

# **ASTUTEX TRENDSPOTTING**

**December 05, 2022**

## !!! IMPORTANT NOTICE !!!

**Treat this report as an inspiration tool for idea generation, do not rely solely on this data, always double check with other sources, Google Trends constantly changes data series backwards, SimilarWeb data is different from Alexa etc. The more sources you use to validate your thesis – the better.**

### How to read this report?

To track the momentum in brand/product popularity we calculate the 2-week change in 13-week (basically 1 quarter) Year-over-Year growth for every data source (Google Trends, website traffic, AppStore rankings etc):

1. Google Trends USA – based on Rising Topics and Queries for the last 30 days, it is important to differentiate between trending company (retail investor hype) and trending product (something much more important)
2. Google Trends World – based on Astutex company universe with pre-selected keywords for each company
3. Google Trends Industries World – based on general topics without specific brands
4. Google Trends Industries USA – based on general topics without specific brands
5. Website Traffic - based on Astutex company universe website traffic (unique company website visitors growth YoY), pay attention to average unique visitors number and online revenue relevance to overall business (Alexa data)
6. Wikipedia - based on Astutex company universe relevant page views
7. Wikipedia Pages – based on other topics trending on Wikipedia
8. Instagram - based on Astutex company universe Instagram page follower and engagement (likes, comments, video views) growth
9. AppStore USA - based on Astutex company universe relevant app rankings (SensorTower)
10. AppStore Publishers USA – based on app rankings aggregated on a publisher level without a link to a specific company
11. Online Retail Amazon – based on the number of company products in Amazon Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
12. Online Retail Walmart – based on the number of company products in Walmart Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
13. Online Retail BestBuy – based on the number of company products in BestBuy Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
14. Job Listings - based on Astutex company universe online job listings, aggregated from several data sources (Glassdoor, Indeed, LinkedIn)
15. Employee Company Ratings - we calculate the 2-week change in 4-week Quarter-over-Quarter growth base on Astutex company universe, aggregated from several data sources (Glassdoor, Indeed)

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 1)

| Company Name                    | Type                                | Pop. growth | Growth change | Related topics   |
|---------------------------------|-------------------------------------|-------------|---------------|--|
| accessiBe                       | Company                             | 1500.0      | 1427.3        | topics: Customer relationship management; Project management;Dogecoin; Project management software; Product Management queries: crm system m; project management software monday; project management software; buy dogecoin on etoro;crm software monday                               |
| Telemundo Deportes              | Television broadcasting company     | 855.0       | 902.6         | topics: Brazil national football team; Fox Sports Networks; Portugal national football team;FIFA; Switzerland national football team queri; where to watch the world cup; where to watch world cup; watch the world cup;world cup live stream  |
| Balenciaga                      | Fashion company                     | 205.9       | 166.2         | topics: Kim Kardashian;Kanye West;Chanel; Versace;Armani queries: balenciaga;chanel; luxury brands;purple jeans brand; wallet for men  |
| monday.com                      | Project management software company | 212.3       | 84.8          | topics: Project;Software; Customer relationship management;eToro; Project management queries: project mana; crm system monday; project management software; buy dogecoin on etoro;crm software monday  |
| Omnitrope                       | Drug brand                          | 101.8       | 77.2          | topics: Internet Message Access Protocol   |
| Openai, Inc.                    | Artificial intelligence company     | 518.3       | 48.4          | topics: Artificial intelligence  |
| Telemundo                       | Television broadcasting company     | -43.5       | 32.1          | topics: Brazil national football team; Uruguay national football team; Switzerland national football team; Poland national football team; Ecuador national football team queries: ; watch the world cup;watch world cup 2022; live stream world cup 2022; where to watch the world cup |
| The Greenbrier Companies        | Railroad company                    | 38.4        | 31.0          | topics: The Greenbrier   |
| Theraflu                        | Drug brand                          | 75.2        | 28.4          | topics: Mucinex; Robitussin queries: flu medicine; best medicine for cough   |
| Classic Football Shirts Limited | Company                             | 75.8        | 26.5          |  |

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 2)

| Company Name                             | Type                        | Pop. growth | Growth change | Related topics   |
|--|-----------------------------|-------------|---------------|--|
| FuboTV                                   | Company                     | 42.7        | 22.4          | topics: topics: Fox Sports; Fox Sports Networks;Paramount Network; Bally Sports app; Hallmark Movies Nowqueries: watch the w; where to watch the world cup; where to watch world cup; how to watch world cup; watch yellowstone season 5 queries: quer; watch yellowstone season 5 |
| Pepco                                    | Utilities company           | 31.8        | 16.6          | topics: Power outage queries: report pow   |
| Frontier Airlines                        | Airline                     | 73.9        | 16.5          | topics: Airport;Airline;Hand luggage; Tampa International Airport; Orlando International Airport   |
| Rancilio                                 | Machine company             | 27.0        | 13.7          | topics: Espresso machine   |
| Creality                                 | 3D printing company         | 102.6       | 13.1          | topics: 3D printing;3D Printer; Formlabs queries: creality; creality 3d printer;best 3d printer  |
| Zicam                                    | Drug brand                  | 19.7        | 12.0          |  |
| Gaylord Hotels                           | Hospitality company         | 24.5        | 10.4          | topics: Orlando; Gaylord Opryland Resort & Convention Cen  |
| Robitussin                               | Drug brand                  | 58.8        | 10.3          |  |
| Village Practice Management Company, LLC | Company                     | 112.1       | 9.4           |  |
| Service Finance Company, LLC             | Company                     | 40.6        | 9.2           | topics: Finance  |
| Blizzard Sport                           | Sports equipment company    | 22.7        | 8.2           | topics: Level Nine Sports, INC. queries:   |
| Rakuten                                  | Electronic commerce company | 23.9        | 8.1           | topics: Under Armour   |
| Mucinex                                  | Drug brand                  | 39.3        | 7.9           | topics: Robitussin;Theraflu; SUDAFED queries: medicine for flu; flu medicine;best medicine for cough   |
| Buc-ee's                                 | Convenience store company   | 44.9        | 7.3           |  |
| SUDAFED                                  | Drug brand                  | 27.2        | 6.9           |  |

