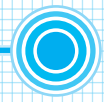


# Nielsen

## Hong Kong Market Beat



	2009		2010				2011
	Quarter 3	Quarter 4	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 1
Hong Kong Consumer Confidence Index <sup>1</sup>	93	100	99	101	103	99	107
Retail FMCG Volume Sales <sup>2</sup> Index	102	101	102	102	104	107	108
Volume Purchased Per Household Index <sup>3</sup>	99	98	93	100	99	101	101
Volume Purchased Per Trip Per Household <sup>3</sup>	104	105	97	102	106	102	100
Retail FMCG Value Sales <sup>2</sup> Index	103	102	103	105	106	109	112
Value Purchased Per Household Index <sup>3</sup>	95	97	88	103	98	102	110
Value Purchased Per Trip Per Household <sup>3</sup>	100	104	92	105	105	102	109
Frequency of Purchase Per Household <sup>3</sup>	96	93	96	98	93	100	101
Online Advertising Expenditure <sup>4</sup> Index	167	123	136	129	89	95	100
# of Online Advertisers <sup>4</sup> Index	141	237	116	127	118	146	137
<b>Innovation</b>							
Current FMCG Innovation Flow Index <sup>5</sup>	105	102	92	94	92	93	102
GDP <sup>6</sup>	-2.1%	2.5%	8.0%	6.7%	6.9%	6.4%	7.2%
Consumer Price Index <sup>6</sup> (CPI)	97.2	100	100.5	101	99	102.9	104.9

**Footnote:**

1. Source of data: Nielsen Consumer Confidence Survey, May 2011; Global average: 92
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. An index above 100 means there is a growing trend. Source of data: Nielsen Retail Measurement
6. March data is used as the CPI / GDP for Q1, June for Q2, Sept for Q3 and Dec for Q4. Source of data: Census and Statistics Department of Hong Kong Government