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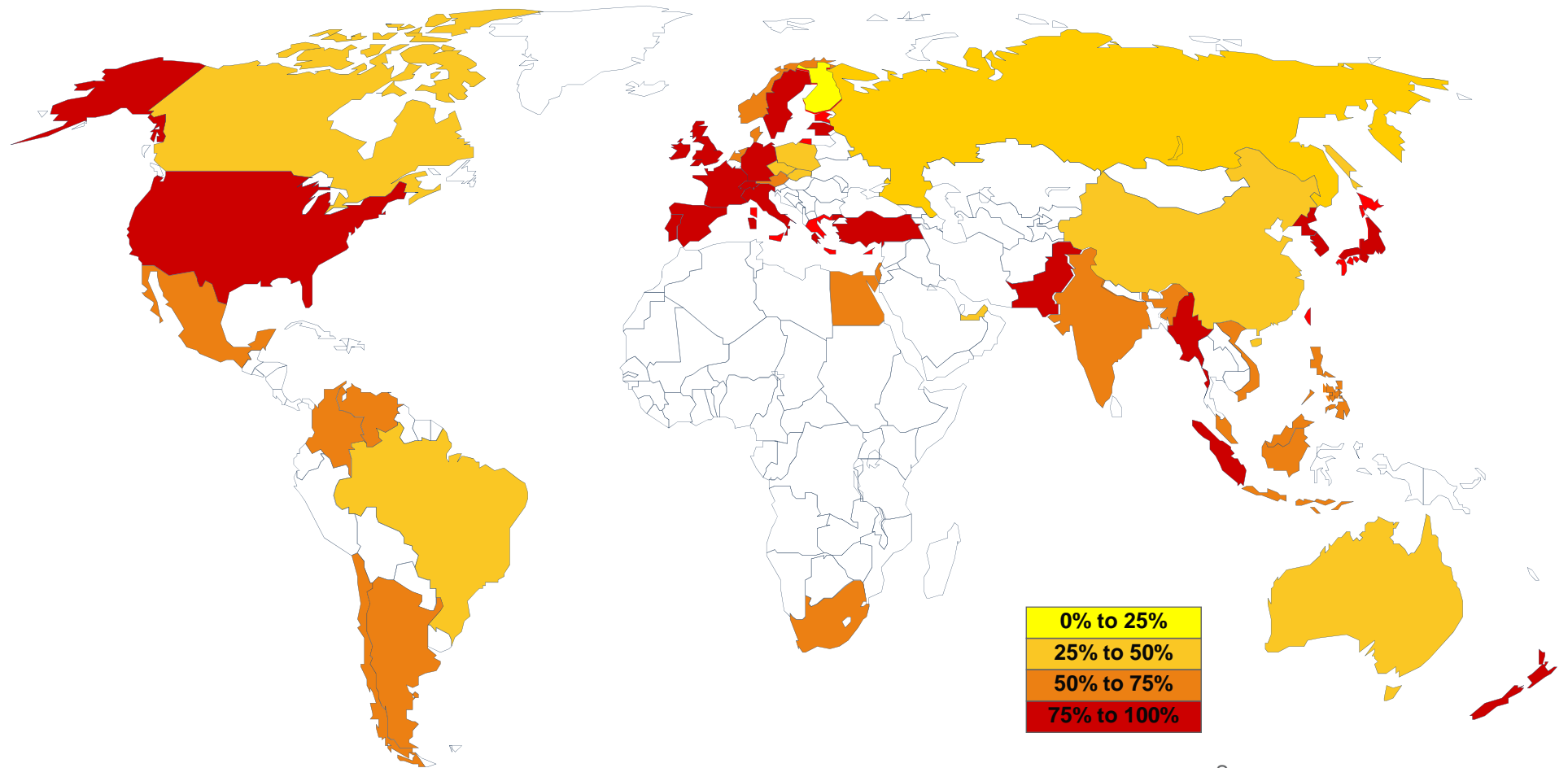
Crisis... Consumer... **FMCG...**