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 3)

| Company Name       | Type                    | Pop. growth | Growth change | Related topics   |
|--------------------|-------------------------|-------------|---------------|--|
| Shutterfly         | Company                 | 31.1        | 6.4           | topics: topics: Freight transport; Jigsaw puzzle;Photo-book;Snapfish; Picture bookqueries: shutterfly free sh; canva christmas cards queries: queries: ; canva christmas cards                     |
| Fujifilm           | Photography company     | 28.3        | 5.9           | topics: Minolta;35mm format; Fujifilm INSTAX Mini;Kodak; Konica queries: polaroid camera;polaroid  |
| Snapfish           | Printing company        | 26.6        | 5.5           | topics: Shutterfly; Photo-book queries: shutterfly free ship   |
| Arcade1Up          | Company                 | 48.0        | 5.5           | topics: Arcade game;Arcade game  |
| Herman Miller      | Furniture company       | 18.5        | 5.2           | topics: Gaming chair;Logitech; Secretlab queries: gaming chair   |
| '47 Brand, Inc.    | Company                 | -9.9        | 5.2           | topics: Brand  |
| Snipes SE          | Company                 | 38.2        | 5.1           | topics: PSD;Foot Locker;Champs Sports  |
| Trinity Health     | Health care company     | 62.1        | 4.9           | topics: Health care  |
| Anthropologie      | Clothing retail company | 8.1         | 3.2           | topics: SKIMS;Mug;Mirror; Sephora queries: coffee mugs; beauty advent calendar   |
| Aetna              | Managed care company    | 15.7        | 2.1           | topics: Health insurance;Cigna;Dependant; GEHA; Highway to Health, Inc queries: blue cro; dental insurance;florida health insurance; health insurance open enrollment; blue cross health insurance |
| Alibaba.com        | Online shopping company | 20.1        | 1.5           | topics: Alibaba Group;Drop shipping  |
| ABF Freight System | Transport company       | 6.4         | 1.5           | topics: International Brotherhood of Tea   |
| Workday, Inc.      | System software company | 22.5        | 1.4           | topics: Waste Connections;Tyson Foods; Live Nation Entertainment;Live Nation; Okta queries: waste connections; workday erp   |
| Wrangler           | Jeans company           | 3.5         | 0.5           | topics: Jeans queries: purple jeans; fleece pants  |

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 4)

| Company Name      | Type                       | Pop. growth | Growth change | Related topics   |
|-------------------|----------------------------|-------------|---------------|--|
| Amazon.com        | E-commerce company         | 5.6         | -0.4          | topics: Layoff;<br>Amazon Robotics<br>queries: suitcase amazon;<br>amazon kdp<br>queries: suitcase am;<br>amazon kdp     |
| Arte              | Company                    | 1.2         | -0.7          |  |
| Canva             | Graphic design company     | 183.9       | -1.1          | topics: Wix.com;<br>Zazzle<br>queries: amazon kdp;<br>canva black friday;canva christmas cards;<br>canva not downloading |
| Zazzle            | Online marketplace company | 27.9        | -1.3          |  |
| Channellock       | Manufacturing company      | -0.4        | -1.6          |  |
| Clarivate         | Analytics company          | 50.1        | -2.0          | topics: Impact factor  |
| TeePublic         | Company                    | 11.4        | -2.7          | topics: T-shirt<br>queries: funny shirts   |
| Innovis           | Credit bureau company      | 26.3        | -2.9          |  |
| Klarna            | Financial company          | 5.0         | -3.3          | topics: Afterpay;Payment;Affirm;Sezzle;<br>Saatva<br>queries: afterpay;<br>buy now pay later                             |
| Embark Veterinary | Company                    | 20.6        | -4.2          | topics: Genetic testing<br>queries: embark;<br>best dog dna test   |
| Marc Jacobs       | Fashion company            | 46.0        | -9.4          | topics: Tracksuit;Handbag;Jesse Rutherford;<br>Down jacket;UGG<br>queries: bape;<br>tory burch sandals                   |
| Lanvin            | Fashion company            | 83.0        | -13.7         | topics: Osiris Shoes<br>queries: purple jea  |

## 2. Google Trends World - 2W Delta (13weeks YoY) (Part 1)

| AstutexID | Company Name                   | Date       | GT 13W Growth YoY | 2W Change (13W YoY) |
|-----------|--------------------------------|------------|-------------------|---------------------|
| 142       | HubSpot Inc                    | 2022-12-05 | 3,400%            | 3,400%              |
| 784       | Waste Management Inc           | 2022-12-05 | 46%               | 52%                 |
| 66        | Tapestry Inc                   | 2022-12-05 | 22%               | 26%                 |
| 1253      | Brenntag AG                    | 2022-12-05 | 6%                | 25%                 |
| 423       | PepsiCo Inc                    | 2022-12-05 | 41%               | 21%                 |
| 1459      | Kindred Group PLC              | 2022-12-05 | 30%               | 19%                 |
| 1157      | Antofagasta PLC                | 2022-12-05 | 10%               | 15%                 |
| 115       | Gap Inc                        | 2022-12-05 | -18%              | 14%                 |
| 201       | OVS SpA                        | 2022-12-05 | 14%               | 11%                 |
| 1151      | Polskie Gornictwo Naftowe i Ga | 2022-12-05 | 19%               | 11%                 |
| 273       | Vestel Elektronik Sanayi ve Ti | 2022-12-05 | 32%               | 7%                  |
| 944       | Shutterfly Inc                 | 2022-12-05 | 24%               | 5%                  |
| 1039      | Assicurazioni Generali SpA     | 2022-12-05 | -1%               | 5%                  |
| 1216      | Mapfre SA                      | 2022-12-05 | 9%                | 5%                  |
| 225       | Samsonite International SA     | 2022-12-05 | 30%               | 2%                  |
| 414       | Mondelez International Inc     | 2022-12-05 | 19%               | 1%                  |

### 3. Google Trends Industries World - 2W Delta (2022-12-05, 13weeks YoY) (Part 1)

| Topic Name                   | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries  |
|------------------------------|-------------------|---------------------|---|
| Streaming Multimedia         | 13.6%             | 5.1%                | topics: Livestreaming;Live television;<br>Macy's Thanksgiving Day Parade;<br>Telemundo Deportes<br>queries: stream;streaming;<br>live streaming piala dunia;streaming piala dunia;<br>live piala dunia 2022 |
| Sports                       | -1.6%             | 3.5%                | topics: Sports;Bar;Sports betting<br>queries: sports;<br>fox sport live;fox sports subscription   |
| Sports betting               | -4.2%             | 3.4%                | topics: Sports;College basketball<br>queries: betting;<br>best college basketball bets;<br>best college basketball bets today;■■■■ ■■   |
| Cruise                       | 37.4%             | 3.2%                | topics: Cruise ship;Ship;Turtles;<br>2019–20 coronavirus pandemic<br>queries: cruise ship;<br>man falls off cruise ship;man fell off cruise ship;<br>turtle cruise ship                                     |
| Video card                   | 2.5%              | 2.1%                | topics: Nvidia;Personal computer;Video game;Cyber Monday;<br>AMD Radeon Software<br>queries: graphics card;<br>cyber monday gpu deals;cyber monday graphics card deals;<br>7900 xtx                         |
| TV                           | 1.9%              | 1.8%                | topics: Television;Samsung;Apple;Cyber Monday;<br>Black Friday<br>queries: tv;paramountplus.com samsung tv;<br>cyber monday tv deals 2022;cyber monday tv deals   |
| Investment fund              | -11.9%            | 1.5%                | topics: Mutual fund<br>queries: fund;funds;alameda hedge fund;<br>portfolio visualizer;<br>which type of mutual fund has the highest allocation toward  |
| Enterprise Resource Planning | 14.5%             | 1.3%                | topics: System;Software;Project manager;Plex Systems;<br>Set<br>queries: erp;abas erp   |
| Clothes dryer                | -4.1%             | 1.2%                | topics: Washing machine;Combo washer dryer;<br>Hair dryer<br>queries: dryer;hair dryer black friday;<br>black friday washer and dryer deals 2022;<br>dyson hair dryer black friday                          |
| Vacation                     | -2.9%             | 1.2%                | topics: Rent;Vacation property rentals<br>queries: vacation;<br>black friday vacation deals;delta vacations find your first   |
| Pharmaceutical industry      | 0.5%              | 1.1%                | topics: Pharmaceutical drug;Company<br>queries: pharma;<br>pharmaceutical;satsuma pharmaceuticals;<br>best pharmaceutical companies to work for;<br>paratek pharmaceuticals stock                           |



