

**RESULTS OF IFAK & EXPERTMUSIC RESEARCH,
CONDUCTED IN THE PROSTOR CHAIN STORES**

75%

OF CUSTOMERS FEEL MORE COMFORTABLE WHEN THE MUSIC IS PLAYING IN THE STORE

WHEN EXPERTMUSIC TRACKS PLAYED IN THE STORES FOR

89%

OF RESPONDENTS, THE MUSIC DID NOT IMPEDE TO FOCUS ON SHOPPING

97%

OF RESPONDENTS, THE MUSIC DID NOT IMPEDE TO COMMUNICATE WITH THE SALES CONSULTANTS

CUSTOMERS EVALUATED THE WORK OF CONSULTANTS MORE POSITIVELY

73%

MUSIC VS SILENCE

32%

91%

OF VISITORS STATED THAT THEY FELT COMFORTABLE IN THE STORE WITH EXPERTMUSIC TRACKS

IN ITS STORES, PROSTOR STRIVES TO CREATE A UNIQUE BEAUTY SPACE AND PAYS SPECIAL ATTENTION TO CARE FOR THE COMFORT OF THE CUSTOMERS DURING SHOPPING. EXPERTMUSIC HAS PROVIDED ALL OF ITS SERVICES IN ORDER TO ACHIEVE THESE GOALS.