Nielsen Kazakhstan, Ekaterina Edelstein

Almaty, May 2010

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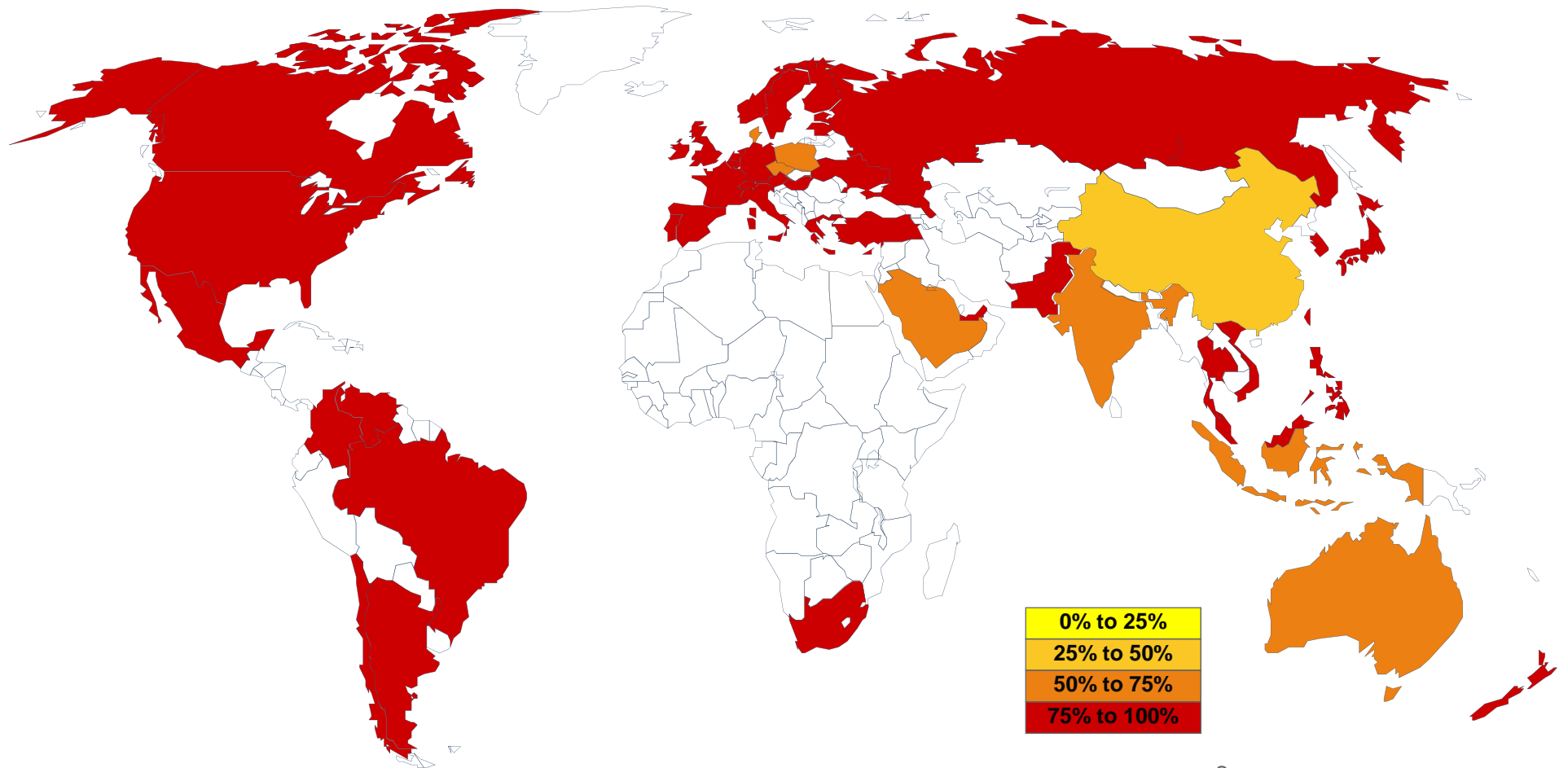
October 2008, Developed Economies Mired in a Recession



Source:
Global On-Line Consumer Omnibus
Oct 2008:

Do you think your country is in economic recession at the moment?

April 2009, Global Recession Widens, Asia Pacific Marginally Less Affected



Source:
Global On-Line Consumer Omnibus
Apr 2009: 26,000+ respondents globally

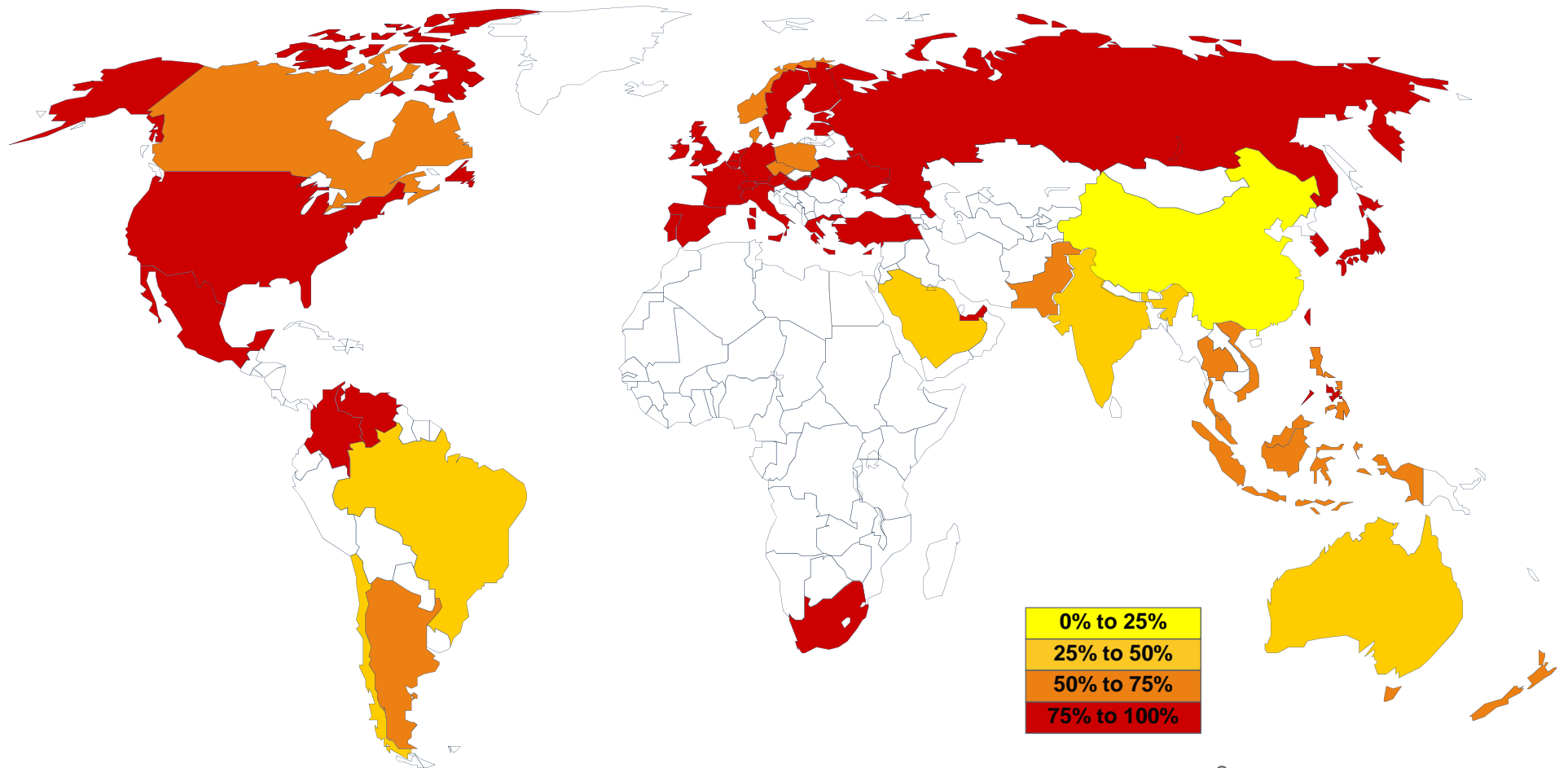
Do you think your country is in economic recession at the moment?

