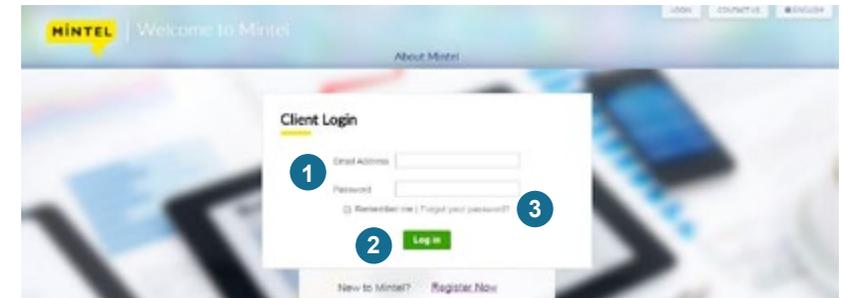
LOGGING IN

Go to portal.mintel.com

1. In the box in the middle of the page titled 'Client Login,' fill in your username and password you created.
2. Click 'Login.'
3. If you have forgotten your password, click on 'Forgotten your password?' to create a new one.
4. You are now logged into your Mintel Services. Navigate to the 'Your Subscriptions' menu to select a Mintel service. Other services that you have subscribed to will be listed here.

Please note:

The box titled 'Mintel Solutions' includes services you are not currently subscribed to.



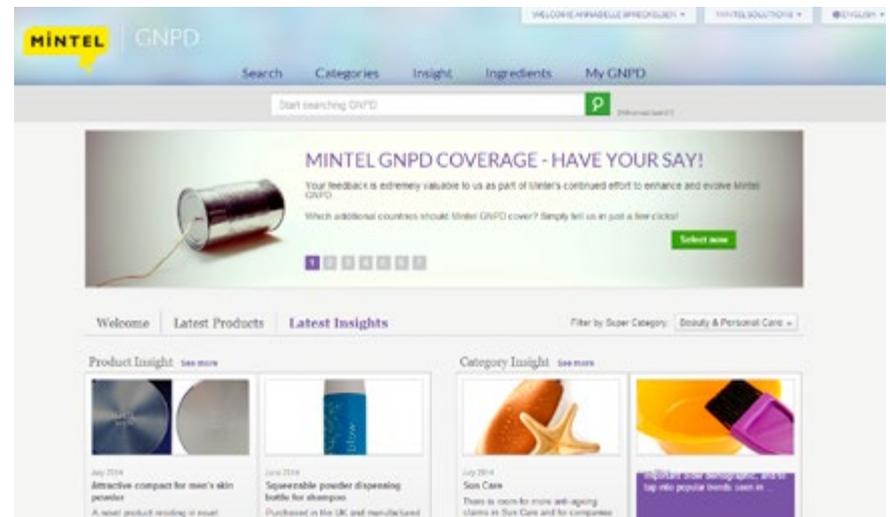
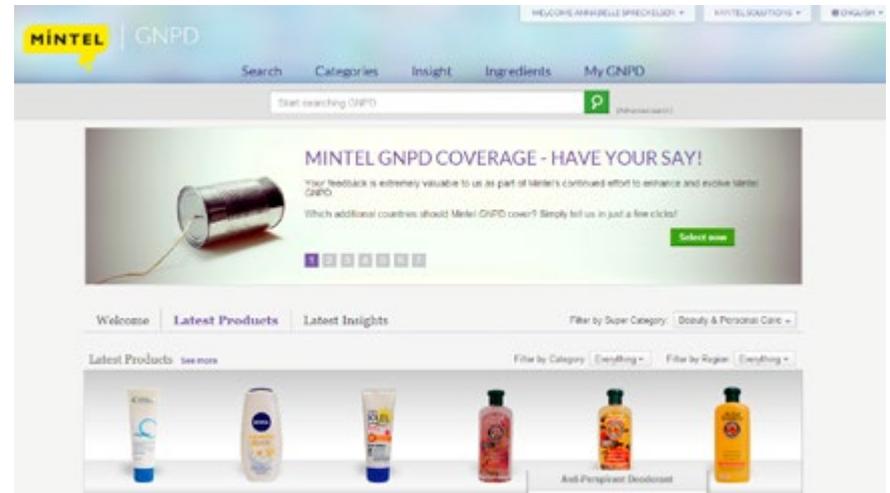
The screenshot shows the Mintel GNPD website interface. At the top, a horizontal navigation bar (1) contains the Mintel logo, 'GNPD', and a search bar. A secondary navigation bar (2) includes links for 'My GNPD', 'My Solutions', and 'English'. Below this is a carousel (3) titled 'MINTEL GNPD COVERAGE - HAVE YOUR SAY!' with a 'Submit now' button. A main navigation bar (4) features 'Welcome', 'Latest Products', and 'Latest Insights' tabs, along with a filter for 'Beauty & Personal Care'. The page is divided into several sections: 'My Company' (with a Mintel logo), 'Account Manager' (with a user profile for Tony Hughes), 'Meet the Team' (with bios for David Jago, Lynn Donohue, Benjamin Panchard, Rosalie O'Donnell, Esmaranthe Soane, and Liam Hodgkinson), and 'Helpdesk' (with a world map and contact info for London, Chicago, Sydney, Tokyo, Shanghai, Mumbai, and Singapore). At the bottom, there is a 'Featured Products' section with several product images.

FRONT PAGE

1. The horizontal menu bar enables you to run a search, navigate to relevant editorial and focus pages, explore categories in your subscription and access your personal 'GNPD content'.
2. The primary navigation allows you to edit personal settings, access help documents, view office locations and contact details and select your language.
3. The homepage carousel displays newly published coverage content and updates on the latest 'GNPD developments'.
4. The homepage presents three different views: 'Welcome', 'Latest Products' and 'Latest Insights'.
5. The welcome view provides a product overview, account manager and helpdesk details, GNPD analyst bios and the latest in featured products.

