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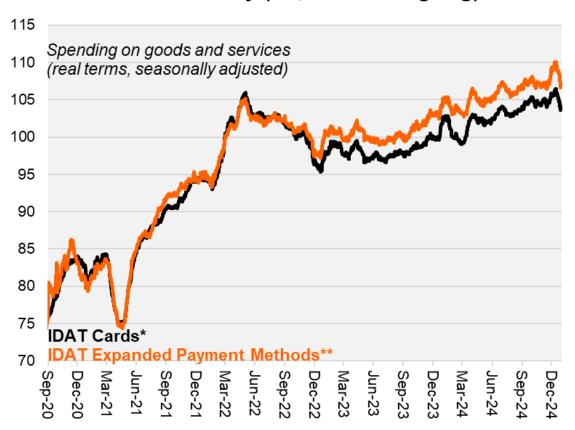
- IDAT Services
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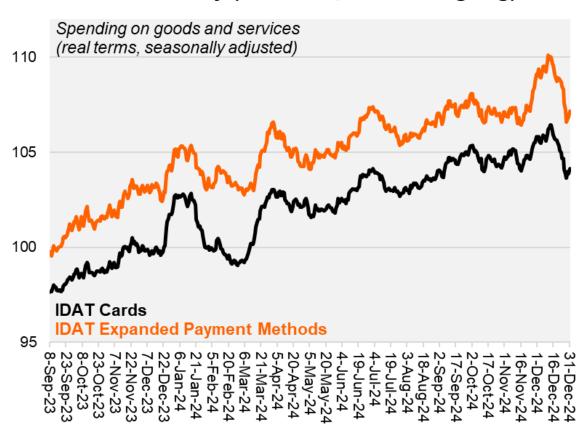


IDAT-Activity retreated by 1.8% in December (seasonally adjusted monthly variation)

IDAT - Activity (SA, 28d moving avg)



IDAT - Activity (zoom: SA, 28d moving avg)



^{**}IDAT- Expanded Payment Methods: Also includes flows of instant payments (PIX), other types of bank transfers (TED/DOC) and bank slip payment flows ("boletos") from individuals to corporates who are Itaú account holders



^{*}IDAT-Cards: Includes spending on goods and services only with cards

IDAT-Activity: December

Decline in services and goods

Heat map IDAT Expanded (mom/sa)													
Breakdown	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24					
IDAT-Activity	0.8%	1.7%	-1.2%	1.1%	1.0%	-0.9%	2.0%	-1.8%					
IDAT-Services	0.2%	2.3%	-2.2%	2.1%	1.2%	-1.0%	4.0%	-2.5%					
Food services	-0.8%	2.7%	-1.3%	1.0%	1.3%	-0.3%	1.6%	-0.4%					
Lodging	-0.7%	2.2%	-4.5%	4.0%	1.9%	-3.1%	5.3%	-6.6%					
Recreation	0.8%	6.7%	-2.0%	3.2%	-2.6%	-1.8%	6.9%	-1.3%					
Beauty services	1.0%	0.2%	1.2%	2.3%	2.3%	-0.5%	4.7%	-4.4%					
Other personal services	4.8%	-0.7%	-5.0%	6.2%	-1.2%	2.0%	4.8%	-4.7%					
IDAT-Goods	1.3%	1.0%	-0.3%	0.1%	0.7%	-0.9%	0.0%	-1.0%					
IDAT-Goods sensitive to income	0.7%	0.9%	-0.4%	2.1%	0.3%	-1.4%	2.8%	-1.1%					
Fuel, Lubricants	0.1%	1.2%	-2.1%	0.6%	0.0%	-1.9%	2.4%	0.0%					
Hyper, Supermarkets	2.5%	-2.2%	0.2%	0.5%	0.5%	-1.1%	0.0%	-0.3%					
Pharmaceutical, medical	0.5%	0.9%	-0.3%	4.7%	0.3%	-0.8%	1.3%	-2.9%					
Fabric, apparel, footwear	-1.8%	2.6%	1.7%	0.5%	1.9%	-1.6%	4.7%	-9.5%					
Books, periodicals, magazines	0.5%	2.2%	0.1%	-2.6%	3.1%	0.3%	7.3%	-4.6%					
Other goods of personal use	3.5%	-0.6%	0.3%	2.6%	-0.4%	-1.3%	3.6%	5.5%					
IDAT-Goods sensitive to credit	1.5%	3.4%	-0.8%	-1.2%	1.7%	0.0%	-0.7%	-0.9%					
Ofice, IT and Communication goods	3.8%	2.7%	-1.7%	-0.9%	4.1%	-3.6%	1.5%	-4.0%					
Construction material	1.6%	1.6%	-1.5%	1.4%	-0.1%	-0.2%	-0.3%	-0.9%					
Furniture and appliances	1.8%	0.7%	1.8%	-3.3%	2.9%	0.7%	-2.5%	-2.3%					
Vehicles and parts	1.3%	4.5%	-0.9%	-1.7%	2.0%	0.2%	-0.6%	-0.5%					
Source: Itaú													