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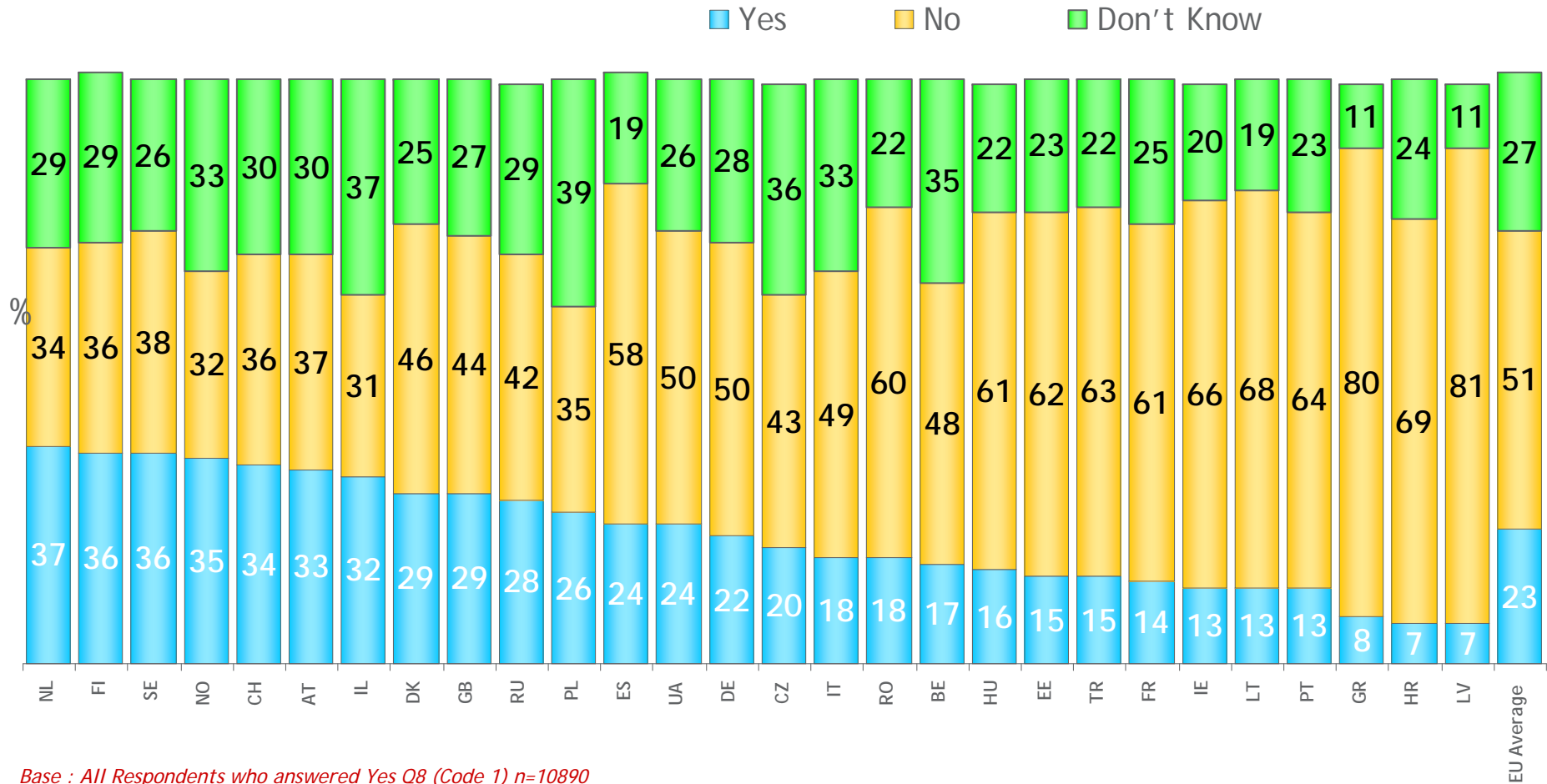
April 2010, LATAM and Asia Pacific recovering



Source:
Global On-Line Consumer Omnibus
Apr 2010: 26,000+ respondents globally

Do you think your country is in economic recession at the moment?

