With respect to “Company A” for each pair of Competitiveness Indicators please indicate, which one you consider to be most influential and to what extent.

The Competitiveness Indicators must be compared pairwise, by asking to what degree criterion Ci has a bigger influence compared with criterion Cj, using the following scale (Saaty’s scale):

- $C_{ij} = 1$: indicator i and indicator j are considered to be equally influential
- $C_{ij} = 3$: indicator i is considered to be slightly more influential than indicator j
- $C_{ij} = 5$: indicator i is considered to be more influential than indicator j
- $C_{ij} = 7$: indicator i is considered to be significantly more influential than indicator j
- $C_{ij} = 9$: indicator i is considered to be absolutely more influential than indicator j

C1.1: Market share

C1.2: Rate of new customers

<table>
<thead>
<tr>
<th>Which Competitiveness Indicator do you consider more influential?</th>
<th>C1.1</th>
<th>C1.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent?</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>