Estimates of Gross Revenues in Each Market with Overlaps, Estimated Market Shares of Parties to the Transaction, and Estimated Market Shares of Each Other Economic Participant

Overlapping Lines of	How are Products	Products Provided	Estimated Annual	Estimated Market	Identity and
Business	Sold		Gross Revenues for	Shares of Each Party	Estimated Market
			2016	in Each Market with	Share of All Other
			(in Php)	Overlaps	Economic
				·	Participants
Manufacturing all-	Wholesale of all-	106,920 barrels of	2,000,000,000.00	Gugo, Inc.: 10%	Evoo, Inc.: 40%
natural shampoos	natural shampoos	shampoo worth			EggWhites Inc.:
	(exclusive to Gugo,	Php1,700,000,000.00			30%
	Inc.)				AloeVera, Inc.: 15%
					Ion Chemicals: 5%
Packaging all-	Packaged all-	 Packaging 	(Included in the		
natural shampoos	natural shampoos	service of	estimated annual		
	(exclusive to Gugo,	shampoos worth	gross revenues for		
	Inc.)	Php50,000,000.00	Manufacturing)		
	• 300mL	each for 300mL,			
	shampoos in	500mL and			
	boxes of 200	1,000mL bottles			
	bottles	 Wholesale 			
	• 500mL	packaging			
	shampoos in	service of			
	boxes of 100	bottled			
	bottles	shampoos into			

Overlapping Lines of Business	How are Products Sold 1,000mL shampoos in	Products Provided boxes worth Php50,000,000.00	Estimated Annual Gross Revenues for 2016 (in Php)	Estimated Market Shares of Each Party in Each Market with Overlaps	Identity and Estimated Market Share of All Other Economic Participants
	boxes of 50 bottles	1 /			
Distributing all- natural shampoos	Distribution of all- natural shampoos 300mL shampoos in boxes of 200 bottles (sold at Php 10,000 per box) 500mL shampoos in boxes of 100 bottles (sold at Php 7,500 per box) 1,000mL shampoos in boxes of 50 bottles (sold at Php 5,000 per box)	Distribution service of all-natural shampoos worth Php100,000,000.00	(Included in the estimated annual gross revenues for Manufacturing)		

Overlapping Lines of Business Manufacturing all-	How are Products Sold Wholesale of all-	Products Provided 53,460 barrels of	Estimated Annual Gross Revenues for 2016 (in Php) 1,000,000,000.00	Estimated Market Shares of Each Party in Each Market with Overlaps Gugo, Inc.: 15%	Identity and Estimated Market Share of All Other Economic Participants Evoo, Inc.: 35%
natural conditioners	natural conditioners (exclusive to Gugo, Inc.)	conditioners worth Php850,000,000.00	1,000,000,000.00	Gugo, III 15 %	EggWhites Inc.: 25% AloeVera, Inc.: 15% Ion Chemicals: 10%
Packaging all- natural conditioners	Packaged all- natural conditioners (exclusive to Gugo, Inc.) • 300mL conditioners in boxes of 200 bottles • 500mL conditioners in boxes of 100 bottles • 1,000mL conditioners in boxes of 50 bottles	 Packaging service of conditioners worth Php25,000,000.00 each for 300mL, 500mL and 1,000mL bottles Wholesale packaging service of bottled conditioners into boxes worth Php25,000,000.00 	(Included in the estimated annual gross revenues for Manufacturing)		
Distributing all- natural conditioners	Distribution of all- natural conditioners	Distribution service of all-natural	(Included in the estimated annual		

Overlapping Lines of Business	How are Products Sold	Products Provided	Estimated Annual Gross Revenues for 2016 (in Php)	Estimated Market Shares of Each Party in Each Market with Overlaps	Identity and Estimated Market Share of All Other Economic Participants
	 300mL conditioners in boxes of 200 bottles (sold at Php 12,000 per box) 500mL conditioners in boxes of 100 bottles (sold at Php 8,500 per box) 1,000mL conditioners in boxes of 50 bottles (sold at Php 5,500 per box) 	conditioners worth Php50,000,000.00	gross revenues for Manufacturing)		
Manufacturing all- natural 2-in-1 shampoos and conditioners	Wholesale of all- natural 2-in-1 shampoos and conditioners (exclusive to Gugo, Inc.)	106,920 barrels of 2- in-1 shampoos and conditioners worth Php1,700,000,000.00	2,000,000,000.00	Gugo, Inc.: 15%	Evoo, Inc.: 40% EggWhites Inc.: 30% AloeVera, Inc.: 10% Ion Chemicals: 5%