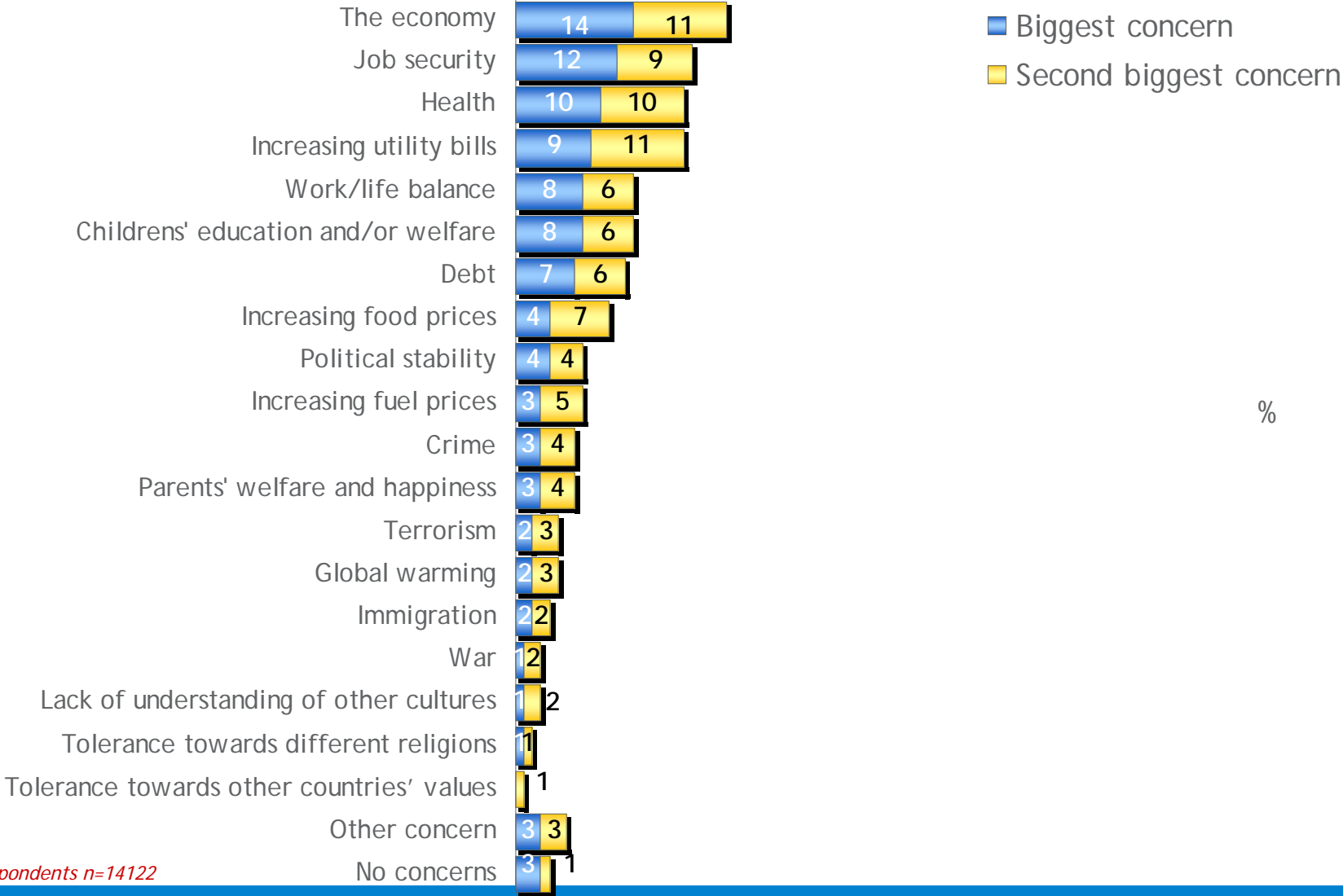
Do you think your country will be out of an economic recession in the next 12 months?