HOMEPAGE

Filter Latest Products and Latest Insights content by specific super categories, or choose to view everything in your subscription for a cross-category snapshot of launch activity and insights.



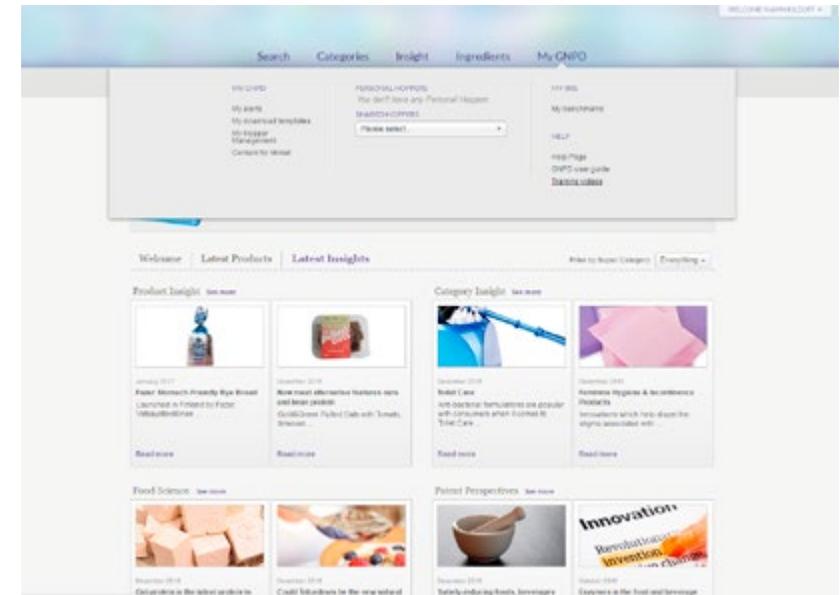
TRAINING

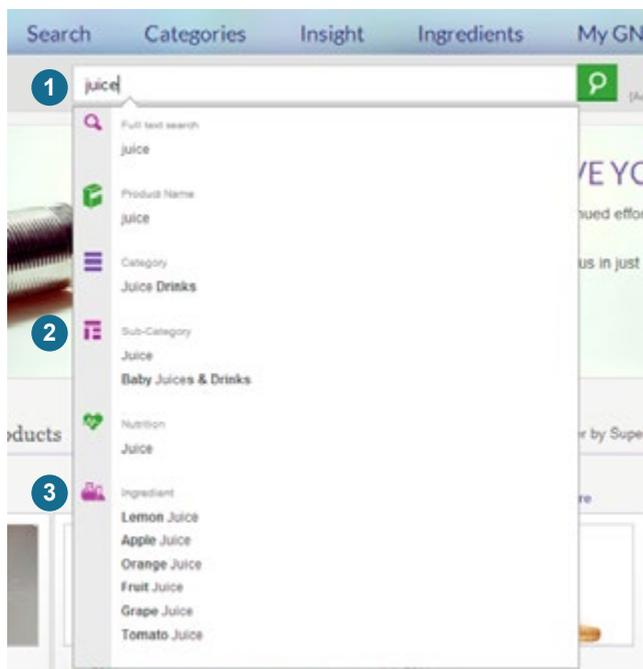
To help you get started, you can access our training videos which will show you how to:

- Explore any category quickly
- Keep up to date: Save searches and set up email alerts
- Analyse the top ingredients in any category and so much more

To access these videos simply click on the 'My GNPD' tab at the top right of the homepage and select 'Training Videos' which you will find under the 'Help' heading.

If you would like some additional training on GNPD please contact your account manager who will schedule a training session for you.





SEARCHING: FREE TEXT PROMPTS

GNPD free text prompting and smart search features enable users to quickly build more accurate, targeted searches.

1. Simply start typing desired search criteria in the free text box located in the top-bar navigation on any GNPD page.
2. As you type, GNPD returns search prompts based on criteria entered. Dynamic prompts refine with every keystroke to deliver the best data matches to your desired search criteria.
3. Results are grouped by field type for fast and easy scanning and selection. For example, all returned ingredient prompts are grouped under the 'Ingredient' section.

TIPS

- Use the arrow keys or your mouse to select a single field, or select all matches in a prompt field group at once.
- For more complex free-text entries matching more than one field, GNPD groups discrete data matches in multi-field prompts appearing in the 'Suggested Search' section.
- Execute a full text search or product name text search by selecting these options from the top of your prompts. Or, simply type and hit 'enter' to start your search.

SEARCHING: FREE TEXT PROMPTS

Current Search [Show details >](#)

[Edit with advanced search](#)

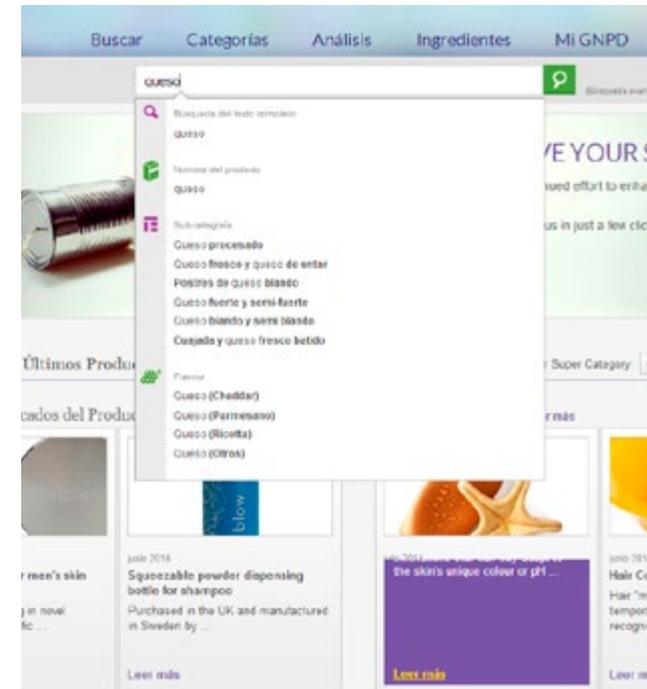
GNPD free text prompting and smart search features enable users to quickly build more accurate, targeted searches.

