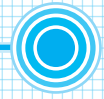




Nielsen

Hong Kong Market Beat



	2009			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Hong Kong Consumer Confidence Index ¹	70	79	93	100
Retail FMCG Volume Sales ² Index	102	102	102	101
Volume Purchased Per Household Index ³	94	95	99	98
Volume Purchased Per Trip Per Household ³	101	104	104	105
Retail FMCG Value Sales ² Index	110	106	103	102
Value Purchased Per Household Index ³	100	90	95	97
Value Purchased Per Trip Per Household ³	105	101	100	104
Frequency of Purchase Per Household ³	93	91	96	93
Online Advertising Expenditure ⁴ Index	100	120	167	123
# of Online Advertisers ⁴ Index	99	108	141	237
Innovation				
Current FMCG Innovation Flow Index ⁵	127	125	105	102
GDP ⁶	-7.8%	-3.8%	-2.2%	2.6%
Consumer Price Index ⁶ (CPI)	109.5	109.1	108.2	111.0

Footnote:

1. Source of data: Nielsen Consumer Confidence Survey, Dec 2009; Global average: 87
2. Index is % change vs same period in prior year. An index above 100 means there is a growing trend. Source of data: Nielsen Retail Measurement
3. Index is % change vs same period in prior year. An index above 100 means there is a growing trend. Source of data: Nielsen Consumer Panel Services
4. Index is % change vs same period in prior year. An index above 100 means there is a growing trend. Source of data: Nielsen Online
5. Current FMCG Innovation Flow Index reflects the number of new items that entered in the market in the latest period. Source of data, Nielsen Retail Measurement
6. March CPI is used as the CPI for Q1, June for Q2, September for Q3 and December for Q4. Source of data: Census and Statistics Department of Hong Kong Government