### 3. Google Trends Industries World - 2W Delta (2022-12-05, 13weeks YoY) (Part 2)

| Topic Name          | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries  |
|---------------------|-------------------|---------------------|---|
| Black Friday        | -4.5%             | 1.1%                | topics: topics: Discounts and allowances; queries: black friday; peacock black friday deal; jcpenny black friday hours; what time does target open on black friday<br>queries: queries:;;<br>what time does target open on black friday |
| Mattress            | -9.5%             | 1.0%                | topics: Bed; Mattress pad; Air mattress<br>queries: mattress;<br>cyber monday mattress deals 2022; mattress black friday deals; black friday mattress deals 2022  |
| Social media        | -1.4%             | 1.0%                | topics: Media; Mastodons<br>queries: social; social media;<br>hive social; hive social media; what is hive social media   |
| Mobile games        | 6.8%              | 1.0%                | topics: Mobile phone; Game; Video game; Kingdom Hearts; User interface; The Game Awards<br>queries: mobile games; games;<br>google play mobile games now on pc; golden dragon mobile game; best mobile game vote                        |
| Cloud computing     | 25.6%             | 0.9%                | topics: Google Cloud Platform; Video game; Computer data storage; Tier list<br>queries: cloud; neural cloud tier list reddit;<br>transformación digital basada en la nube;<br>neural cloud reroll guide                                 |
| Non-alcoholic drink | 4.6%              | 0.9%                | topics: Drink; Beer; Low-alcohol beer; Wassail; Chardonnay; Non-alcoholic mulled wine<br>queries: non alcoholic;<br>thanksgiving punch; holiday punch non alcoholic;<br>non alcoholic mulled wine                                       |
| Playstation 4       | -15.7%            | 0.7%                | topics: Sony PlayStation 4; Bendy; Bendy and the Dark Revival<br>queries: ps4; gamestop black friday;<br>god of war collection ps4; warzone 2.0   |
| Tracksuit           | -1.7%             | 0.7%                | topics: Suit; Man; Nike; Calvin Klein; Nike Air Jordan XI; Slim-fit pants<br>queries: tracksuit; nike; essential tracksuit;<br>palm angels hoodie; versace tracksuit  |
| TV Show             | -5.5%             | 0.7%                | topics: Television; 1899; Laguna Beach<br>queries: shows; series;<br>tv show; mammals tv show; pickled tv show;<br>quentin tarantino tv series  |
| Online shopping     | -10.0%            | 0.5%                | topics: Shopping<br>queries: shopping online;<br>meijer online shopping; target online ordering;<br>www.kohls.com online shopping   |
| Lingerie            | -16.4%            | 0.5%                | topics: Undergarment; Brand; Victoria's Secret<br>queries: lingerie;<br>christmas lingere;<br>trade between an opinion writer and a bus driver;<br>trade between a football coach and a candymaker                                      |

### 3. Google Trends Industries World - 2W Delta (2022-12-05, 13weeks YoY) (Part 3)

| Topic Name          | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries  |
|---------------------|-------------------|---------------------|---|
| Health care         | -6.2%             | 0.4%                | topics: topics: Healthqueries: healthcare;healthcare provider; healthcare definition; one healthcare<br>queries: queries: healthcare;one healthcare   |
| Pharmaceutical drug | 10.6%             | 0.4%                | topics: Medicine;Drug<br>queries: medication;medicine; tercián medication;adhd medication shortage  |
| Food                | 1.3%              | 0.3%                | topics: Chinese cuisine;Fast-food restaurant;Dog food; Thanksgiving dinner<br>queries: food;<br>fast food open on thanksgiving;food open on thanksgiving;<br>food places open on thanksgiving |

#### 4. Google Trends Industries USA - 2W Delta (2022-12-05, 13weeks YoY) (Part 1)

| Topic Name           | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries  |
|----------------------|-------------------|---------------------|---|
| Video card           | -5.0%             | 4.0%                | topics: Nvidia;Personal computer;Video game;Cyber Monday; AMD Radeon Software<br>queries: graphics card; cyber monday gpu deals;cyber monday graphics card deals; 7900 xtx  |
| Slipper              | 12.0%             | 3.5%                | topics: UGG;Ugg boots<br>queries: slippers;stanley cup; highland cow slippers;ugg slippers black friday   |
| Sports betting       | -18.7%            | 3.3%                | topics: Sports;College basketball<br>queries: betting; best college basketball bets; best college basketball bets today;■■■■ ■■   |
| News                 | -3.4%             | 3.1%                | topics: Breaking news;Yahoo! News;Ukraine;FTX; R. Kelly<br>queries: news;ftx news;blockfi news;alan jackson news  |
| Hunting              | 9.2%              | 2.9%                | topics: Deer;Deer hunting;Season<br>queries: hunting; shiny hunting pokemon scarlet;shiny hunting pokemon violet; pokemon scarlet and violet shiny hunting  |
| Snow boot            | -2.0%             | 2.9%                | topics: Boot<br>queries: boots;winter boots;womans snow boots; khols  |
| 3D Printing          | 19.7%             | 2.7%                | topics: Three-dimensional space;Printing;Printer<br>queries: 3d; 3d printer black friday;mimaki 3d printer; 3d printer cyber monday   |
| Streaming Multimedia | 25.5%             | 2.7%                | topics: Livestreaming;Live television; Macy's Thanksgiving Day Parade; Telemundo Deportes<br>queries: stream;streaming; live streaming piala dunia;streaming piala dunia; live piala dunia 2022                         |
| Business             | -41.6%            | 2.5%                | topics: Business;Architecture;Software;Charter;Graphic charter; Transformation<br>queries: empresa;empresas; cr■ation de logo entreprise; cr■ation charte graphique entreprise;cr■ation logo entreprise                 |
| Gym                  | 4.2%              | 2.4%                | topics: Pokémon;Medal;Violet;Scarlet & Violet<br>queries: gym; pokemon violet gym order;gym order pokemon scarlet;medali gym  |
| Road                 | 12.2%             | 2.0%                | topics: Distance;Travel;Road trip; North Dakota Department of Transportation; North Dakota<br>queries: road;road conditions grand rapids; road conditions wisconsin;south dakota road conditions; mndot road conditions |

