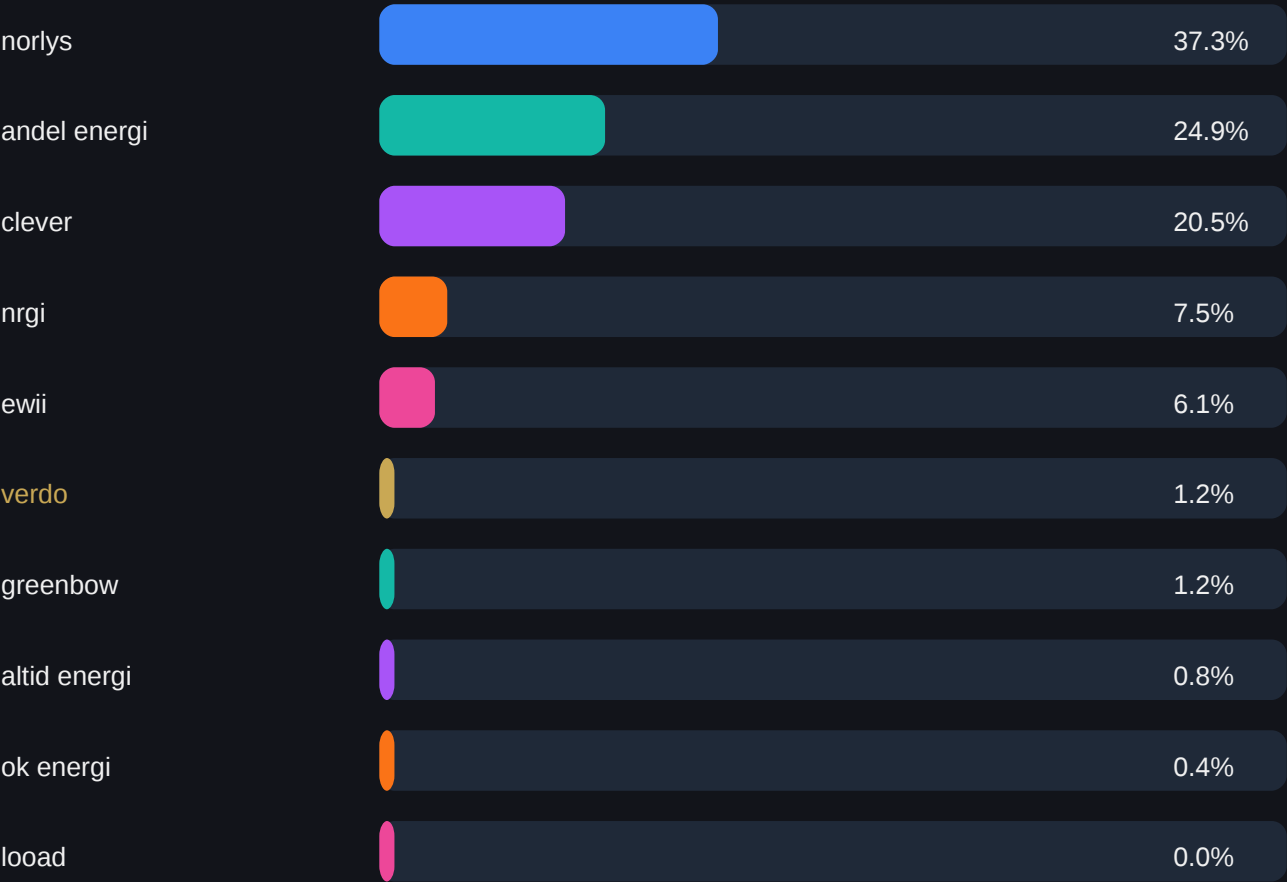


Share of Search Report

Verdo • verdo • Denmark

Executive Summary

Current Market Share



Key Metrics

Client Market Share 1.2%	Monthly Search Volume 5.490
Competitors Tracked 9	Gap vs norlys -159.510