Base : All Respondents who answered Yes Q8 (Code 1) n=10890

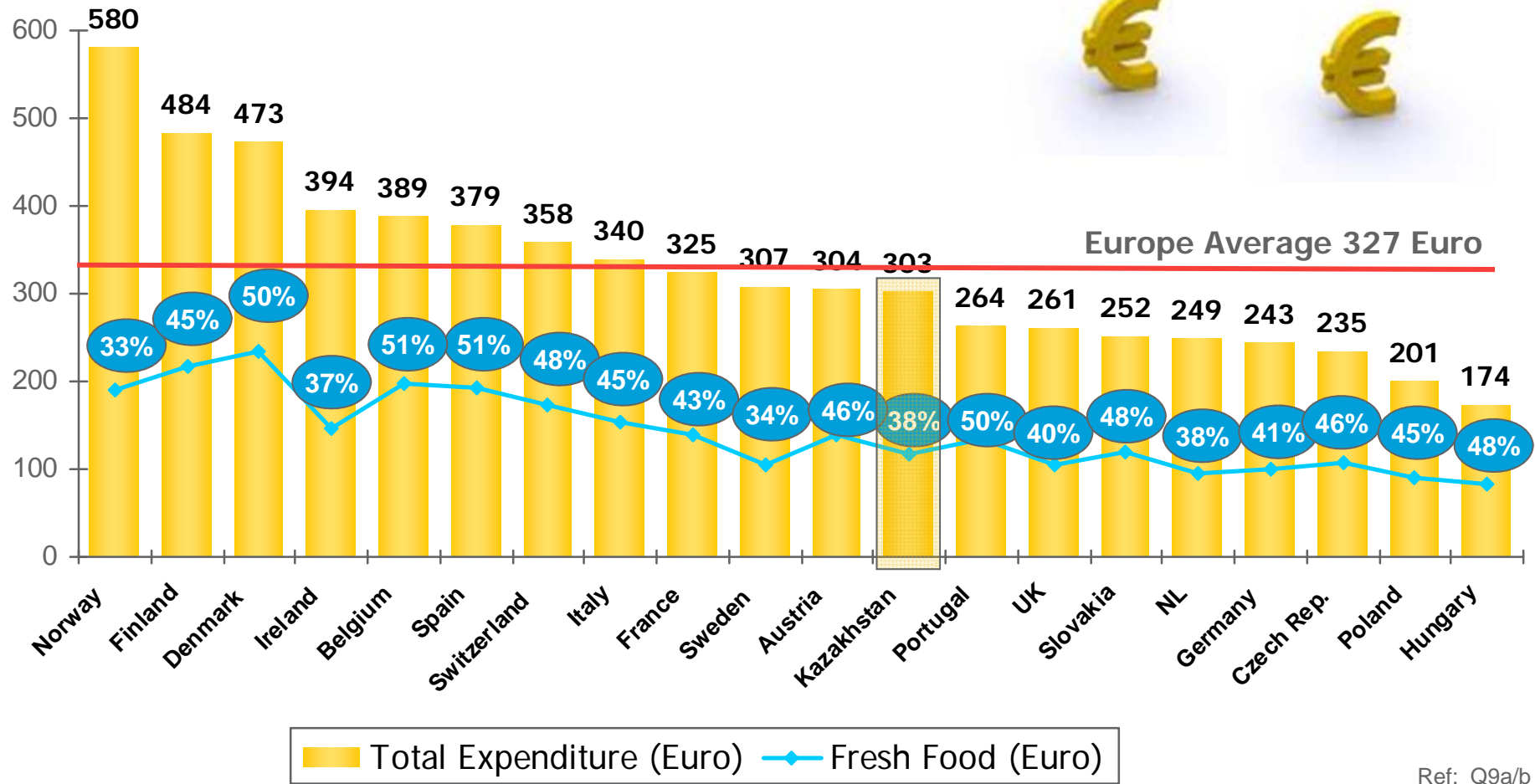
Major Concerns over the next 6 months

Europe



Base : All respondents n=14122

Average Monthly Spending on Food, Grocery & Personal Care vs. Fresh Food