Source: Itaú



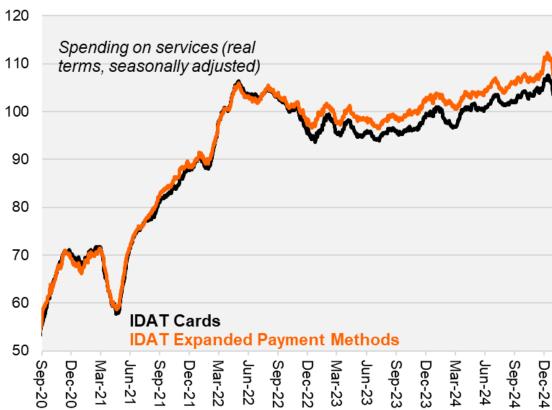


*IDAT-Services comprises the sectors corresponding to the "Services offered to households" component of the IBGE's monthly service sector survey (PMS), which includes restaurants, hotels, bars, beauty salons, entertainment services, etc. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly service sector survey (PMS). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

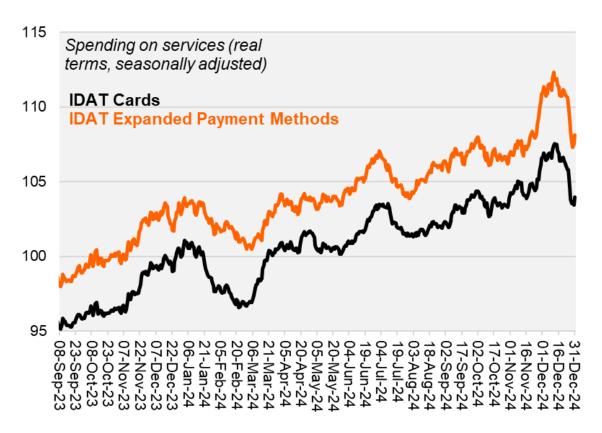


IDAT-Services decreased by 2.5% MoM/sa





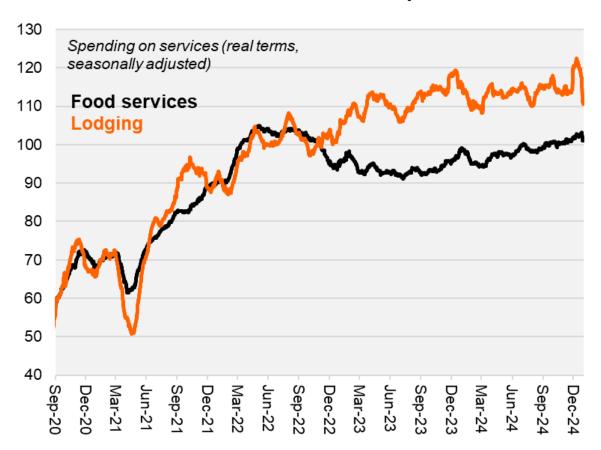
IDAT Services (zoom: SA, 28d moving avg)



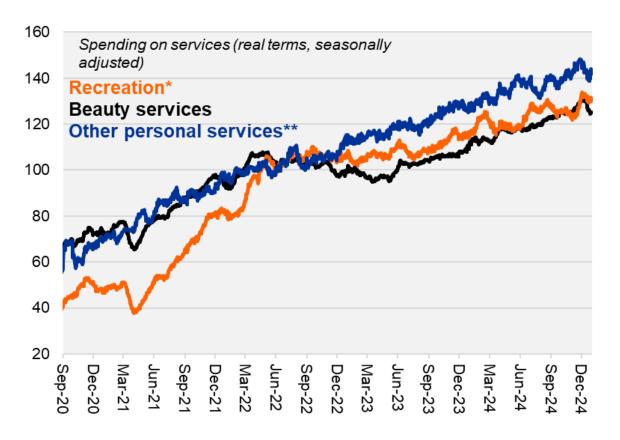


Decline in all segments in December

IDAT Services: main components



IDAT Services: other services



^{*}Includes: tourist attractions; sports fields; amusement parks, etc.



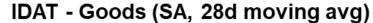
^{**}Includes: laundry, cleaners, funeral services.

