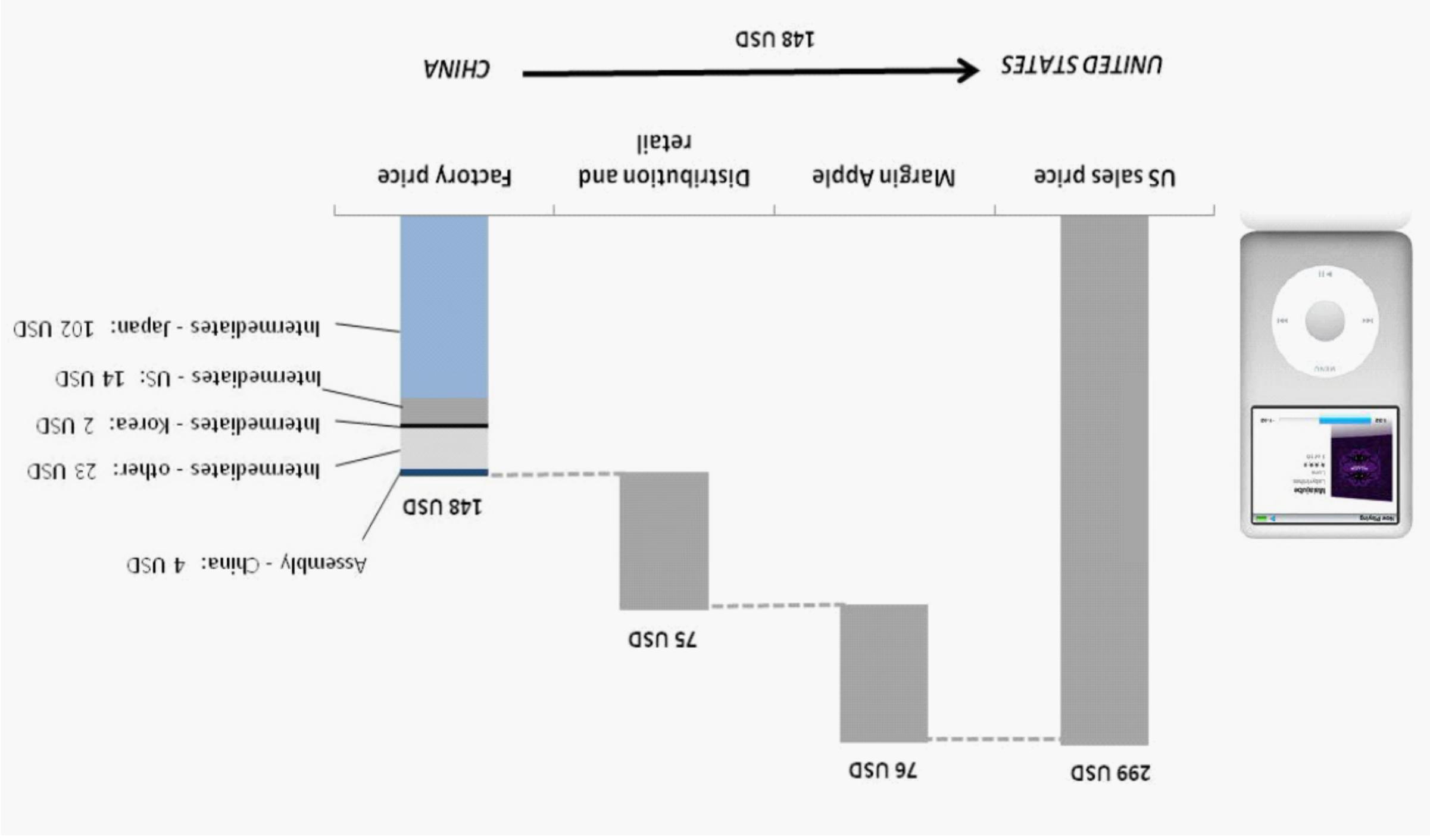


GVCS in practice: the Sonicare Elite 7000 (US version)