#### 4. Google Trends Industries USA - 2W Delta (2022-12-05, 13weeks YoY) (Part 2)

| Topic Name             | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries  |
|------------------------|-------------------|---------------------|---|
| Sports                 | -6.2%             | 2.0%                | topics: topics: Sports;Bar;Sports bettingqueries: sports; fox sport live; fox sports subscription queries: queries: sports; fox sports subscription   |
| Pharmaceutical drug    | 12.8%             | 1.7%                | topics: Medicine;Drug queries: medication;medicine; tercián medication;adhd medication shortage   |
| Baby food              | -9.8%             | 1.6%                | topics: Infant;Food;Stroller; Baby Brezza Glass One Step Baby Food Maker; Baby yogurt queries: baby food;■■■■; how much baby food for 5 month old; when do babies start teething;comidas para bebes de 1 año                  |
| Musical Instrument     | 12.3%             | 1.4%                | topics: Music;used;The Muppet Show;Korma; Charlie Parker queries: instrument;instruments; charlie parker instrument;instrument played by parker;vindaloo  |
| 3D Computer graphics   | 11.9%             | 1.4%                | topics: 3D modeling;model;DAZ 3D queries: 3d; black panther wakanda forever 3d;horse simulator 3d; strange world 3d   |
| Robotic Vacuum Cleaner | -8.3%             | 1.3%                | topics: Vacuum cleaner;Robot;eufy RoboVac 30C; iHome AutoVac Nova Self Empty Robot Vacuum and Mop, Laser an; Dreame queries: vacuum;robot vacuum;robovac g32; robot vacuum cyber monday; black friday robot vacuum deals 2022 |
| Cruise                 | 36.2%             | 1.3%                | topics: Cruise ship;Ship;Turtles; 2019–20 coronavirus pandemic queries: cruise ship; man falls off cruise ship;man fell off cruise ship; turtle cruise ship   |
| Video camera           | -11.9%            | 1.3%                | topics: Camera;Video;Sony Corporation;HomeKit; First-person view queries: camera;camera video; video camera black friday;bellevue traffic cameras; camcorder black friday   |
| Infant                 | -1.6%             | 1.1%                | topics: Sleep;Month;Boy queries: baby;aaron carter baby; chimpanzee reunited with baby; baby elephant interrupts reporter   |
| Newspaper              | -5.3%             | 1.1%                | topics: Daily Mail queries: daily;daily mail  |
| Clothes dryer          | -3.0%             | 1.1%                | topics: Washing machine;Combo washer dryer; Hair dryer queries: dryer;hair dryer black friday; black friday washer and dryer deals 2022; dyson hair dryer black friday  |

#### 4. Google Trends Industries USA - 2W Delta (2022-12-05, 13weeks YoY) (Part 3)

| Topic Name     | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries   |
|----------------|-------------------|---------------------|--|
| Streetwear     | -5.2%             | 0.9%                | topics: topics: Clothing;Man;Brand;Cotton;Men's Clothing; Fleece jacketqueries: streetwear;anime streetwear; vague streetwear; horizon streetwear queries: queries: streetwear; horizon streetwear |
| Action figure  | -7.2%             | 0.9%                | topics: Toy;Action;Logan Paul queries: figures;action figure; logan paul action figure;marvel action figure set; jey uso action figure   |
| Jewelry design | -16.8%            | 0.7%                | topics: Jewellery;Design;Earring;Etsy; Computer-aided design queries: jewelry design;jewellery; jewelry designers;irish jewellery designers;vever joaillerie; bijouterie maty                      |

## 5. Website Traffic - 2W Delta (2022-12-03, 13weeks YoY) (Part 1)

| AstutexID | Company Name                  | Average 13W Unique Visitors | Traffic 13W Growth YoY | 2W Change (13W YoY) |
|-----------|-------------------------------|-----------------------------|------------------------|---------------------|
| 823       | National Oilwell Varco Inc    | 1.551461                    | 33%                    | 54%                 |
| 468       | Asahi Group Holdings Ltd      | 3.102000                    | 66%                    | 31%                 |
| 289       | Wizz Air Holdings PLC         | 35.282000                   | 171%                   | 30%                 |
| 78        | Deckers Outdoor Corp          | 12.827923                   | -16%                   | 19%                 |
| 81        | DFS Furniture PLC             | 1.434307                    | 34%                    | 18%                 |
| 313       | Cathay Pacific Airways Ltd    | 18.230461                   | 186%                   | 18%                 |
| 691       | Northrop Grumman Corp         | 3.273000                    | 44%                    | 18%                 |
| 726       | Texas Instruments Inc         | 29.099461                   | 124%                   | 16%                 |
| 742       | WEC Energy Group Inc          | 2.768846                    | 48%                    | 16%                 |
| 79        | De Longhi SpA                 | 9.294076                    | 21%                    | 16%                 |
| 591       | Archer Daniels Midland Co     | 1.217461                    | 65%                    | 15%                 |
| 599       | Becton Dickinson and Co       | 3.526692                    | 48%                    | 14%                 |
| 416       | Beiersdorf AG                 | 1.252615                    | 50%                    | 13%                 |
| 852       | Goldman Sachs Group Inc       | 7.461538                    | -13%                   | 13%                 |
| 380       | Tesco PLC                     | 33.459692                   | 99%                    | 13%                 |
| 548       | Chevron Corp                  | 2.120230                    | 16%                    | 13%                 |
| 73        | Daikin Industries Ltd         | 3.509615                    | 58%                    | 12%                 |
| 203       | Pandora A/S                   | 13.767384                   | 43%                    | 11%                 |
| 502       | Ubisoft Entertainment SA      | 79.274923                   | 102%                   | 11%                 |
| 469       | Sapporo Holdings Ltd          | 1.921769                    | 85%                    | 11%                 |
| 292       | World Wrestling Entertainment | 18.536153                   | 104%                   | 9%                  |
| 389       | Asics Corp                    | 17.591230                   | 21%                    | 7%                  |
| 876       | Xcel Energy Inc               | 5.072384                    | 7%                     | 7%                  |
| 546       | Caterpillar Inc               | 8.021307                    | 28%                    | 7%                  |
| 955       | Take Two Interactive          | 72.848384                   | 123%                   | 6%                  |
| 895       | Xylem Inc                     | 1.525769                    | 16%                    | 6%                  |
| 116       | Garmin Ltd                    | 50.214153                   | 5%                     | 6%                  |
| 88        | Duluth Holdings Inc           | 5.798000                    | 18%                    | 6%                  |
| 111       | Fossil Group Inc              | 10.280307                   | 9%                     | 5%                  |