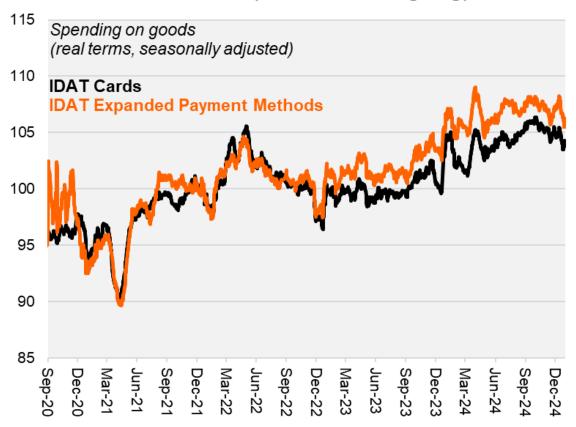


*IDAT-Goods comprises the sectors corresponding to the openings of the IBGE's monthly retail sales survey (PMC), including sales in the supermarket sectors; pharmaceuticals and cosmetics; fuels and lubricants; fabric, apparel and footwear; books, periodicals, magazines; other goods of personal use; office, IT and communication goods; furniture and appliances; construction materials; vehicles and parts. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly retail sales survey (PMC). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

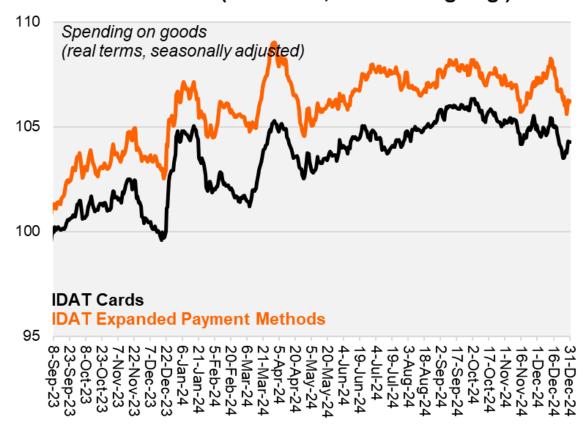


IDAT-Goods had a decrease of 1.0% at the margin





IDAT - Goods (zoom: SA, 28d moving avg)

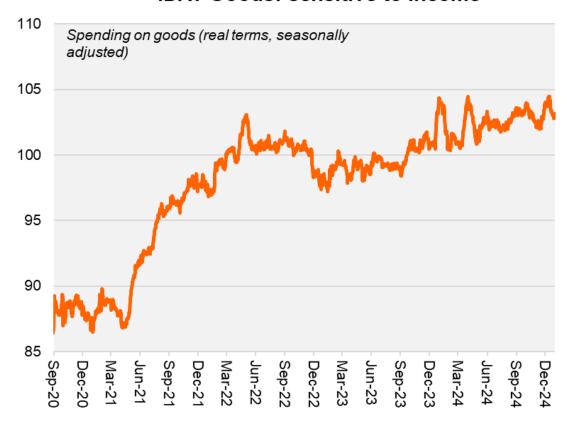




IDAT-Activity: December

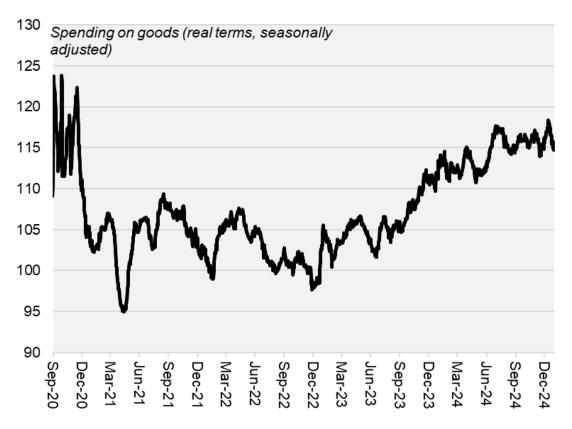
Sensitive to income segment fell by 1.1% while sensitive to credit segment contracted 0.9% at the margin

IDAT-Goods: sensitive to income*



^{*}Spending on fuel; supermarkets; apparel, footwear; pharmaceutical; books/magazines; other goods of personal use.

IDAT-Goods: sensitive to credit**

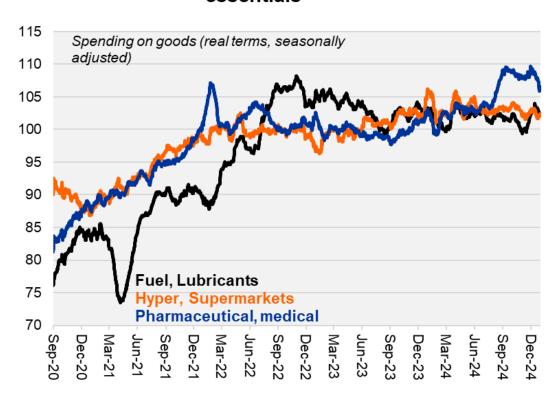


^{**}Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.



