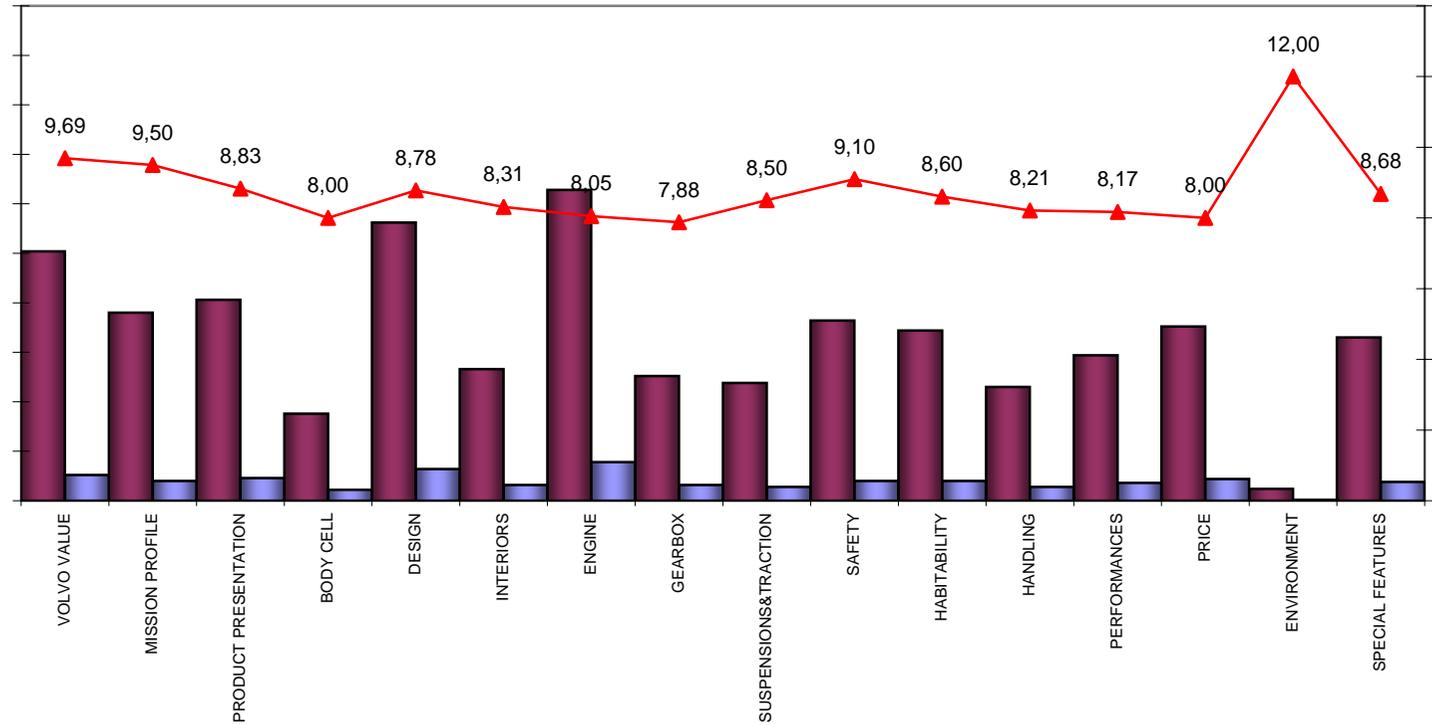




CORPORATE

PRODUCT ANALYSIS and AVERAGE MARKS



HIT SUM
 HIT TIME
 ▲ AVERAGE MARK

IQ Index and AP Index define the value of the newspaper and the quality of the article. IQ index is given by many factors such as the circulation, the number of readers, the number of pages composing the article, the number and the size of photos, the number of times Volvo is mentioned in the article. Furthermore it is applied an important coefficient related to the newspaper/magazine's circulation. **AP index is given by how a Volvo product has been discussed by the author or the editor of the article.** For further information regarding evaluation criteria, please refer to keytable page. This diagram highlights the classification defined by AP index marks.