## 6. Wikipedia - 2W Delta (2022-12-05, 13weeks YoY) (Part 1)

| Astutex ID | Company Name               | Top Page                                      | Daily Views Avg | 13W Growth YoY | 2W Change (13W YoY) |
|------------|----------------------------|---|-----------------|----------------|---------------------|
| 399        | Wal-Mart Stores Inc        |   | 2782            | 16.9%          | 14.2%               |
| 963        | HSBC Holdings PLC          | en.wikipedia.org/wiki/HSBC                    | 2755            | 12.4%          | 12.6%               |
| 14         | Adidas AG                  | en.wikipedia.org/wiki/Adidas                  | 11651           | 35.7%          | 11.8%               |
| 543        | Verizon Communications Inc | en.wikipedia.org/wiki/Verizon_Communications  | 2905            | -7.7%          | 10.9%               |
| 5          | Puma SE                    | en.wikipedia.org/wiki/Puma_(brand)            | 2484            | 21.2%          | 8.4%                |
| 551        | Walt Disney Co             | en.wikipedia.org/wiki/The_Walt_Disney_Company | 11488           | 13.9%          | 8.4%                |
| 2          | Mattel Inc                 | en.wikipedia.org/wiki/CadZZilla               | 28839           | 28.3%          | 7.8%                |
| 929        | Facebook Inc               | en.wikipedia.org/wiki/Facebook                | 49501           | 26.4%          | 7.7%                |
| 1017       | Koninklijke Philips NV     | en.wikipedia.org/wiki/Philips                 | 7820            | 45.6%          | 6.6%                |
| 423        | PepsiCo Inc                | en.wikipedia.org/wiki/PepsiCo                 | 5569            | 4.0%           | 6.4%                |
| 465        | Anheuser Busch Inbev NV    |   | 4400            | 15.8%          | 6.2%                |
| 870        | MetLife Inc                | en.wikipedia.org/wiki/MetLife_Stadium         | 3069            | 18.5%          | 5.6%                |
| 414        | Mondelez International Inc | en.wikipedia.org/wiki/Mondelez_International  | 4143            | -4.3%          | 5.5%                |
| 505        | Activision Blizzard Inc    | en.wikipedia.org/wiki/Gungrave                | 79947           | 6.4%           | 5.5%                |
| 391        | Electronic Arts Inc        | en.wikipedia.org/wiki/FIFA_21                 | 39644           | -3.1%          | 5.4%                |

## 7. Wikipedia Pages- 2W Delta (2022-12-05, 13weeks YoY) (Part 1)

| Astutex ID | Company Name             | Link  | Number of views | 13W Growth YoY | 2W Change (13W YoY) |
|------------|--------------------------|---|-----------------|----------------|---------------------|
|            |                          | <a href="https://en.wikipedia.org/wiki/Leonard_v._Pepsico%2C_Inc">en.wikipedia.org/wiki/Leonard_v._Pepsico%2C_Inc</a>         | 228191          | 4,831%         | 3,436%              |
| 187        | Netflix Inc              | <a href="https://en.wikipedia.org/wiki/Millarworld">en.wikipedia.org/wiki/Millarworld</a>                                     | 41309           | 2,839%         | 235%                |
| 161        | Kering SA                | <a href="https://en.wikipedia.org/wiki/Balenciaga">en.wikipedia.org/wiki/Balenciaga</a>                                       | 321165          | 279%           | 219%                |
| 16         | Amazon.com Inc           | <a href="https://en.wikipedia.org/wiki/A9.com">en.wikipedia.org/wiki/A9.com</a>   | 22983           | 881%           | 120%                |
|            |                          | <a href="https://en.wikipedia.org/wiki/Chippendales">en.wikipedia.org/wiki/Chippendales</a>                                   | 92427           | 129%           | 119%                |
|            |                          | <a href="https://en.wikipedia.org/wiki/Santa_Monica_Studio">en.wikipedia.org/wiki/Santa_Monica_Studio</a>                     | 15386           | 173%           | 60%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Harrods">en.wikipedia.org/wiki/Harrods</a>   | 29386           | 311%           | 54%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Walkman">en.wikipedia.org/wiki/Walkman</a>   | 10843           | 243%           | 45%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Foxconn">en.wikipedia.org/wiki/Foxconn</a>   | 50814           | 84%            | 35%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Blackwater_(company)">en.wikipedia.org/wiki/Blackwater_(company)</a>                   | 17427           | 15%            | 32%                 |
| 502        | Ubisoft Entertainment SA | <a href="https://en.wikipedia.org/wiki/Mythic_Quest">en.wikipedia.org/wiki/Mythic_Quest</a>                                   | 29164           | 26%            | 23%                 |
| 458        | Volkswagen AG            | <a href="https://en.wikipedia.org/wiki/Lamborghini">en.wikipedia.org/wiki/Lamborghini</a>                                     | 40121           | 34%            | 23%                 |
| 458        | Volkswagen AG            | <a href="https://en.wikipedia.org/wiki/Volkswagen">en.wikipedia.org/wiki/Volkswagen</a>                                       | 90675           | 13%            | 17%                 |
| 143        | Hugo Boss AG             | <a href="https://en.wikipedia.org/wiki/Hugo_Boss">en.wikipedia.org/wiki/Hugo_Boss</a>   | 22834           | 35%            | 16%                 |
| 551        | Walt Disney Co           | <a href="https://en.wikipedia.org/wiki/The_Walt_Disney_Company">en.wikipedia.org/wiki/The_Walt_Disney_Company</a>             | 57493           | 23%            | 14%                 |
| 161        | Kering SA                | <a href="https://en.wikipedia.org/wiki/Kering">en.wikipedia.org/wiki/Kering</a>   | 88098           | -5%            | 14%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Fox_Broadcasting_Company">en.wikipedia.org/wiki/Fox_Broadcasting_Company</a>           | 38294           | 27%            | 13%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Theranos">en.wikipedia.org/wiki/Theranos</a>   | 37115           | -1%            | 13%                 |
| 870        | MetLife Inc              | <a href="https://en.wikipedia.org/wiki/MetLife_Stadium">en.wikipedia.org/wiki/MetLife_Stadium</a>                             | 16823           | 47%            | 13%                 |
| 963        | HSBC Holdings PLC        | <a href="https://en.wikipedia.org/wiki/HSBC">en.wikipedia.org/wiki/HSBC</a>   | 31750           | 11%            | 12%                 |
| 132        | Hasbro Inc               | <a href="https://en.wikipedia.org/wiki/Hasbro">en.wikipedia.org/wiki/Hasbro</a>   | 14995           | 3%             | 12%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/Tesla%2C_Inc">en.wikipedia.org/wiki/Tesla%2C_Inc</a>                                   | 106797          | 3%             | 11%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/All_Elite_Wrestling">en.wikipedia.org/wiki/All_Elite_Wrestling</a>                     | 23096           | -42%           | 11%                 |
| 5          | Puma SE                  | <a href="https://en.wikipedia.org/wiki/Puma_(brand)">en.wikipedia.org/wiki/Puma_(brand)</a>                                   | 21266           | 29%            | 11%                 |
| 505        | Activision Blizzard Inc  | <a href="https://en.wikipedia.org/wiki/World_of_Warcraft">en.wikipedia.org/wiki/World_of_Warcraft</a>                         | 33844           | 51%            | 10%                 |
| 691        | Northrop Grumman Corp    | <a href="https://en.wikipedia.org/wiki/Northrop_Grumman">en.wikipedia.org/wiki/Northrop_Grumman</a>                           | 27125           | 46%            | 10%                 |
|            |                          | <a href="https://en.wikipedia.org/wiki/1xBet">en.wikipedia.org/wiki/1xBet</a>   | 21699           | 54%            | 9%                  |
| 161        | Kering SA                | <a href="https://en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)">en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)</a> | 32538           | 54%            | 9%                  |
| 929        | Facebook Inc             | <a href="https://en.wikipedia.org/wiki/Facebook">en.wikipedia.org/wiki/Facebook</a>   | 342854          | 37%            | 9%                  |
|            |                          | <a href="https://en.wikipedia.org/wiki/Rick_Owens">en.wikipedia.org/wiki/Rick_Owens</a>                                       | 16773           | 94%            | 9%                  |
| 189        | Nike Inc                 | <a href="https://en.wikipedia.org/wiki/Air_Jordan">en.wikipedia.org/wiki/Air_Jordan</a>                                       | 12806           | 6%             | 9%                  |
| 206        | PayPal Holdings Inc      | <a href="https://en.wikipedia.org/wiki/X.com">en.wikipedia.org/wiki/X.com</a>   | 15898           | 105%           | 9%                  |
| 474        | Best Buy Co Inc          | <a href="https://en.wikipedia.org/wiki/Best_Buy">en.wikipedia.org/wiki/Best_Buy</a>   | 16891           | 19%            | 7%                  |