Within the sensitive to income group, there was growth only in the category of 'other goods personal use'

IDAT- Goods (sensitive to income): essentials



IDAT-Goods (sensitive to income): non-essentials

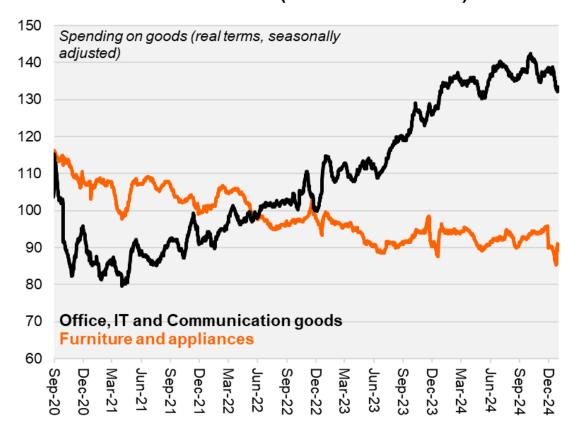


^{*}Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

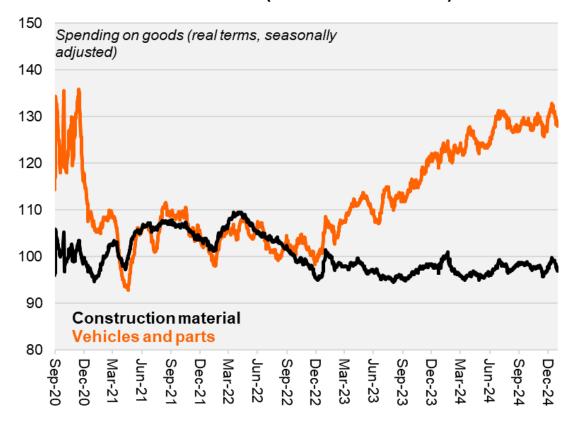


Within the sensitive to credit segment, there was a negative variation in all categories, with highlight in office, IT, and communication

IDAT-Goods (sensitive to credit)



IDAT-Goods (sensitive to credit)









IDAT-Regional only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.

IDAT-Regional: December

IDAT-Regional decreased in all regions, except in the Southeast

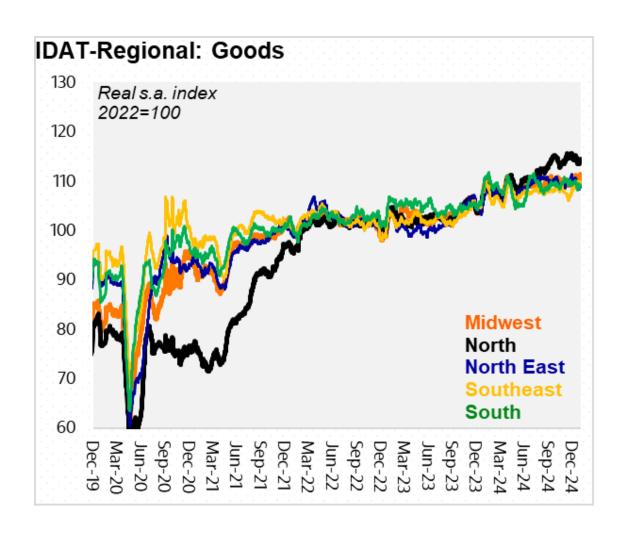
	Heat Map IDAT-Regional*														
	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
IDAT-Activity															
Southeast	0.4%	2.1%	2.3%	-2.1%	-0.7%	2.8%	-1.2%	0.7%	0.8%	-0.7%	0.5%	1.5%	-1.2%	2.1%	0.2%
Northeast	2.1%	0.4%	1.4%	1.0%	-1.9%	3.2%	-2.4%	1.9%	0.4%	1.0%	0.1%	0.2%	-0.7%	2.3%	-1.3%
South	-0.2%	1.5%	3.3%	-1.1%	-0.4%	3.3%	-3.1%	-2.0%	5.1%	-2.3%	1.4%	1.4%	0.2%	1.3%	-1.4%
Midwest	2.3%	0.5%	1.5%	-0.7%	-0.4%	3.4%	-2.3%	1.2%	0.8%	-0.4%	0.9%	1.3%	-0.5%	2.7%	-1.1%
North	2.0%	-0.7%	3.2%	0.4%	0.6%	2.0%	-2.0%	1.7%	1.1%	0.4%	1.3%	2.0%	-0.9%	2.3%	-1.4%
IDAT-Services	IDAT-Services														
Southeast	0.6%	2.7%	1.7%	-1.2%	-2.5%	3.2%	0.2%	-0.2%	1.9%	-1.8%	1.3%	1.8%	-1.5%	4.1%	-0.9%
Northeast	2.0%	1.2%	1.3%	1.6%	-3.1%	2.9%	-1.6%	1.7%	0.5%	0.7%	0.8%	0.0%	0.7%	3.3%	-1.2%
South	-0.4%	2.6%	2.4%	-1.4%	-0.7%	4.4%	-1.0%	-4.7%	5.7%	-3.4%	3.6%	1.7%	0.1%	3.2%	-2.4%
Midwest	3.3%	2.3%	-0.9%	-0.4%	-0.8%	4.0%	-1.9%	1.0%	1.7%	2.1%	-1.9%	2.0%	-0.4%	5.3%	-2.8%
North	1.7%	-0.2%	3.3%	1.4%	0.9%	1.5%	-1.9%	1.2%	2.2%	-0.4%	1.5%	2.0%	-0.6%	3.2%	-1.7%
IDAT-Goods															
Southeast	0.3%	1.4%	3.0%	-3.0%	1.2%	2.4%	-2.6%	1.6%	-0.3%	0.4%	-0.3%	1.1%	-1.0%	0.2%	1.3%
Northeast	2.2%	-0.4%	1.5%	0.4%	-0.9%	3.4%	-3.1%	2.1%	0.3%	1.3%	-0.5%	0.4%	-1.9%	1.5%	-1.4%
South	0.0%	0.5%	4.2%	-0.9%	-0.2%	2.2%	-5.2%	0.9%	4.5%	-1.2%	-0.7%	1.1%	0.4%	-0.6%	-0.4%
Midwest	1.3%	-1.2%	3.8%	-1.0%	0.1%	2.7%	-2.7%	1.4%	0.0%	0.0%	0.7%	0.6%	-0.6%	0.1%	0.6%
North	2.3%	-1.2%	3.1%	-0.6%	0.4%	2.5%	-2.1%	2.2%	0.0%	1.2%	1.1%	2.0%	-1.2%	1.3%	-1.2%