Competitive Gap Analysis

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verdo vs norlys

Monthly Gap Trend (Last 12 Months)

Month	verdo	norlys	Gap
Jan 25	12.210	165.000	-152.790
Feb 25	9.950	135.000	-125.050
Mar 25	8.190	135.000	-126.810
Apr 25	8.210	135.000	-126.790
May 25	8.210	201.000	-192.790
Jun 25	5.510	165.000	-159.490
Jul 25	5.490	165.000	-159.510
Aug 25	12.170	165.000	-152.830
Sep 25	6.710	165.000	-158.290
Oct 25	8.240	201.000	-192.760
Nov 25	6.770	201.000	-194.230
Dec 25	5.490	165.000	-159.510

Gap Statistics

Average Gap

-158404

Current Gap

-159.510

Best Month

+125.050

Worst Month

-194.230

Market Share Trend

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36 Month Historical Trend

Month	verdo	norlys	ok energi	clever	greenbow
Jan 24	2.1%	29.0%	0.2%	8.7%	0.9%
Feb 24	1.4%	18.4%	0.2%	6.8%	0.7%
Mar 24	1.7%	28.0%	0.2%	10.3%	0.9%
Apr 24	2.0%	27.5%	0.3%	10.1%	1.1%
May 24	1.9%	30.7%	0.2%	11.3%	0.8%
Jun 24	1.9%	30.7%	0.2%	11.3%	1.0%
Jul 24	1.7%	28.2%	0.2%	15.4%	0.9%
Aug 24	1.8%	29.4%	0.2%	13.2%	1.2%
Sep 24	2.2%	29.3%	0.3%	13.2%	1.0%
Oct 24	1.8%	30.3%	0.3%	13.6%	1.2%
Nov 24	1.8%	30.0%	0.3%	13.5%	2.2%
Dec 24	1.8%	30.2%	0.4%	13.5%	1.5%
Jan 25	2.2%	29.6%	0.3%	13.3%	1.8%
Feb 25	2.1%	29.1%	0.4%	15.9%	1.7%
Mar 25	1.7%	28.3%	0.3%	15.5%	1.7%
Apr 25	2.0%	32.4%	0.4%	14.5%	1.6%
May 25	1.7%	41.6%	0.3%	12.5%	1.4%
Jun 25	1.3%	37.8%	0.3%	13.8%	1.5%
Jul 25	1.3%	39.3%	0.4%	17.6%	1.6%
Aug 25	2.9%	39.3%	0.5%	14.4%	1.6%
Sep 25	1.6%	39.4%	0.5%	14.5%	1.3%
Oct 25	1.6%	40.0%	0.4%	14.7%	1.1%
Nov 25	1.3%	38.6%	0.5%	17.4%	1.0%
Dec 25	1.2%	37.3%	0.4%	20.5%	1.2%

Brand Growth Index

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Growth indexed to 100 at start of period

Current Growth Index



Market Share Distribution

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Monthly Share of Search - Stacked View



Korrelationsanalyse: Bruttofortjeneste

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Share of Search vs. Bruttofortjeneste

Pearson Korrelation

82%

R² (Forklaringsgrad)

67.6%

Datapunkter

9

1% ekstra SoS =

8.515.415 DKK

Virksomhedsdata

Brand	Søgevolumen	Bruttofortjeneste
andel energi	172.167	298.947.000
norlys	143.903	308.525.000
clever	49.122	347.373.000
nrgi	32.325	126.942.000
verdo	8.326	40.847.000
greenbow	4.717	-8.008.000
altid energi	2.173	-1.896.000
ok energi	1.169	2.469.000
load	418	-5.031.000

Regressionsmodel

$$\text{Bruttofortjeneste} = 1901.29 \times \text{Søgevolumen} + 35.825.129$$

For hver stigning på 1.000 i søgevolumen, stiger bruttofortjeneste med ca. 1.901.288 DKK