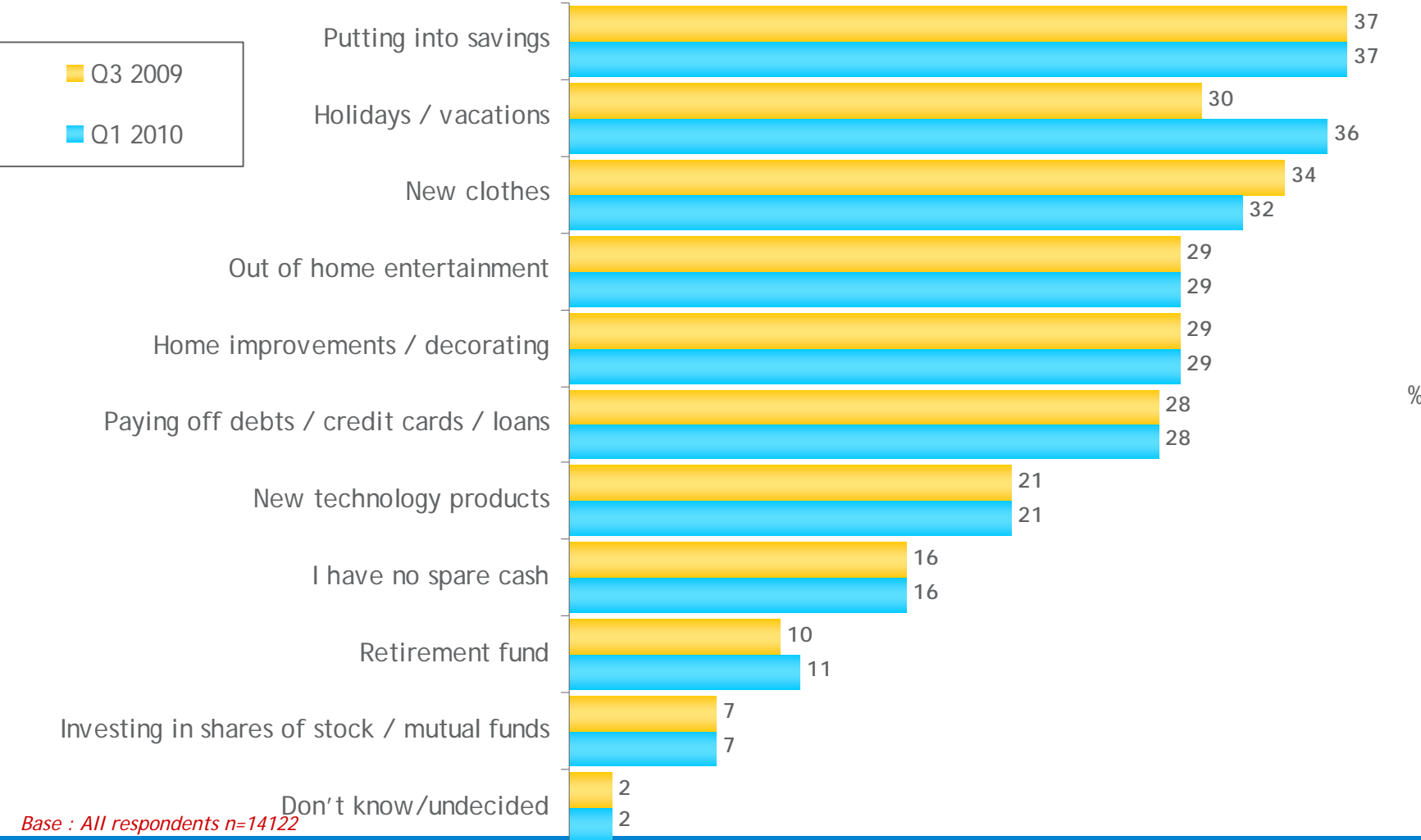


Ref: Q9a/b



How to utilize spare cash after covering essential living expenses

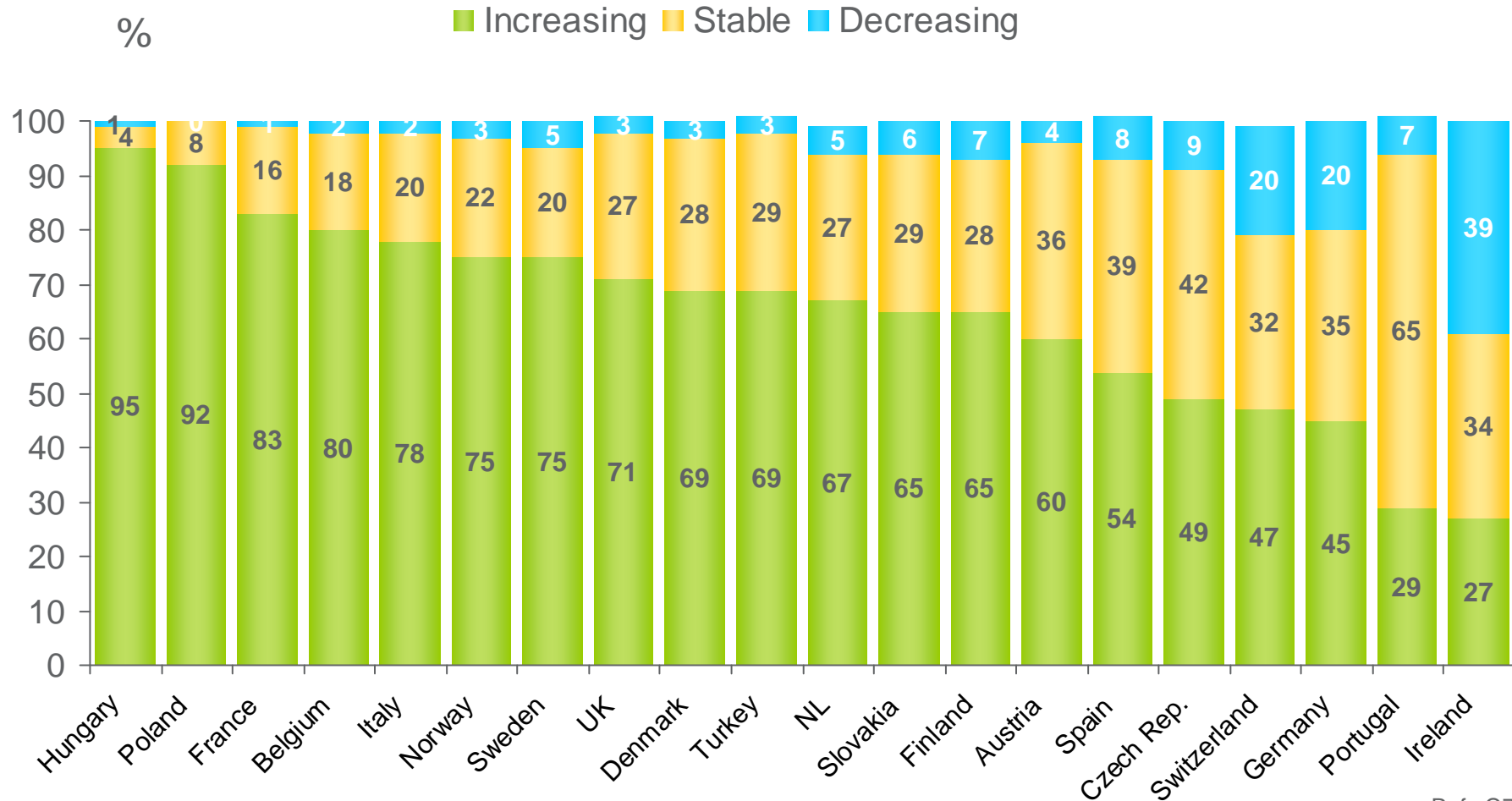
Europe



Base : All respondents n=14122

Are food prices in your country...