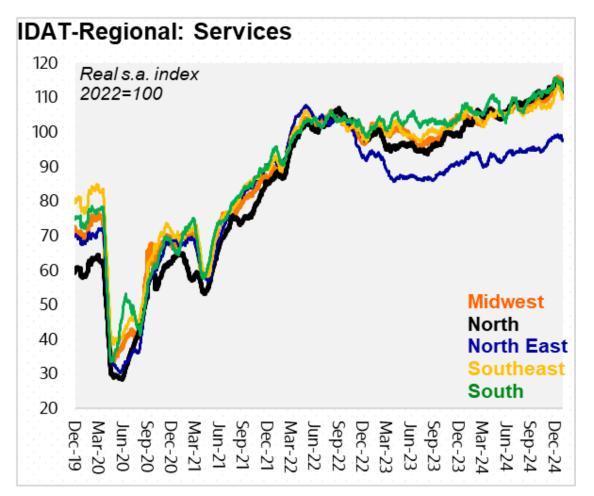
Source: Itaú



^{*}Monthly variation seasonally adjusted

Services and goods had a negative variation in most regions, except for goods in the Southeast and Central-West









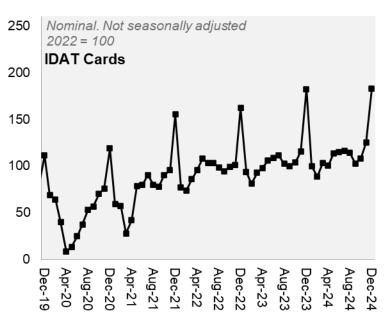


IDAT-Selected Sectors: December

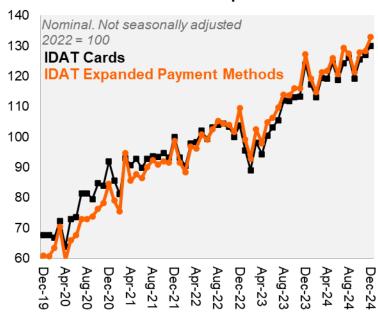
Negative highlight for department stores

Heatmap IDAT*														
IDAT-Selected Sectors	IDAT-Selected Sectors Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 Jun-24 Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24													
Malls	12.5%	6.5%	9.4%	11.1%	2.2%	7.3%	5.4%	4.3%	11.4%	2.5%	3.9%	8.4%	0.1%	
Department Stores	-14.1%	-11.0%	-7.0%	-8.8%	-10.3%	-7.8%	-3.7%	-1.7%	-6.2%	-8.1%	-7.8%	-7.8%	-5.4%	
Petshop	19.4%	22.9%	26.9%	21.9%	26.3%	23.8%	15.0%	17.7%	12.6%	6.6%	11.1%	12.0%	4.9%	