GNPD prompting features support the following:

- Full Text Search
- Product Name
- Category, Sub-Category
- Region, Country
- Claim Category, Claim
- Flavour, Fragrance
- Package Type, Package Material
- Ingredients
- Nutrition
- Storage Type
- Company

Additionally, prompts support data fieldsearch entries for all GNPD languages, including:

- German
- Italian
- French
- Spanish
- Portuguese
- Korean
- Chinese
- Japanese



SEARCHING: PROMPTS & SMART SEARCH FEATURES

GNPD's new smart search features deliver enhanced functionality to allow for more accurate results, faster.

Region or Country and Category or Sub-Category fields have enhanced functionality and features that allow for more targeted free text searching.

The screenshot displays the GNPD search interface. At the top, there is a search bar with the placeholder text "Start searching GNPD". Below the search bar, there are navigation tabs for "PRODUCTS", "INSIGHTS", and "MORE FROM M". The main content area is divided into two columns. The left column contains search filters under the heading "Current Search". The "Sub-Category" filter is expanded, showing options: "Hard Cheese & Semi-Hard Cheese", "Soft Cheese & Semi-Soft Cheese", "Processed Cheese", "Fresh Cheese & Cream Cheese", and "Soft Cheese Desserts". The "Country" filter is set to "Germany". Below the filters, there are options to "Save search and set alerts" and "Create a benchmark". A "Refine search" input field is also present. The right column shows search results for "Cheese Slices with Wild Garlic". The first result is from "Company: Bel" and "Brand: Leerdammer", with a description: "Leerdammer Bärlauch (Cheese Slices: milk and seasoned with wild garlic. This preservatives, rich in calcium, suitable and featuring a link to Die Leerdammer". The second result is "Fresh Cheese with Chives" from "Company: Karwendel" and "Brand: Mmmh... Exquisa Creation".

Multi-category matching for a single word

Example 1:

typing 'cheese' and hitting enter returns all cheese sub-categories

Example 2:

typing 'face colour cosmetics' returns all sub-categories with this prefix

Category + Country Auto Recognition

Example 1:

Cheese USA

Example 2:

Face colour cosmetics Germany

Shortcut searches

Type the field name and a colon with desired value in the free text search to refine your searches from the start, search more than one field with a comma separator.

Example:

flavour: apple, category: drinks

Enhanced numeric searches

Copy or paste a list of barcodes/record IDs and search multiple at once.

SEARCH RESULTS: PAGE FEATURES

The 'GNPD results' page interface allows you to expand or refine your results directly from the page.

1. Drill down and expand out features

Select filters from your data set to narrow, or expand your search by using the 'Refine Search' free text box to add criteria to your results.

2. Counts

Quick analysis or benchmark or validation.

3. Go to advanced search

For even more search options, click 'Edit with advanced search'. The search criteria you have already entered will remain intact but you can amend it.

The screenshot displays the Mintel GNPD search results interface. At the top, there is a navigation bar with the Mintel logo and 'GNPD' text. Below this, a search bar contains the text 'Start searching GNPD'. The main content area is divided into sections: 'Current Search' (showing 'Fruit Snacks' with 11,550 results), 'Filter by' (with options like Region, Date, Claim, Ingredient, Company, Flavour, Record Features), and a list of search results. The results list includes items like 'Passionfruit Pie', 'Korean Style Dried Plum', 'Qiao Plum', and 'American Prune', each with a product image, company name, brand, and description. A '1 of 208' page indicator is visible on the right side of the results list. The page also features a 'Refine Search' text box in the sidebar and a '1 of 208' page indicator on the right side of the results list.

SEARCH RESULTS: PAGE FEATURES

Search results will display by default as listings of products. To view more in depth details of your results, click the 'Analyse' link.

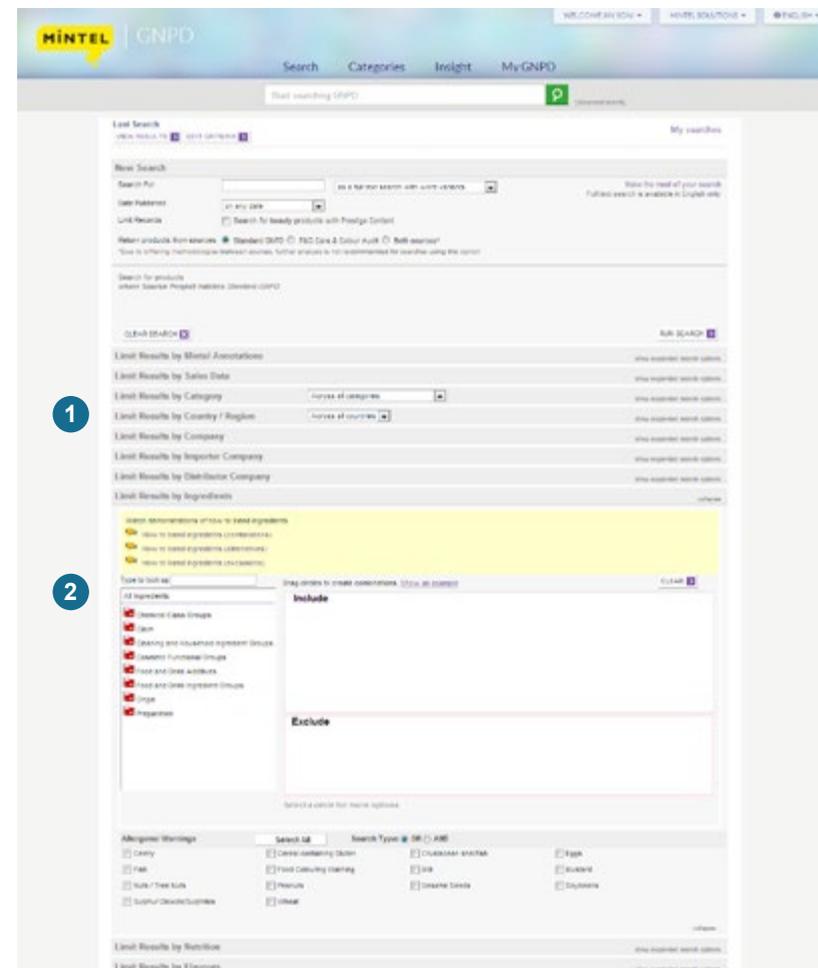
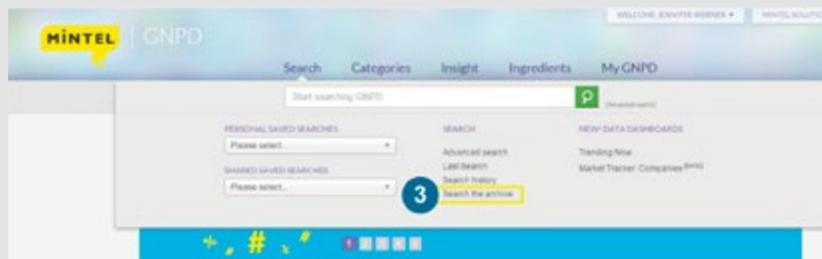
The ideas hopper helps individual users track interesting products, empowers teams to collaborate via shared hoppers and comments, and can fill your company's innovation pipeline.