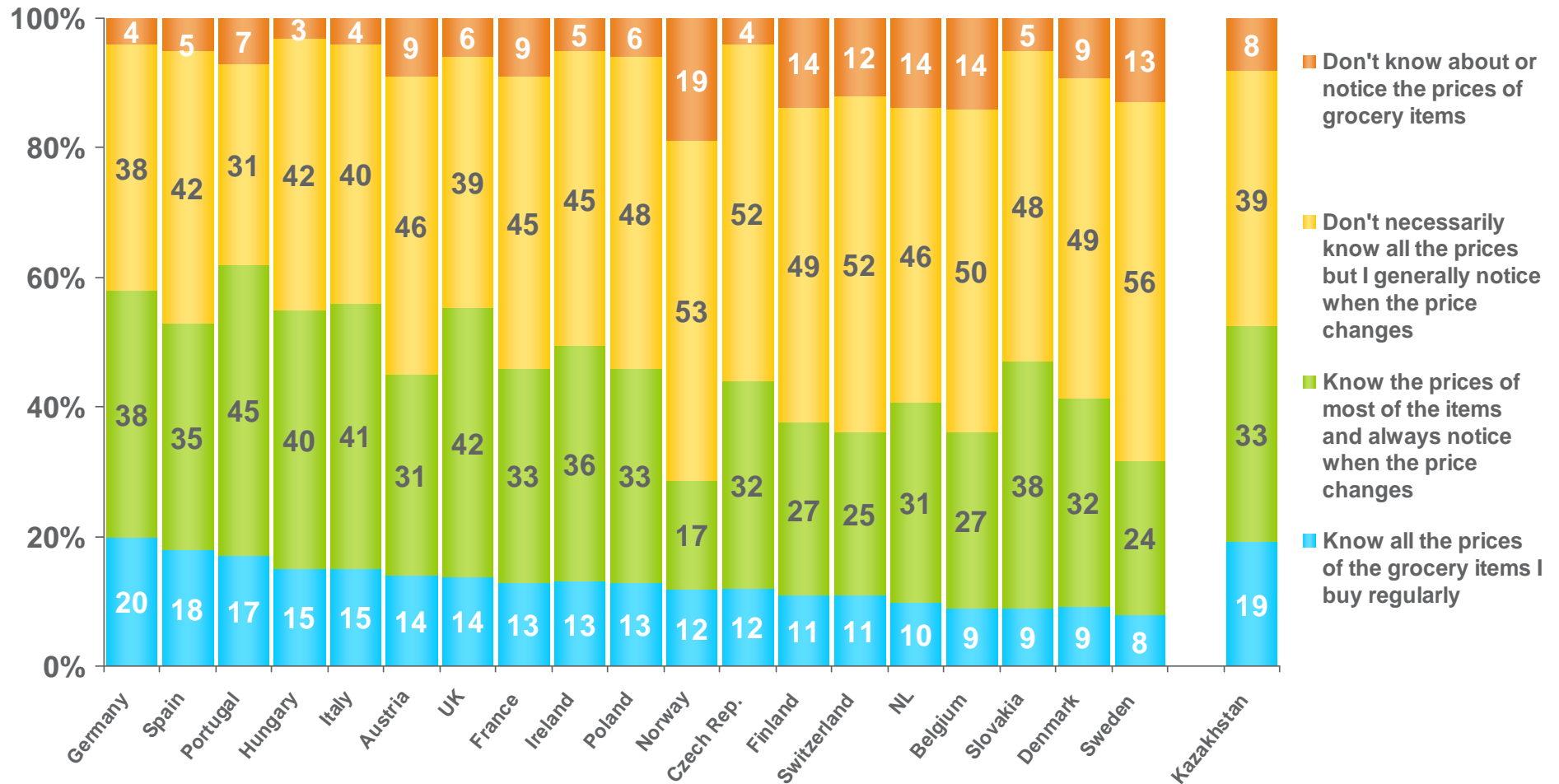
Recession bites in most of Europe



Ref: Q79

Price Awareness...