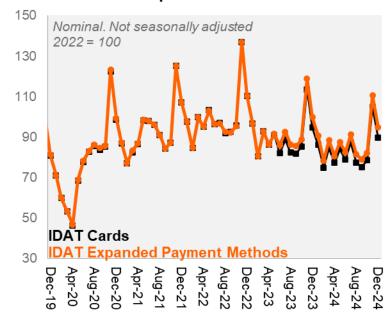
IDAT-Malls**



IDAT-Petshop



IDAT-Department Store



Source: Itaú



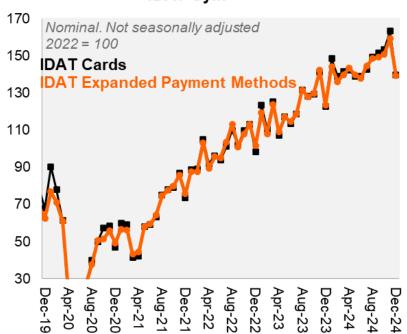
^{*}YoY. Nominal not seasonally adjusted

^{**} Purchases made in the vicinity of malls on clothing, food and cinema

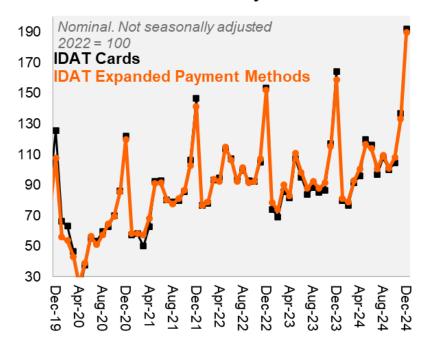
Positive highlight for jewelry in December

Heatmap IDAT*													
IDAT-Selected Sectors	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Gym	24.6%	20.3%	25.7%	13.1%	32.8%	18.4%	22.6%	20.4%	13.6%	18.1%	18.5%	15.7%	13.9%
Jewlry	7.1%	7.8%	11.1%	6.8%	17.5%	11.4%	21.9%	15.7%	21.7%	17.5%	20.8%	16.6%	17.0%

IDAT-Gym



IDAT-Jewelry









IDAT-State only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.