1. To change hopper settings, or view previously saved hoppers, click the 'My Hopper Management' under the 'My GNPD' tab.
2. To save a search, first run a search. Under the 'Current Search' section you can name your search and set email alerts by frequency for notification of new products meeting your search criteria.
3. When viewing search results or product records, download options will appear in the toolbar. Click on any product image to view the full product details for this product.

SEARCH RESULTS: ADVANCED SEARCH

Click the 'Search' tab and select 'Advanced search' from the list to enter detailed search variables. This area is searchable back to 1996.

1. Category or Subcategory
Country or Region
Company or Brand
2. Ingredients or Nutrition with search blends functionality.
3. For archive data prior to 1996 visit the PDF archive which dates back to 1973.



The screenshot displays the Mintel GNPD interface for the product 'Crunchy Premium Apple Crips'. The page is annotated with 12 numbered callouts:

- 1:** Search bar and navigation menu.
- 2:** Product name and record ID (21138230).
- 3:** Record ID number.
- 4:** Main product image.
- 5:** Product description.
- 6:** Product details section including company and category.
- 7:** Product description text.
- 8:** Positioning claims.
- 9:** Nutrition facts table.
- 10:** Flavour section.
- 11:** Packaging details table.
- 12:** Market sizes section.

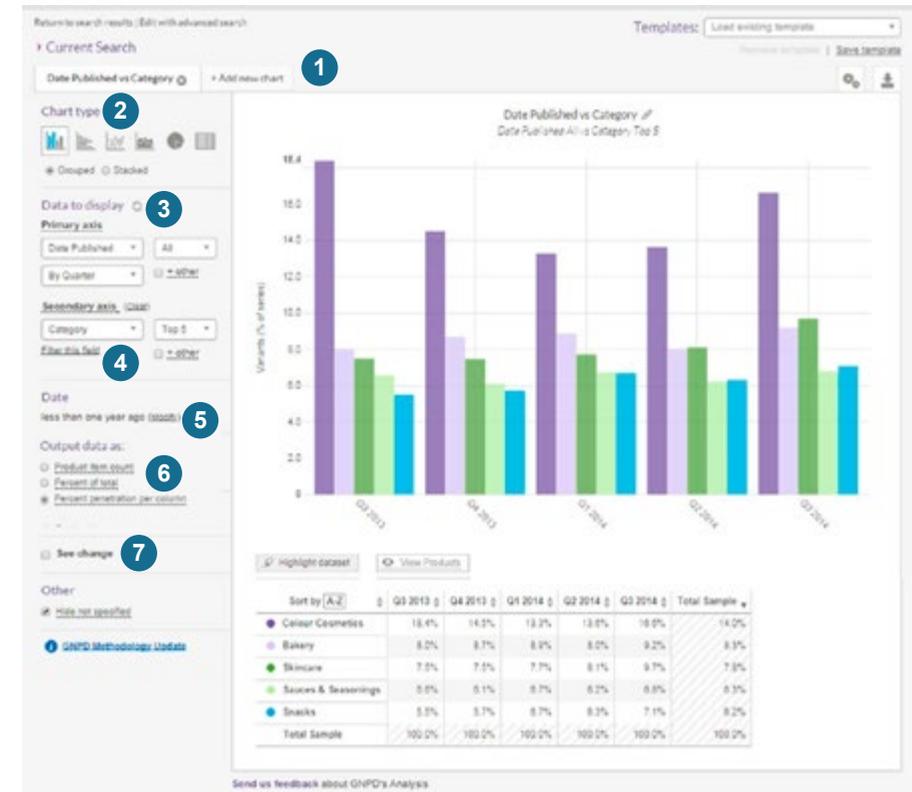
VIEWING PRODUCT RECORDS

- Navigation:** Browse between your search results by clicking on these product images.
- Product Delivery:** Click to arrange to have this product delivered to you.
- Record ID number:** Each record has a unique number. Find a specific record by entering its ID number in the fulltext search field.
- Multiple product images:** Click on thumbnail images to view in greater detail or the zoom link for more options.
- Company:** Clicking on the company name will link to a focus page dedicated to recent product launches and additional content related to the company.
- Store type:** This shows where we bought the product and the type of store, linked to 'Google maps' so you can zoom into the street and postcode.
- Product Description:** A brief editorial summary of product attributes and claims.
- Positioning Claims:** Lists positioning claims recorded for this product. By clicking on the Claim you will be taken to a page focused on products and trends in that same category.
- Ingredients and Nutrition:** Complete details are provided for every product that has ingredients and nutrition printed on its packaging.
- Flavours:** Lists flavours recorded for this product. By clicking on the 'Flavour' or 'Fragrance' you will be taken to a page focused on products and trends in that same category.
- Packaging details:** Specific physical package details, including packaging type and dimensions.
- View relevant market sizes for that category.**