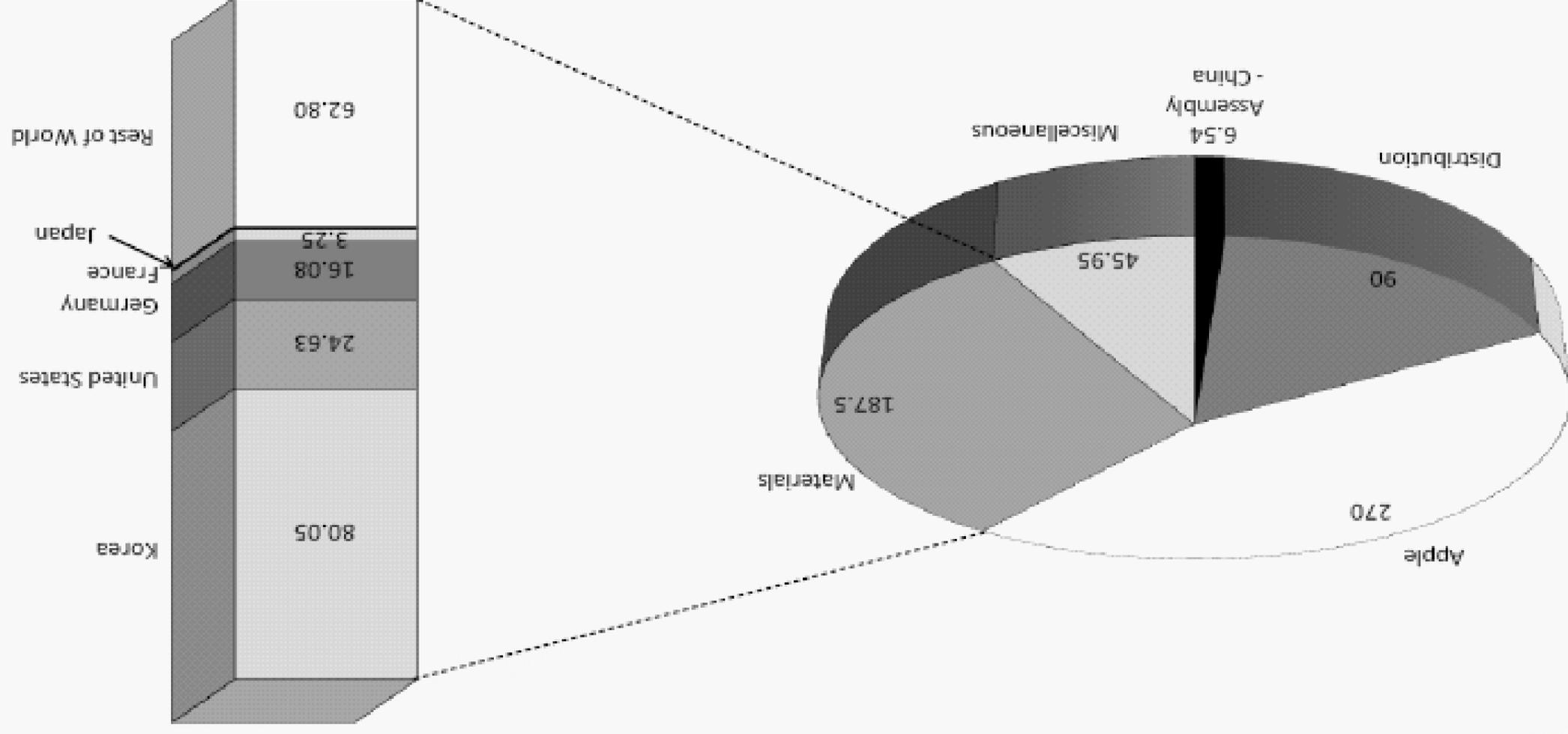
GVCS in practice: the iPod

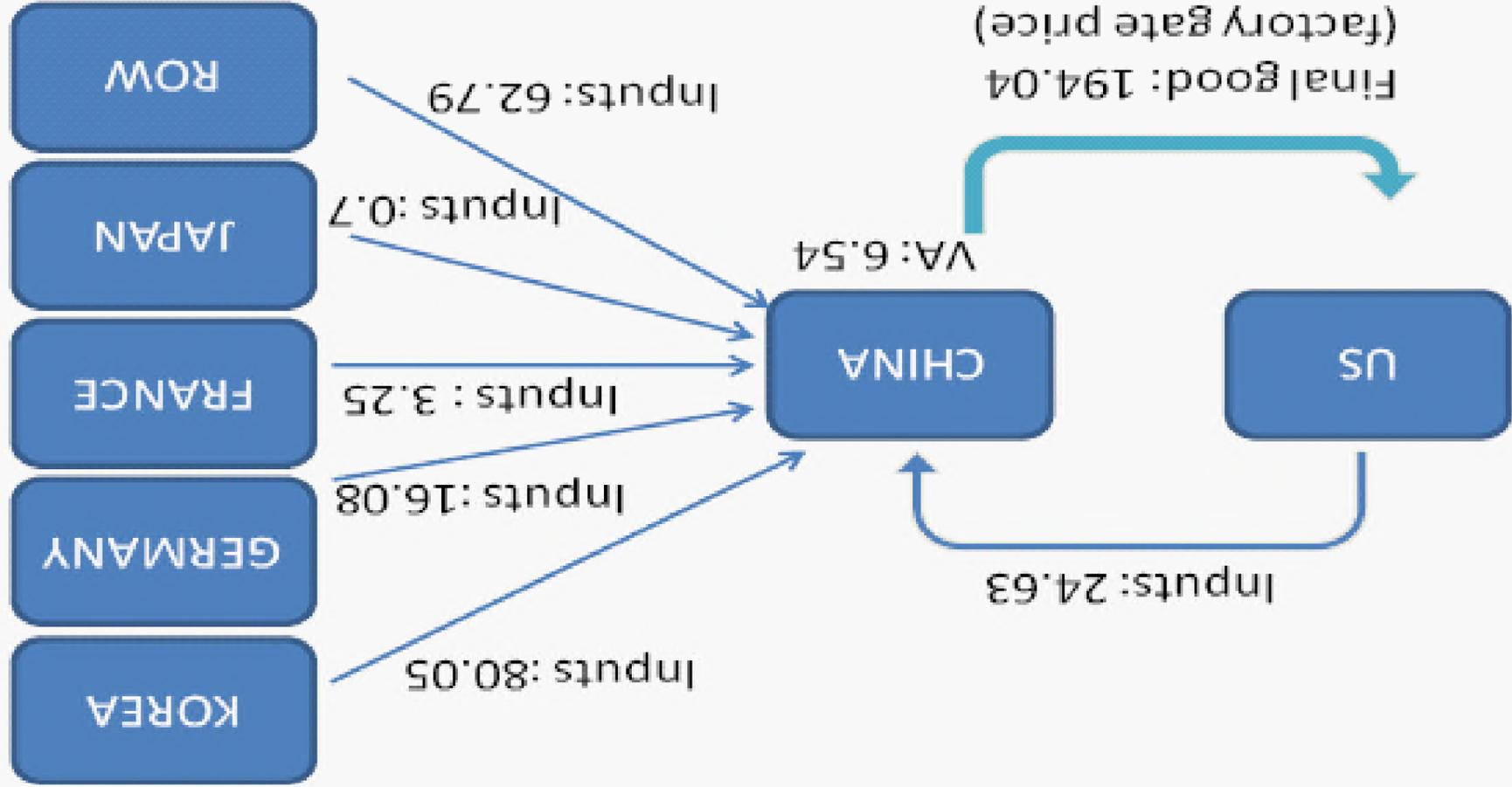
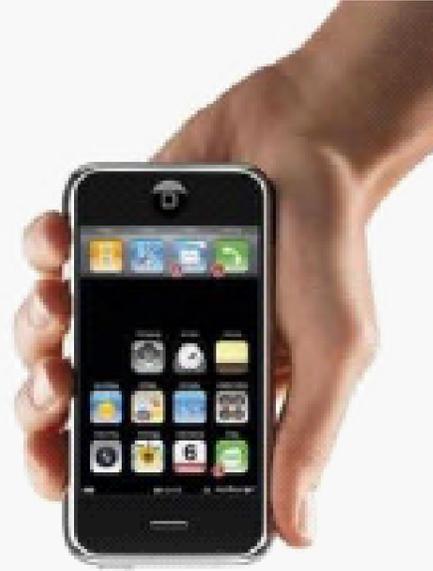


GVCS in practice: the iPhone



Value creation and capturing (in USD) for Apple's iPhone4 (retail price = USD 600)





US trade with	CHINA	KOREA	GERMANY	FRANCE	JAPAN	ROW	WORLD
Value added	-6.54	-80.05	-16.08	-3.25	-0.7	-62.79	-169.41
Gross	-169.41	0	0	0	0	0	-169.41