## 7. Wikipedia Pages- 2W Delta (2022-12-05, 13weeks YoY) (Part 2)

| Astutex ID | Company Name               | Link  | Number of views | 13W Growth YoY | 2W Change (13W YoY) |
|------------|----------------------------|---|-----------------|----------------|---------------------|
| 414        | Mondelez International Inc | <a href="https://en.wikipedia.org/wiki/Mondelez_International">en.wikipedia.org/wiki/Mondelez_International</a>       | 13479           | 11%            | 7%                  |
|            |                            | <a href="https://en.wikipedia.org/wiki/Assassin's_Creed_Valhalla">en.wikipedia.org/wiki/Assassin's_Creed_Valhalla</a> | 22893           | 18%            | 7%                  |
| 747        | Comcast Corp               | <a href="https://en.wikipedia.org/wiki/Comcast">en.wikipedia.org/wiki/Comcast</a>                                     | 24319           | 12%            | 7%                  |
| 423        | PepsiCo Inc                | <a href="https://en.wikipedia.org/wiki/PepsiCo">en.wikipedia.org/wiki/PepsiCo</a>                                     | 25323           | 0%             | 7%                  |
|            |                            | <a href="https://en.wikipedia.org/wiki/Louis_Vuitton">en.wikipedia.org/wiki/Louis_Vuitton</a>                         | 26617           | 29%            | 6%                  |
|            |                            | <a href="https://en.wikipedia.org/wiki/Vegemite">en.wikipedia.org/wiki/Vegemite</a>                                   | 10894           | 29%            | 6%                  |
|            |                            | <a href="https://en.wikipedia.org/wiki/Flipkart">en.wikipedia.org/wiki/Flipkart</a>                                   | 55288           | 32%            | 6%                  |
|            |                            | <a href="https://en.wikipedia.org/wiki/Motorola">en.wikipedia.org/wiki/Motorola</a>                                   | 14420           | 14%            | 6%                  |
| 352        | Ferrari NV                 | <a href="https://en.wikipedia.org/wiki/Ferrari">en.wikipedia.org/wiki/Ferrari</a>                                     | 25081           | 11%            | 6%                  |
| 16         | Amazon.com Inc             | <a href="https://en.wikipedia.org/wiki/Amazon_Prime">en.wikipedia.org/wiki/Amazon_Prime</a>                           | 24309           | 66%            | 5%                  |
| 189        | Nike Inc                   | <a href="https://en.wikipedia.org/wiki/Nike%2C_Inc">en.wikipedia.org/wiki/Nike%2C_Inc</a>                             | 51855           | 44%            | 5%                  |
| 424        | Samsung Electronics Co Ltd | <a href="https://en.wikipedia.org/wiki/Samsung_Electronics">en.wikipedia.org/wiki/Samsung_Electronics</a>             | 15924           | 13%            | 5%                  |

## 8. Instagram - 2W Delta (2022-04-11 Growth YoY) (Part 1)

| Astutex ID | Company Name              | Posts URL list  | Followers Growth(YoY) | Engagement Growth(YoY) | Growth Change |
|------------|---------------------------|---|-----------------------|------------------------|---------------|
| 91         | Electrolux AB             |   | 20.2%                 | 698.8%                 | 67.5%         |
| 13         | Accell Group NV           |   | 4.6%                  | 311.5%                 | 47.3%         |
| 68         | Sleep Number Corp         | instagram.com/p/CZ2qtN6j3KP   | 20.8%                 | 364.8%                 | 41.9%         |
| 59         | Cedar Fair LP             | instagram.com/p/Cb-wvONISi8<br>instagram.com/p/Cbfx1cVs82L<br>instagram.com/p/CcF7qtaspvz | 9.6%                  | 124.2%                 | 13.0%         |
| 34         | Bloomin' Brands Inc       |   | 5.0%                  | 206.8%                 | 11.1%         |
| 52         | Canada Goose Holdings Inc |   | 44.8%                 | 126.0%                 | 10.6%         |
| 4          | Salvatore Ferragamo SpA   | instagram.com/p/Cb3Kn4Eq_9H   | 11.8%                 | 117.9%                 | 9.1%          |
| 98         | Etsy Inc                  |   | 8.8%                  | 141.8%                 | 5.6%          |
| 115        | Gap Inc                   | instagram.com/p/CbtEPWZuIAu<br>instagram.com/p/Ca7sKPDJlIS<br>instagram.com/p/Cb-asabroW3 | 2.6%                  | 138.8%                 | 5.3%          |