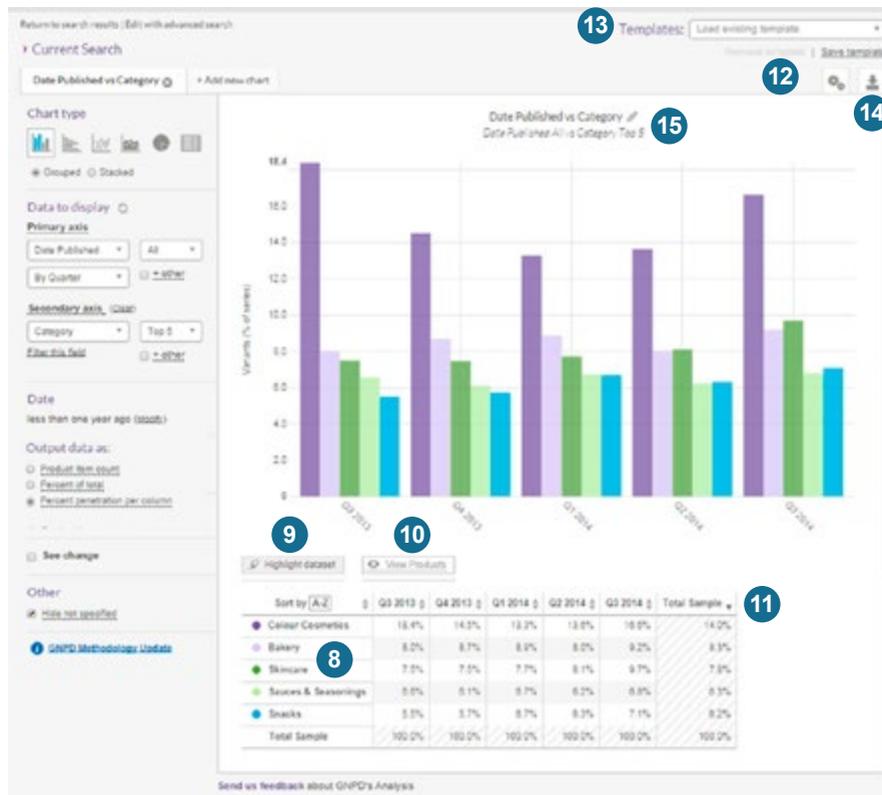
GNPD ANALYSIS: CHARTS

Access from your search results, select “GNPD Analysis” from the “Analyse” dropdown to create charts and tables and further analyse the results of your search.

- Create multiple charts in GNPD. For a single search/data set, create up to six different outputs without leaving the page.
Key benefit: Efficiency, instant report creation
- Select a chart type. Select and build grouped or stacked column, bar, line and pie charts.
Key benefit: Instant, responsive customization
- Customise data points for your analysis. Along the primary axis, for example, select “Date Published”, “All” and “By Quarter,” and along the secondary axis, select “Category” to see how category launch activity has trended over time in your search results.
Key benefit: Instant analysis of results
- Filter data points. Select data points and filter to include only those you want in the output. For example, select “Sub-Category,” but only check CSDs, Sports Drinks and Energy Drinks from your global “drinks” search.
Key benefit: Customise output with subsets of results
- Modify timeframe. Use the date slider to narrow down your original search to a shorter period, or expand for broader trends analysis and historical review.
Key benefit: Narrow or expand data without leaving the page
- Select output format. View data as raw product counts, percent of total data sample, or percent penetration per column.
Key benefit: Flexibility for optimal story creation
- Calculate percent change. When viewing results over time, see the change of your top output, or view data with the greatest increase, greatest decrease, or greatest overall change. Custom select comparison periods.
Key benefit: Quick-view of trends, instant analysis



GNPD ANALYSIS: CHARTS



8. One-click include/exclude. Click the colored circles in the table legend to include or exclude that point from your chart. One click excludes, double-click to “include only” that data point.
Key benefit: Instant customisation
9. Highlight data set. Visualise data trends using the highlight option.
Key benefit: Data visualisation
10. View products. Using the interactive table, select cells and click “view products” to see the products behind the data. One-click navigation back to analysis.
Key benefit: Instant navigation to product sub-sets
11. Sort table columns. Sort the data in your table in ascending or descending order, by column.
Key benefit: Customised view, instant response
12. Save new template. When creating charts, name the chart or chart collection to create a saved template and instantly populate for future searches.
Key benefit: Time saving, efficient analysis
13. Load saved template. Use the dropdown to populate a previously saved analysis template with your current results data.
Key benefit: Time saving, instant report creation
14. Export analysis. Download your analysis in PowerPoint, Excel and Word formats.
Key benefit: Instant report creation
15. Customise chart title. Click on the icon or title to create a custom name for each chart in your analysis.
Key benefit: Customisation and quick-reference

Note:

This feature is not available in Internet Explorer 7 or 8.

Update browser version to access all interactive features available in the new GNPD Analysis.

