

Product	Production volume	Key order-winner	Contribution per machine hour (\$)
A	Very high	Price	625
B	High	Price	415
C	Low	Delivery speed	593
D	Low	Non-price	380

NOTE: When the key order-winner is 'non-price', then orders are won predominantly on non-operations criteria.

**EXHIBIT 4.14** Production volume, key market order-winner and actual contribution per machine hour for four products