Overlapping Lines of Business Packaging all-	How are Products Sold Packaged all-	Products Provided • Packaging	Estimated Annual Gross Revenues for 2016 (in Php) (Included in the	Estimated Market Shares of Each Party in Each Market with Overlaps	Identity and Estimated Market Share of All Other Economic Participants
natural 2-in-1 shampoos and conditioners	natural 2-in-1 shampoos and conditioners (exclusive to Gugo, Inc.) • 300mL 2-in-1 shampoos and conditioners in boxes of 200 bottles • 500mL 2-in-1 shampoos and conditioners in boxes of 100 bottles • 1,000mL 2-in-1 shampoos and conditioners in boxes of 50 bottles	service of 2-in-1 shampoos and conditioners worth Php50,000,000.00 each for 300mL, 500mL and 1,000mL bottles Wholesale packaging service of bottled 2-in-1 shampoos and conditioners into boxes worth Php50,000,000.00	estimated annual gross revenues for Manufacturing)		
Distributing all- natural 2-in-1 shampoos and conditioners	Distribution of all- natural 2-in-1 shampoos and conditioners	Distribution service of all-natural 2-in-1 shampoos and	(Included in the estimated annual gross revenues for Manufacturing)		

Overlapping Lines of Business	How are Products Sold	Products Provided	Estimated Annual Gross Revenues for 2016 (in Php)	Estimated Market Shares of Each Party in Each Market with Overlaps	Identity and Estimated Market Share of All Other Economic Participants
	 300mL 2-in-1 shampoos and conditioners in boxes of 200 bottles (sold at Php 13,000 per box) 500mL 2-in-1 shampoos and conditioners in boxes of 100 bottles (sold at Php 8,000 per box) 1,000mL 2-in-1 shampoos and conditioners in boxes of 50 bottles (sold at Php 5,750 per box) 	conditioners worth Php100,000,000.00			
Production of raw materials for	Wholesale of organic raw	Flowers	400,000,000.00	MacDonald Farms Inc.: 25%	Evoo, Inc.: 50% AloeVera, Inc.: 25%
shampoos	materials	Fruits	400,000,000.00	MacDonald Farms Inc.: 20%	EggWhites Inc.: 60%

Overlapping Lines of	How are Products	Products Provided	Estimated Annual	Estimated Market	Identity and
Business	Sold		Gross Revenues for	Shares of Each Party	Estimated Market
			2016	in Each Market with	Share of All Other
			(in Php)	Overlaps	Economic
			, , , , ,	,	Participants
					AloeVera, Inc.: 20%
		Herbs	200,000,000.00	MacDonald Farms	Evoo, Inc.: 55%
				Inc.: 15%	EggWhites Inc.: 30%
		Honey	100,000,000.00	MacDonald Farms	Evoo, Inc.: 62%
		,		Inc.: 13%	AloeVera, Inc.: 15%
		Essential oils	200,000,000.00	MacDonald Farms	Evoo, Inc.: 50%
				Inc.: 18%	EggWhites Inc.: 32%
Production of raw	Wholesale of	Flowers	100,000,000.00	MacDonald Farms	Evoo, Inc.: 50%
materials for	organic raw			Inc.: 15%	AloeVera, Inc.: 35%
conditioners	materials	Fruits	100,000,000.00	MacDonald Farms	EggWhites Inc.:
				Inc.: 10%	60%
					AloeVera, Inc.: 30%
		Herbs	100,000,000.00	MacDonald Farms	Evoo, Inc.: 65%
				Inc.: 5%	EggWhites Inc.: 30%
		Honey	300,000,000.00	MacDonald Farms	Evoo, Inc.: 52%
		-		Inc.: 23%	AloeVera, Inc.: 15%
		Essential oils	300,000,000.00	MacDonald Farms	Evoo, Inc.: 40%
				Inc.: 28%	EggWhites Inc.: 32%
Purchase of plastic	Purchase of plastic	300mL, 500mL, and	1,500,000.00		
shampoo bottles	shampoo bottles	1,000mL plastic			
(vertical overlap)	_	shampoo bottles			

List of Competitors

Competitor Name	Address	Contact Person	Telephone Number for the
			Contact Person
Evoo, Inc.	17 Buko Street, Sta. Rosa 4026,	Mr. Constantine Abaca	(049) 123 4567
• tradename: "Eve"	Laguna	Vice President for Operations	
EggWhites, Inc.	15 Maputi Street, Sta. Rosa	Ms. May Hollandaise	(049) 765 4321
• tradename: "Iggy"	4026, Laguna	Vice President for Finance	
AloeVera, Inc.	19 Sabila Street, Sta. Rosa	Ms. Vera de la Cruz	(049) 135 7924
• tradename: "Alora"	4026, Laguna	President	
Ion Chemicals	20 Kimika Street, Barangay	Mr. Ceraphim Covalento	(049) 246 8135
• tradename: "LadyFinger"	Jollybug, Sta. Rosa 4026,	President	
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