IDAT-State Services: December

	Heat Map IDAT-State*														
	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
IDAT-Services															
Acre	0.1%	8.4%	-3.1%	1.6%	1.4%	1.7%	1.7%	0.3%	2.8%	-1.4%	0.9%	3.8%	-2.8%	2.5%	3.8%
Alagoas	2.0%	1.6%	0.0%	4.0%	-4.4%	1.0%	0.0%	3.5%	0.0%	0.3%	-0.9%	0.8%	0.1%	5.6%	-2.7%
Amazonas	1.5%	0.0%	2.0%	3.8%	2.2%	-0.6%	-3.0%	1.5%	3.7%	-1.0%	2.0%	1.8%	-1.4%	3.7%	-0.7%
Amapá	0.5%	3.1%	2.3%	4.6%	2.7%	-4.3%	1.9%	2.4%	3.4%	2.3%	2.5%	2.2%	-1.1%	4.6%	-3.3%
Bahia	1.0%	1.7%	1.4%	1.8%	-3.9%	4.4%	-4.1%	3.0%	-2.6%	2.7%	-0.7%	0.0%	0.7%	4.0%	-0.6%
Ceará	0.4%	0.4%	2.5%	-0.3%	-1.0%	2.7%	-1.9%	0.7%	1.3%	1.9%	0.2%	-1.5%	0.4%	2.5%	-0.4%
Distrito Federal	1.1%	4.1%	-5.5%	-2.0%	-0.1%	6.2%	-2.8%	1.8%	1.2%	-2.0%	3.1%	1.3%	-0.7%	7.7%	-6.0%
Espírito Santo	3.6%	1.5%	1.3%	-0.5%	-2.5%	3.9%	1.7%	0.8%	0.6%	0.1%	0.8%	2.3%	-0.9%	3.9%	-2.2%
Goiás	3.6%	3.4%	-1.4%	0.7%	-2.7%	4.1%	-1.1%	1.2%	1.2%	-0.8%	0.9%	2.7%	-1.4%	5.4%	-2.2%
Maranhão	4.6%	3.5%	-1.1%	-0.8%	2.7%	2.6%	-0.5%	2.0%	2.9%	1.1%	0.1%	1.2%	-0.3%	4.2%	-0.7%
Minas Gerais	1.7%	2.5%	1.3%	-0.1%	-1.6%	2.7%	0.6%	1.8%	0.0%	-0.9%	1.7%	1.6%	-1.3%	5.3%	-0.9%
Mato Grosso do Sul	3.4%	-0.1%	3.3%	-0.8%	-1.3%	3.1%	-1.8%	2.3%	4.6%	-2.0%	-0.3%	2.6%	-0.8%	5.9%	-3.0%
Mato Grosso	3.4%	0.7%	2.5%	-0.1%	-1.7%	5.8%	-1.3%	1.2%	-0.8%	2.9%	-0.8%	-0.1%	2.6%	2.6%	-1.8%
Pará	0.7%	0.9%	2.0%	1.3%	-1.9%	4.8%	-1.8%	1.0%	1.1%	-1.3%	1.7%	2.6%	0.6%	2.0%	-0.8%
Paraíba	2.9%	2.0%	-0.3%	5.8%	-6.9%	4.6%	-2.0%	-0.1%	3.0%	-0.8%	-0.1%	-0.3%	5.8%	0.7%	-3.7%
Pernambuco	1.7%	2.2%	0.4%	3.0%	-4.8%	3.4%	-1.4%	1.6%	1.4%	-1.3%	1.6%	2.0%	0.0%	3.4%	-1.9%
Piauí	3.3%	1.1%	-3.2%	6.4%	-3.5%	3.8%	-1.5%	3.3%	-1.8%	1.6%	0.1%	1.9%	-0.3%	6.4%	-2.0%
Paraná	0.3%	2.8%	3.2%	-1.5%	-0.9%	4.2%	-1.7%	0.5%	3.5%	-3.6%	1.9%	3.3%	-0.7%	3.2%	-2.5%
Rio de Janeiro	0.0%	5.0%	1.1%	-5.5%	-0.4%	3.0%	3.5%	-0.9%	1.5%	-3.5%	2.7%	1.6%	-2.2%	4.0%	1.8%
Rio Grande do Norte	1.3%	-0.7%	1.0%	0.9%	-0.9%	3.9%	-0.1%	0.3%	-0.4%	-0.6%	3.1%	2.1%	-0.9%	3.7%	-2.6%
Rondônia	2.9%	-1.6%	3.9%	-0.3%	-3.5%	2.3%	-2.2%	2.0%	1.6%	0.0%	0.9%	-3.1%	1.1%	6.2%	-5.4%
Roraima	1.9%	2.3%	6.1%	-0.7%	0.2%	-0.8%	1.2%	2.2%	1.2%	0.2%	1.0%	2.7%	0.9%	2.4%	-0.9%
Rio Grande do Sul	1.0%	-0.6%	1.8%	-2.4%	-0.3%	6.0%	-2.6%	-13.1%	10.4%	-4.4%	7.1%	2.2%	0.3%	2.0%	-2.2%
Santa Catarina	-4.0%	7.0%	1.7%	-3.7%	1.1%	4.5%	-2.4%	1.1%	3.9%	-2.4%	2.9%	-1.9%	2.4%	1.2%	-3.1%
Sergipe	2.6%	2.4%	3.4%	0.4%	-1.3%	4.2%	1.7%	1.5%	3.4%	-2.2%	1.7%	2.5%	0.6%	2.4%	-1.6%
São Paulo	0.1%	2.6%	2.2%	-1.2%	-2.6%	3.0%	-0.9%	0.0%	2.2%	-1.8%	1.2%	1.7%	-1.3%	3.7%	-1.5%
Tocantis	2.8%	2.1%	2.2%	0.3%	1.9%	4.6%	-1.5%	3.8%	0.9%	-0.4%	3.5%	2.3%	1.0%	2.1%	-2.2%