GNPD ANALYSIS: DASHBOARD

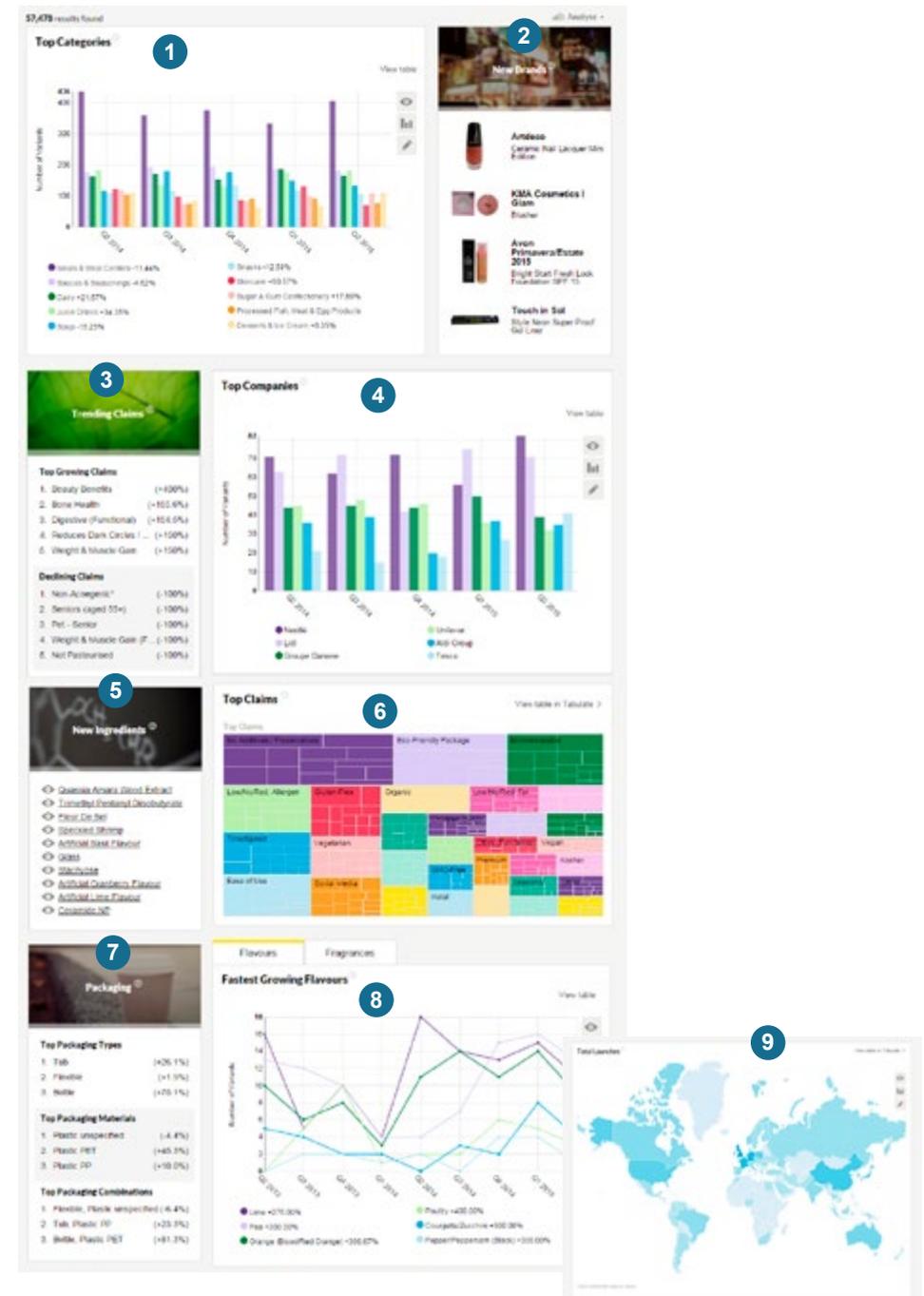
Visualise results: Overview of the new data dashboard

The summary dashboard delivers a quick visual output of search results.

Ready-to-go metrics summarise results and serve to jumpstart further exploration.

1. Top Categories/Sub-Categories: Launch activity for the last year to date and percent change.
2. New Brands: Identifies brands in results that have not previously appeared in the product set.
3. Trending Claims: Top growing and declining claims in search results.
4. Top Companies: Most active companies in search results by total launches.
5. New Ingredients: Ingredients in results that have not previously appeared in the product set.
6. Top Claims: Interactive display of claims activity in results. Claims can be clicked into to show other claims appearing with selected.
7. Packaging: Top pack types, materials and type/material combinations in results set.
8. Trending Flavours & Fragrances: Fastest growing flavours and/or fragrances.
9. Also available is an interactive heat map which will display launch activity by country. This feature replaces the previous GNPD heat map.

For users with IRIS access, Top Sellers are also featured at the bottom of the dashboard.



Current Search [Show details](#) [Edit with advanced search](#)

398,106 results found Download Analyse Search table

ROWS

Country
Sub-Category
[+Add another field](#) **1**

Drag and drop fields to change the order in your table.

Date **2**
By Quarter
 Show over time
 Calculate change
Compare: Q2 2014
To: Q2 2014

Output data as: **3**
 Product item count
 Percent of column
 Avg price
• Dollars
• Euros
 Average nutrition
 Acerisk (mg per 100g/ml)

Table style **4**
 Report
 Schedule

More options
 Hide not specified
 Calculate subtotals based on filtered values
View in Old Tabulate **5**

7 Load template
Delete template | [Save template](#)

	Date	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Total
Country	Sub-Category (Item)	#	#	#	#	#	#
USA	Other	32	364	425	474	331	1626
	Other	36	356	228	410	296	1326
	Other	25	300	196	214	147	882
	Other	20	235	230	182	115	764
	Other	73	225	142	236	72	748
	Other	717	7242	7474	6662	4674	26969
UK	Nail Colour Cosmetics	92	803	500	546	379	2319
	Lip Colour Cosmetics - Lip Colour	87	405	436	273	285	1747
	Face/Neck Care	91	363	342	546	351	1693
	Eye Colour Cosmetics - Eye Shadow	22	272	228	235	120	877
	Face Colour Cosmetics - Foundations / Fluid Illuminators	0	221	200	129	150	700
	Other	574	4744	5125	4741	5045	20229
France	Face/Neck Care	82	436	498	360	257	1603
	Lip Colour Cosmetics - Lip Colour	40	275	365	288	231	1202
	Nail Colour Cosmetics	50	214	416	180	111	1014
	Body Care	44	186	240	207	170	856
	Eye Colour Cosmetics - Eye Shadow	40	167	224	180	147	758
	Other	504	4869	6225	5415	4795	21833
Germany	Nail Colour Cosmetics	65	374	425	233	439	1540
	Lip Colour Cosmetics - Lip Colour	40	313	367	529	270	1319
	Eye Colour Cosmetics - Eye Shadow	26	223	242	186	260	937
	Face/Neck Care	39	173	188	238	214	853
	Moist Products	12	132	146	130	187	600

6 Filter this field

GNPD ANALYSIS: TABULATE

Tabulate results: Overview of custom data tables

The new Tabulate enables the selection of multiple fields and output options. Users can create custom reporting tables for on-site analysis of large data sets, or export table for advanced Excel analysis.

