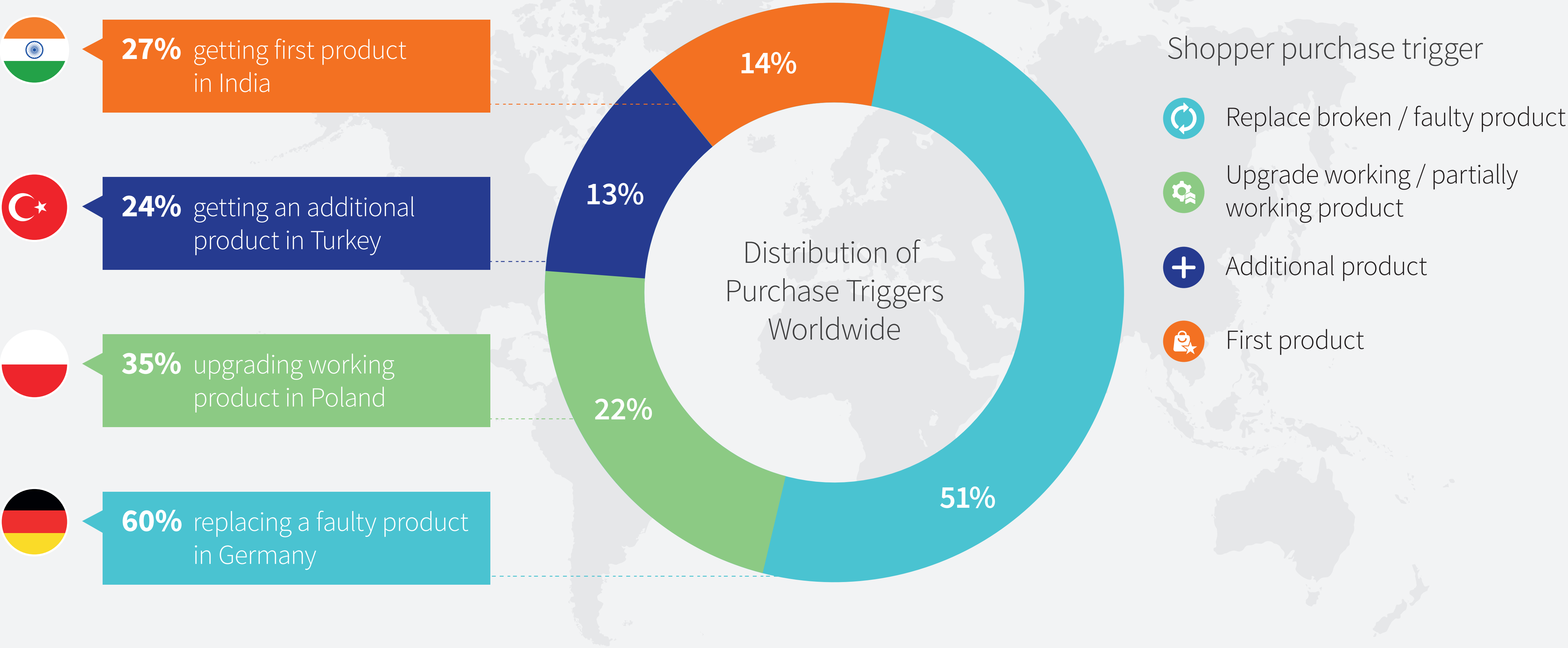


Main purchase driver: replacing broken devices



Source: NiQ gfknewron consumer, initial trigger reason, 714k interviews, 19 tech & durables categories, 17 countries, Jan-Dec 2024.