Source: Itaú

*Monthly variation seasonally adjusted

IDAT-State Goods: December

	Heat Map IDAT-State*														
	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
IDAT-Goods															
Acre	0.6%	4.5%	-1.6%	1.5%	1.7%	1.2%	-2.2%	-0.6%	0.3%	3.1%	1.7%	-0.1%	1.2%	1.0%	-0.9%
Alagoas	1.9%	-0.5%	2.7%	0.9%	-2.4%	1.7%	-1.7%	2.7%	0.2%	-0.1%	0.8%	1.2%	-1.4%	1.1%	1.0%
Amazonas	3.0%	-2.2%	3.4%	0.0%	0.2%	2.9%	-2.5%	1.9%	3.1%	1.9%	-0.7%	3.0%	-2.6%	2.9%	-1.4%
Amapá	3.4%	-2.3%	2.9%	3.5%	-4.2%	5.1%	-3.9%	3.5%	1.9%	-1.3%	0.7%	2.9%	-1.7%	0.1%	4.6%
Bahia	2.3%	-1.1%	2.2%	0.4%	-0.8%	6.0%	-3.9%	1.7%	-2.3%	2.9%	-0.2%	0.9%	-2.3%	0.3%	0.3%
Ceará	2.5%	-1.4%	1.7%	1.5%	-0.8%	2.3%	-3.2%	1.7%	1.0%	2.4%	-1.7%	1.7%	-1.6%	1.3%	-2.9%
Distrito Federal	1.9%	-2.7%	6.0%	-3.3%	3.1%	0.9%	-3.4%	0.7%	0.0%	-1.3%	3.4%	-0.3%	-1.7%	0.0%	-0.6%
Espírito Santo	1.4%	5.0%	-1.8%	0.4%	0.0%	2.1%	-4.7%	2.0%	2.3%	-1.7%	-0.4%	4.2%	-2.7%	0.0%	0.4%
Goiás	1.2%	0.0%	2.0%	-0.6%	-0.5%	3.7%	-2.6%	1.4%	0.0%	0.5%	0.8%	0.3%	-0.5%	0.0%	0.4%
Maranhão	2.3%	-0.6%	1.8%	-0.3%	0.2%	3.0%	-3.9%	2.6%	1.3%	1.9%	-0.5%	1.2%	-2.7%	1.8%	1.6%
Minas Gerais	0.2%	0.5%	2.0%	-2.3%	0.1%	2.1%	-2.2%	2.7%	-0.4%	0.9%	0.0%	1.4%	-1.3%	2.0%	-0.3%
Mato Grosso do Sul	-1.0%	-3.1%	4.2%	0.9%	-0.2%	0.6%	-2.2%	0.0%	2.4%	-0.3%	0.0%	-0.3%	0.4%	1.4%	2.3%
Mato Grosso	3.0%	-0.1%	0.9%	0.3%	-0.6%	4.6%	-0.3%	0.3%	0.9%	0.6%	-0.4%	1.2%	-0.5%	1.3%	1.0%
Pará	2.7%	-1.2%	2.0%	-1.4%	2.2%	1.3%	-1.6%	1.5%	-1.2%	2.1%	1.3%	2.3%	-2.2%	1.6%	-1.0%
Paraíba	1.5%	-1.4%	2.1%	0.7%	-1.2%	2.4%	-2.0%	2.2%	0.4%	-0.1%	0.3%	0.2%	-1.7%	1.3%	-1.1%
Pernambuco	1.7%	0.9%	1.4%	-0.3%	-1.2%	3.1%	-4.2%	2.8%	1.5%	-1.7%	2.4%	-1.4%	-0.8%	2.1%	-1.7%
Piauí	3.6%	-1.4%	0.3%	0.4%	-1.6%	3.6%	-2.7%	0.9%	1.1%	0.9%	-0.1%	0.2%	-1.5%	0.4%	-0.8%
Paraná	0.2%	0.6%	4.8%	-0.7%	-0.7%	2.1%	-4.4%	2.0%	0.9%	-0.8%	0.5%	2.1%	-0.6%	-0.7%	0.0%
Rio de Janeiro	0.9%	0.6%	4.7%	-3.5%	-0.3%	1.4%	-1.2%	2.2%	-2.0%	0.2%	-0.1%	0.7%	-1.0%	-2.1%	4.0%
Rio Grande do Norte	3.7%	-0.4%	0.4%	0.8%	-0.2%	3.4%	-4.7%	2.6%	-2.0%	2.4%	-0.4%	2.7%	-2.0%	0.5%	0.3%
Rondônia	-1.0%	2.0%	2.3%	-0.7%	-3.5%	2.0%	-0.1%	3.2%	-1.8%	1.5%	-0.6%	-0.1%	0.2%	2.8%	-0.5%
Roraima	-2.0%	0.0%	5.4%	-1.4%	1.8%	3.2%	-2.3%	2.1%	2.5%	-1.7%	1.2%	-1.2%	5.2%	1.7%	-2.6%
Rio Grande do Sul	1.5%	-0.6%	6.4%	-3.2%	1.0%	2.5%	-6.0%	-1.7%	9.2%	-1.1%	-0.5%	0.2%	1.6%	-0.9%	-2.0%
Santa Catarina	-0.9%	0.9%	3.4%	-1.1%	0.4%	1.4%	-4.8%	2.3%	2.4%	-1.3%	-1.6%	0.6%	1.0%	0.5%	-0.6%
Sergipe	1.1%	-1.0%	1.4%	1.7%	-1.7%	4.1%	-1.6%	1.8%	-1.5%	2.4%	-2.9%	4.9%	-3.2%	2.5%	0.7%
São Paulo	0.1%	1.6%	3.0%	-3.3%	1.0%	3.4%	-2.6%	1.4%	-0.5%	0.1%	-0.4%	1.6%	-0.8%	0.2%	1.2%
Tocantis	2.6%	-3.1%	5.8%	-2.2%	1.2%	1.8%	0.3%	-0.1%	-0.5%	3.1%	5.2%	-4.0%	0.3%	0.2%	0.2%

Source: Itaú

 $[*]Monthly\,variation\,seasonally\,adjusted\\$

For more details

For the entire IDAT-Activity methodology, please check here

Our Bloomberg tickers:

- IDAT-Goods: PIBIDATG Index
- IDAT Expanded-Goods: PIBIDTXG Index
- IDAT-Services: PIBIDATS Index
- IDAT Expanded-Services: PIBIDTXS Index
- IDAT-Activity: PIBIDAT Index
- IDAT Family: ALLX PIBI





Thanks!

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