1. Select, add and remove fields appearing in table.
2. To view data over time, check the box and select a date output format from the dropdown.
3. Output your data as raw values, percent of column or both.
4. Select table style. Report format removes repeating values. Schedule format includes the repeat values for all lines in the table and can be sorted.
5. Additional options provide greater flexibility for how data is displayed.
6. Row options allow you to select how many rows to display, filter the field and subtotal row data.
7. Save, delete and load saved Tabulate templates.

GNPD INGREDIENT ZONE

1. Ingredients in menu

Click for direct link to the Ingredient Zone or hover to view more options.

2. Ingredient search

Type for ingredient prompts and select an ingredient to view ingredient Data Sheet.

3. Browse ingredients

Links to the new interactive ingredients hierarchy.

4. Trending now – Fastest growing ingredients

Select a Country and Category to see the fastest growing ingredients. Last five years of launch activity, shown as % penetration. Fastest growing ingredients determined by comparing ingredient penetration for the last 12 months to the previous 12-month period.

5. Trending now – NEW ingredients

Identify NEW ingredients appearing in selected Country and Category for the first time ever. Products launched within the last year, figures displayed as ingredient % penetration.

6. Top ingredients

Select an ingredient group to see the top ingredients within the group. See also the top categories, countries, claims and companies launching products with ingredients in selected ingredient group.

The screenshot displays the Mintel GNPd Ingredient Zone interface. At the top, there is a navigation bar with 'MINTEL | GNPd' and a search bar. Below the navigation bar, there are sections for 'Ingredient Zone', 'Search Ingredients', and 'Browse Ingredients'. The main content area is divided into several sections:

- Trending Now:** This section includes filters for 'Country' (All) and 'Category' (Colour Cosmetics). It features a line chart titled 'Fastest growing ingredients in All Countries Colour Cosmetics' showing growth over five years (2010-2014). A legend lists 10 ingredients with their growth percentages, such as Methyl Zwittercocoate (+214.11%) and PEG-60 SMD Dimethicone (+172.9%).
- NEW ingredients:** A section titled 'NEW ingredients emerging in All Colour Cosmetics within the last year' lists 10 new ingredients with their penetration percentages, such as Zanthoxylum Fresh Fruit Extract (+13%) and Caprylic/Capric Acid Esters (+11%).
- Top Ingredients:** A section titled 'Top Ingredients' for the 'Alcoholic Beverages' group. It includes a line chart for 'Top Alcoholic Beverages ingredients in new product launches' and a sidebar with filters for 'Categories', 'Countries', 'Claims', and 'Companies'. The top categories are 'Meats & Meat Centers' (15.7%), 'Alcoholic Beverages' (15.5%), and 'Bakery' (13.2%).

7 **Ingredient Science**

Latest insight and trends in **Micro nutrients and related products**

Sodium reduction continues to be a public health goal
August 2014
Certain categories will obviously face challenges when it comes to sodium reduction, given the functional role salt plays in flavor, texture, and food safety.

Climate change could increase the need for fertilized food
August 2014
In order to provide consumers with the nutrients they need and want, manufacturers should consider adding nutrient-dense ingredients that can improve a product's nutrient profile while remaining natural.

The benefits of wheat germ are hidden behind gluten's dark shadow
August 2014
Nutritional deficiencies of a gluten-free diet should be addressed.
July 2014
[See more Micro nutrients and related products content in Food Science](#)

Top Micro nutrients and related products ingredients: YTD

Ingredient	Q1-2014	Q2-2014	Q3-2014	Q4-2014	Q3-2014
1. Sodium Hydrogen Carbonate	~25	~25	~25	~25	~25
2. Calcium Carbonate	~10	~10	~10	~10	~10
3. Potassium Bicarbonate	~5	~5	~5	~5	~5
4. Ethylcellulose	~5	~5	~5	~5	~5
5. Chitosan Mucopolysaccharide	~5	~5	~5	~5	~5

8 **Analysts**

Mohamed Omer

Mohamed has always been passionate about chemistry and prior to joining Mintel he formulated consumer products for major personal care companies including Colgate-Palmolive, Bechtel, Reckitt, Gap, and Alberto Culver/Unilever. Mohamed holds an M.Sc. in Physical Chemistry from Iowa State University. Before he entered the beauty & personal care industry he worked at the IUPUI crime lab as an expert in controlled substances.

9 **Patent Perspectives**

Cholesterol reducing foods and ingredients
September 2014
Cholesterol plays a vital part in certain systems and functions in the body, and the process of differentiating "good" versus "bad" cholesterol leaves many consumers confused and seeking direction. Given this, some food and ingredient manufacturers are exploring opportunities to develop healthy products for cholesterol management and reduction. Functional foods and ingredients that reduce "bad" cholesterol in the body have been a particular area of focus, and it is reflected in recent patent activity.
[Go to full article](#)

[See more patent.com](#)

10 **Newly Added Ingredients**

11 **Recently Viewed Ingredients**

Mango Kernel Oil

[Browse GNPD ingredients](#)

10 **Newly Added Ingredients**

Ingredient: in Polypeptide-22
Classifications: Cosmetic, Functional Groups, Skin Conditioning, Chemical Class Groups, Peptides, Tri-Polypeptide-22
Product: Face Serum
UK - September 2014
[See more how ingredients](#)

12 **Supplier Search**

Enter an ingredient to search the Prospector supplier database for ingredient data sheets, application information, recipes and formulas.