9. AppStore USA - 2W Delta (2022-12-03, 13weeks YoY) (Part 1)

| CompanyID | Company Name               | TopApps  | Best App<br>13W Avg<br>Rank | Growth<br>(YoY) | 2W Change<br>(13W YoY) |
|-----------|----------------------------|--|-----------------------------|-----------------|------------------------|
| 543       | Verizon Communications Inc | My Verizon                                       | 151                         | 6.4%            | 3.0%                   |
| 155       | JD Sports Fashion PLC      | JD Sports: Exclusive rewards                     | 352                         | 9.1%            | 2.0%                   |
| 139       | H & M Hennes Mauritz AB    | The Home Depot;<br>Project Color™ The Home Depot | 256                         | 10.0%           | 1.3%                   |

10. AppStore Publishers USA - 2W Delta (2022-12-03, 13weeks YoY) (Part 1)

| CompanyID | Company Name                 | TopApps  | Best App<br>13W Avg<br>Rank | Growth<br>(YoY) | 2W Change<br>(13W YoY) |
|-----------|------------------------------|--|-----------------------------|-----------------|------------------------|
|           | Fetch Rewards                | Fetch: Have Fun, Save Money  | 45                          | 46.2%           | 13.1%                  |
|           | ADP, Inc                     | ADP Mobile Solutions   | 161                         | -3.8%           | 11.6%                  |
|           | FOX Sports Interactive       | FOX Sports: Watch Live   | 62                          | 7.4%            | 10.7%                  |
| 189       | Nike Inc                     | Nike: Shoes, Apparel, Stories;<br>Nike SNKRS: Sneaker Release      | 37                          | 15.2%           | 8.4%                   |
|           | ROADGET BUSINESS PTE. LTD.   | SHEIN - Online Fashion   | 29                          | 10.9%           | 5.5%                   |
|           | TextNow, Inc.                | TextNow: Call + Text Unlimited                                     | 144                         | -20.9%          | 5.2%                   |
|           | Chime Financial, Inc.        | Chime – Mobile Banking   | 171                         | -11.4%          | 4.7%                   |
|           | GrubHub.com                  |  | 162                         | -5.3%           | 4.5%                   |
|           | Afterpay                     | Afterpay - Buy Now Pay Later                                       | 134                         | 1.7%            | 4.5%                   |
| 945       | Shopify Inc                  | Shop: All your favorite brands                                     | 44                          | 4.9%            | 4.2%                   |
| 551       | Walt Disney Co               | Disney+; ESPN: Live Sports & Scores;<br>FOX NOW: Watch TV & Sports | 28                          | 8.4%            | 4.1%                   |
|           | EVOLLY.APP                   | TV Remote - Universal Control                                      | 110                         | 19.5%           | 4.0%                   |
|           | Bytedance Pte. Ltd           | CapCut - Video Editor  | 17                          | 29.1%           | 3.4%                   |
|           | Poshmark, Inc.               | Poshmark: Buy & Sell Fashion                                       | 105                         | 20.5%           | 2.5%                   |
| 489       | Walgreens Boots Alliance Inc | Walgreens  | 185                         | -4.2%           | 2.4%                   |
|           | Musi Inc.                    | Musi - Simple Music Streaming                                      | 163                         | -25.1%          | 2.1%                   |
|           | Telegram FZ-LLC              | Telegram Messenger   | 23                          | 16.3%           | 1.5%                   |

#### 11. Online Retail Amazon - 2W Delta (2022-11-28, 13 weeks YoY) (Part 1)

| AstutexID | Company Name               | Rating | Rating 13W Growth YoY | 2W Change (13W YoY) |
|-----------|----------------------------|--------|-----------------------|---------------------|
| 947       | LVMH                       | 320    | -5.6%                 | 16.5%               |
| 16        | Amazon.com Inc             | 35035  | 49.6%                 | 7.8%                |
| 215       | PVH Corp                   | 892    | -16.4%                | 6.3%                |
| 20        | Apple Inc                  | 638    | -3.6%                 | 6.1%                |
| 26        | Avon Products Inc          | 868    | 25.4%                 | 5.9%                |
| 959       | Turtle Beach               | 1821   | 0.3%                  | 5.6%                |
| 71        | Crocs Inc                  | 6723   | 7.0%                  | 5.3%                |
| 441       | Bandai Namco Holdings Inc  | 459    | 10.3%                 | 5.0%                |
| 5         | Puma SE                    | 1494   | 42.3%                 | 4.5%                |
| 427       | Lenovo Group Ltd           | 898    | -32.8%                | 4.2%                |
| 442       | Shimano Inc                | 543    | -22.5%                | 3.5%                |
| 365       | LG Electronics Inc         | 1146   | -17.0%                | 3.5%                |
| 14        | Adidas AG                  | 8578   | 19.0%                 | 3.1%                |
| 225       | Samsonite International SA | 1113   | -5.4%                 | 3.0%                |

## 12. Online Retail Walmart - 2W Delta (2022-12-05, 13 weeks YoY) (Part 1)

| AstutexID | Company Name                   | Rating | Rating 13W Growth YoY | 2W Change (13W YoY) |
|-----------|--------------------------------|--------|-----------------------|---------------------|
| 233       | Skechers USA Inc               | 3794   | 222.9%                | 95.7%               |
| 457       | Goodyear Tire & Rubber Co      | 2604   | 201.4%                | 74.1%               |
| 518       | Chocoladefabriken Lindt & Spru | 217    | 13.0%                 | 52.1%               |
| 143       | Hugo Boss AG                   | 208    | 26.8%                 | 48.2%               |
| 71        | Crocs Inc                      | 440    | 15.8%                 | 44.5%               |
| 212       | Prada SpA                      | 397    | 293.1%                | 41.8%               |
| 958       | Funko Inc                      | 346    | 23.1%                 | 30.3%               |
| 268       | Under Armour Inc               | 1291   | 154.1%                | 21.9%               |
| 184       | Movado Group Inc               | 127    | -36.8%                | 18.9%               |
| 390       | Nintendo Co Ltd                | 850    | -14.7%                | 18.7%               |
| 525       | Campbell Soup Co               | 704    | 33.3%                 | 12.9%               |
| 956       | Square Enix                    | 178    | -38.2%                | 12.2%               |
| 391       | Electronic Arts Inc            | 972    | -30.0%                | 11.3%               |
| 290       | Wolverine World Wide Inc       | 253    | -26.9%                | 10.5%               |
| 959       | Turtle Beach                   | 1006   | 51.3%                 | 10.2%               |
| 365       | LG Electronics Inc             | 1173   | 6.2%                  | 6.7%                |
| 531       | L'Oreal SA                     | 468    | 27.2%                 | 6.1%                |
| 14        | Adidas AG                      | 2467   | 41.7%                 | 5.0%                |