Region:
 North America Asia Pacific Europe Latin America

Category:
 Food & Drink Cosmetics Cleaning and Household

Search

GNPD INGREDIENT ZONE

7. Ingredient science

Latest Food Science articles and ingredient data. Links to Food Science insight page. (Food & Drink access only)

8. Analysts

Meet the Mintel team of ingredient science experts.

9. Patent Perspectives

See the latest in patent content and link to archive. (Food & Drink access only)

10. Newly added

See ingredients new to GNPD and the products in which they appeared.

11. Recently viewed

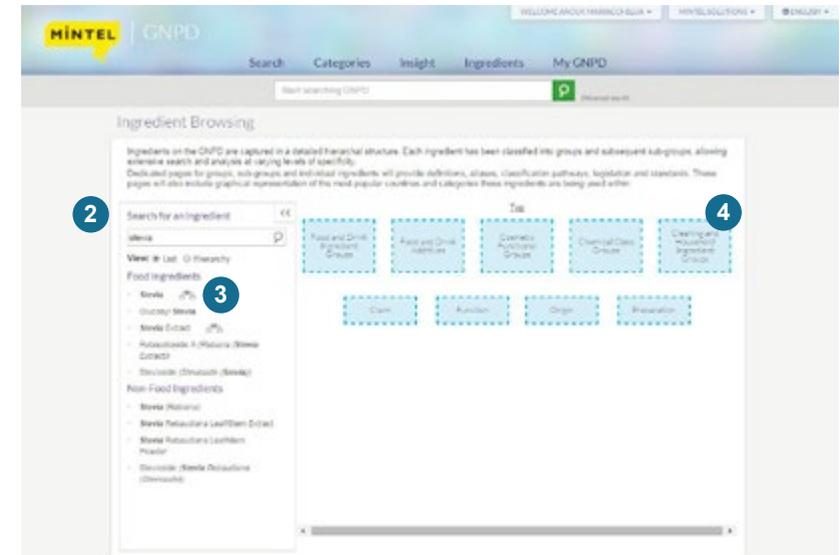
Links to your last ingredient Data Sheets viewed.

12. Supplier search

Formerly Innovadex, enter an ingredient to view supplier information on Mintel's partner website, UL Prospector.

BROWSE INGREDIENTS: INTERACTIVE CLASSIFICATION HIERARCHY

1. Access the new interactive Browse Ingredients page from the navigation bar or from the banner on the Ingredient Zone page.
2. **Ingredient search**
To search for a specific ingredient, enter the ingredient name and select the ingredient from the list of matching results. This search supports ingredient name aliases/synonyms for the most comprehensive results.
3. **Group indicators**
Icons denote ingredient groups containing child ingredients, thus differentiating them from individual ingredients in the search results list.
4. **Click to browse**
To navigate through the interactive classification hierarchy without specifying an ingredient, click one of the overarching ingredient groups and click through to see the ingredient sub-classifications, child ingredients and ingredient tags.



INGREDIENT DATA SHEETS

1. Ingredient details

Includes ingredient type, definition, function, alternative names and regulatory information.

2. Interactive hierarchy classification

Visual representation of the ingredient classifications and linked navigation to associated ingredient tags and child ingredients.

3. Supplier search

Select a region to view supplier information for this ingredient on Mintel's partner website, UL Prospector (formerly Innovadex).

4. Ingredient trends

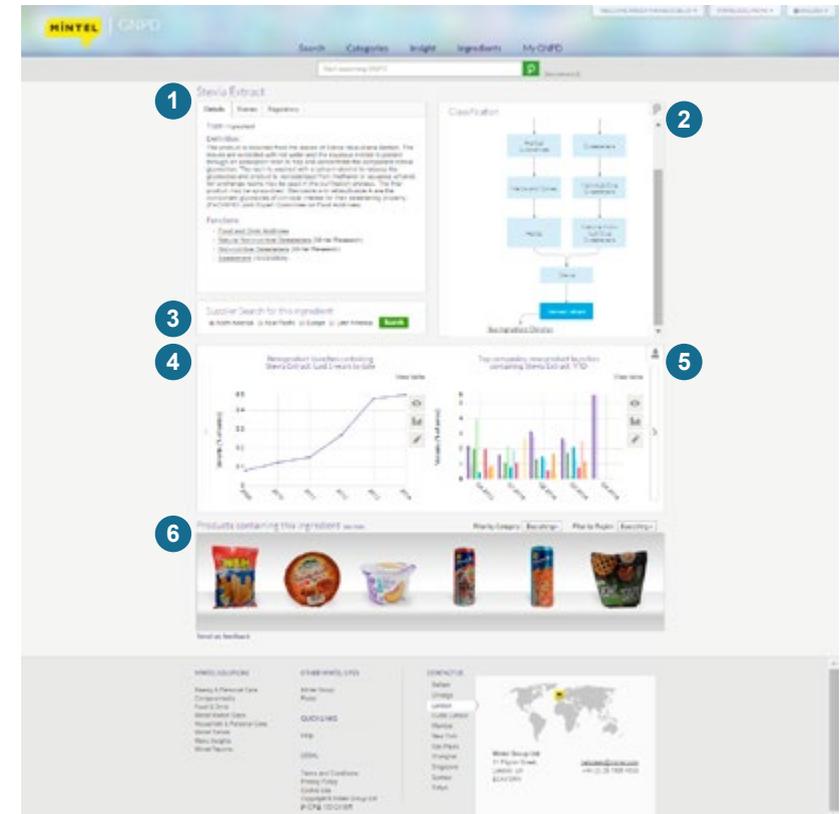
On each ingredient Data Sheet five interactive charts are populated: Ingredient launch trends, top companies using the ingredient, top categories, regional launch activity and top ingredients used with this ingredient.

5. Chart tools

For all charts, navigate to view products, view and edit chart data in new GNPD Analysis or customise your ingredient search.

6. Products

See the latest product launches containing the ingredient from your search.





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