**13. Online Retail Bestbuy - 2W Delta (2022-12-05, 13 weeks YoY) (Part 1)**

| <b>AstutexID</b> | <b>Company Name</b>        | <b>Rating</b> | <b>Rating 13W Growth YoY</b> | <b>2W Change (13W YoY)</b> |
|------------------|----------------------------|---------------|------------------------------|----------------------------|
| 179              | Capri Holdings Limited     | 278           | 334.4%                       | 57.5%                      |
| 16               | Amazon.com Inc             | 2373          | 21.8%                        | 14.3%                      |
| 505              | Activision Blizzard Inc    | 378           | -36.5%                       | 12.5%                      |
| 957              | Capcom                     | 187           | -28.4%                       | 10.3%                      |
| 122              | GoPro Inc                  | 630           | 31.8%                        | 7.6%                       |
| 106              | Fitbit Inc                 | 826           | -25.8%                       | 7.3%                       |
| 365              | LG Electronics Inc         | 6096          | -34.2%                       | 6.9%                       |
| 538              | Fujifilm Holdings Corp     | 964           | 16.0%                        | 6.9%                       |
| 39               | Breville Group Ltd         | 1854          | -3.5%                        | 4.9%                       |
| 424              | Samsung Electronics Co Ltd | 20050         | -16.4%                       | 4.4%                       |
| 537              | Acer Inc                   | 708           | 46.0%                        | 4.3%                       |
| 79               | De Longhi SpA              | 2785          | -20.6%                       | 4.1%                       |
| 475              | Sharp Corp                 | 516           | -52.3%                       | 3.9%                       |
| 477              | Panasonic Corp             | 3217          | 4.2%                         | 3.2%                       |

**14. Job Listings - 2W Delta (2022-12-05, 13weeks YoY) (Part 1)**

| <b>AstutexID</b> | <b>Company Name</b>            | <b>Average number of jobs</b> | <b>Jobs 4W Growth YoY</b> | <b>2W Change (13W YoY)</b> |
|------------------|--------------------------------|-------------------------------|---------------------------|----------------------------|
| 849              | Aetna Inc                      | 15029                         | 100.0%                    | 195%                       |
| 877              | Rockwell Collins Inc           | 2226                          | 64.8%                     | 108%                       |
| 1292             | GN Store Nord A/S              | 272                           | 100.0%                    | 79%                        |
| 642              | NextEra Energy Inc             | 1093                          | 65.0%                     | 74%                        |
| 207              | Pets at Home Group PLC         | 443                           | 73.0%                     | 63%                        |
| 12               | Associated British Foods PLC   | 491                           | 56.7%                     | 56%                        |
| 405              | Danone SA                      | 1138                          | 56.2%                     | 51%                        |
| 924              | Zoetis Inc                     | 275                           | 65.1%                     | 47%                        |
| 799              | FLIR Systems Inc               | 148                           | -17.5%                    | 45%                        |
| 710              | Raytheon Co                    | 163                           | -53.0%                    | 44%                        |
| 421              | Greene King PLC                | 874                           | 48.9%                     | 43%                        |
| 444              | Bpost SA                       | 420                           | 78.9%                     | 40%                        |
| 894              | Mid-America Apartment Communit | 331                           | 35.3%                     | 39%                        |
| 575              | Kinder Morgan Inc              | 395                           | 64.9%                     | 37%                        |
| 990              | Reckitt Benckiser Group PLC    | 878                           | 79.7%                     | 36%                        |
| 538              | Fujifilm Holdings Corp         | 673                           | 41.8%                     | 32%                        |
| 1213             | Raiffeisen Bank International  | 507                           | 46.5%                     | 32%                        |
| 379              | Casino Guichard Perrachon SA   | 299                           | 20.0%                     | 30%                        |
| 224              | Sally Beauty Holdings Inc      | 5453                          | 10.3%                     | 29%                        |
| 420              | Coty Inc                       | 440                           | 62.9%                     | 29%                        |
| 1534             | ViacomCBS Inc                  | 367                           | -32.7%                    | 28%                        |
| 30               | Basic Fit NV                   | 339                           | 42.0%                     | 28%                        |
| 1072             | London Stock Exchange Group PL | 1295                          | 54.3%                     | 27%                        |
| 168              | LPP SA                         | 250                           | -2.7%                     | 25%                        |
| 973              | Airbus SE                      | 2998                          | 100.0%                    | 24%                        |
| 119              | Gerry Weber International AG   | 390                           | 99.6%                     | 23%                        |
| 1219             | Old Mutual Ltd                 | 215                           | 84.0%                     | 22%                        |
| 586              | American Electric Power Compan | 145                           | 24.1%                     | 22%                        |
| 403              | Barry Callebaut AG             | 296                           | 29.1%                     | 22%                        |
| 114              | GameStop Corp                  | 6546                          | 79.6%                     | 21%                        |



**15. Employee Company Ratings - 2W Delta (2022-12-05, 4 weeks QoQ) (Part 1)**

| <b>AstutexID</b> | <b>Company Name</b>            | <b>Total reviews</b> | <b>Rating Gr.chg.</b> | <b>Outlook Gr.chg.</b> | <b>Mgmt Gr.chg</b> | <b>CEO Rating Gr.chg</b> | <b>Growing indicator</b> |
|------------------|--------------------------------|----------------------|-----------------------|------------------------|--------------------|--------------------------|--------------------------|
| 1473             | Metro Bank PLC                 | 1200                 | 5.6%                  | -20.0%                 | 16.0%              | 0.0%                     | Management               |
| 593              | Verisk Analytics Inc           | 836                  | 7.1%                  | 15.2%                  | 8.9%               | 0.0%                     | Outlook                  |
| 673              | Loews Corp                     | 1279                 | 3.7%                  | 5.5%                   | 6.6%               | 0.0%                     | Management               |
| 199              | Orpea SA                       | 208                  | -0.7%                 | 5.8%                   | 0.0%               | 0.0%                     | Outlook                  |
| 179              | Capri Holdings Limited         | 2005                 | -0.1%                 | 5.7%                   | 3.0%               | 1.6%                     | Outlook                  |
| 108              | Flight Centre Travel Group Ltd | 2018                 | 2.3%                  | 4.8%                   | 5.4%               | 0.0%                     | Management               |
| 987              | EssilorLuxottica SA            | 1208                 | 1.5%                  | 5.2%                   | 1.1%               | 0.0%                     | Outlook                  |