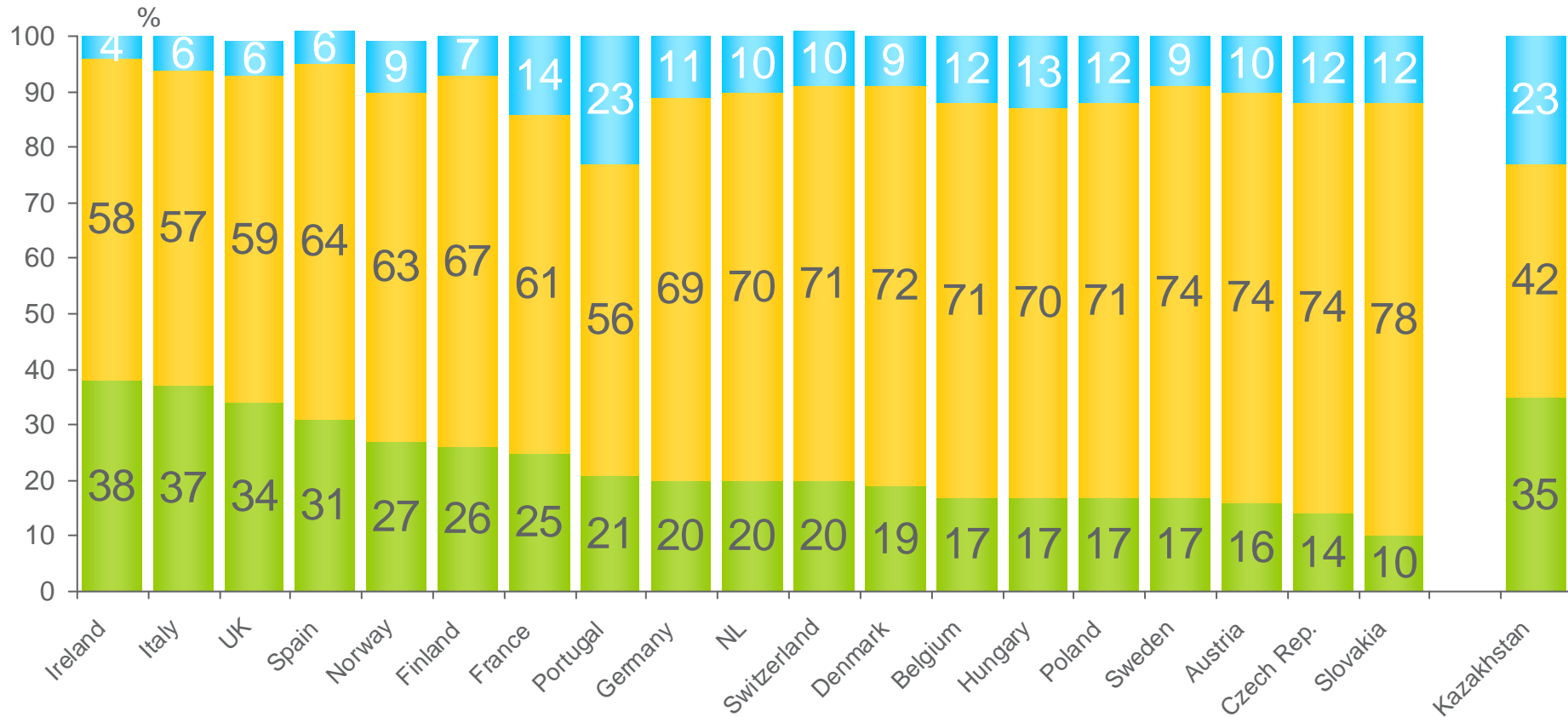
Shoppers KNOW the prices



Ref: Q24

Adoptiveness

In Europe, shoppers are usually loyal

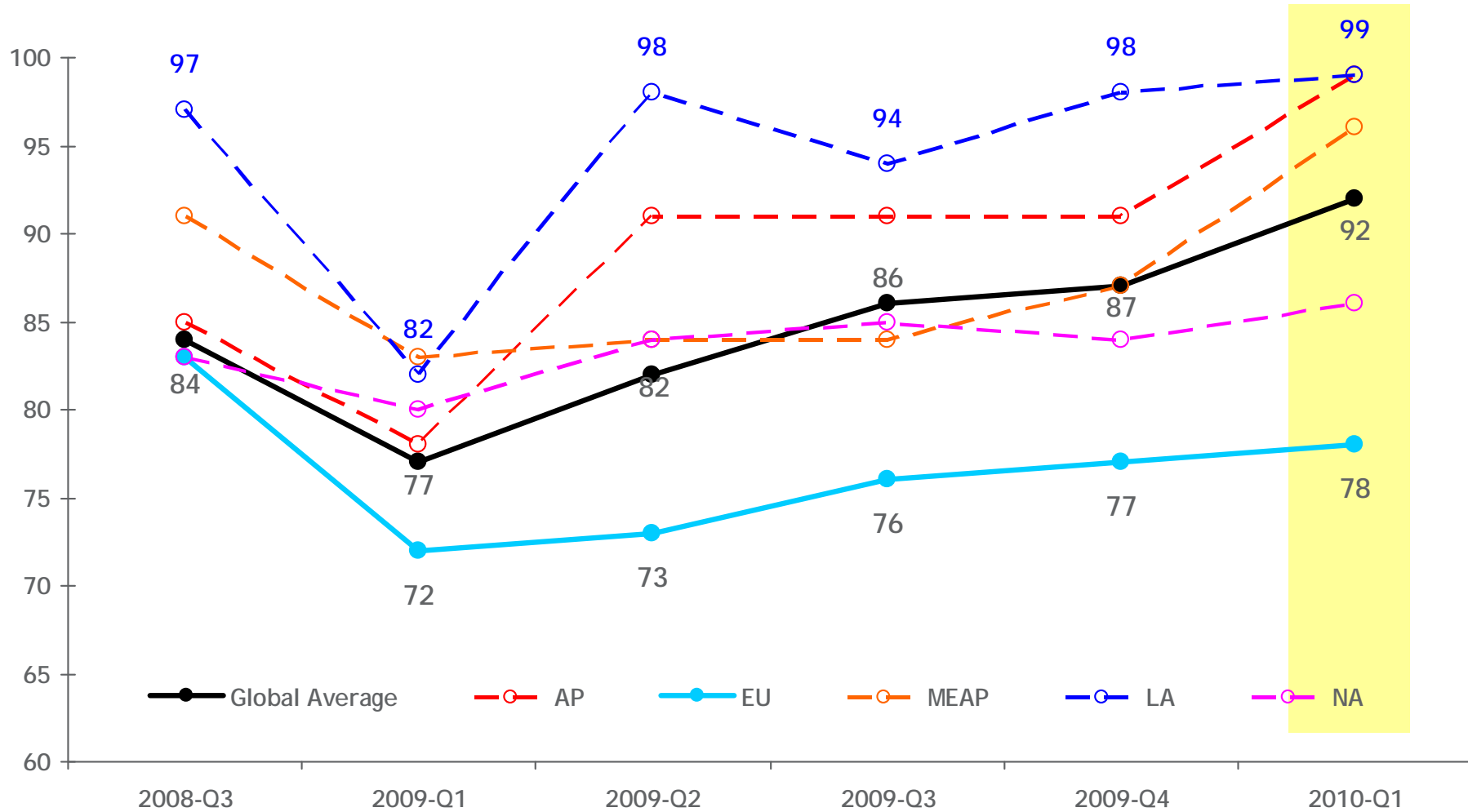


- I seldom try new things - I find it is far better to know what you want rather than risk buying something that may not work out
- I sometimes buy new brands or products - but usually stick to my favourites
- I love trying new things - I'm always on the lookout for new brands and products

Ref: Q26

Consumer Confidence Index 5 Regions + Global

Increasing, however still the lowest in Europe



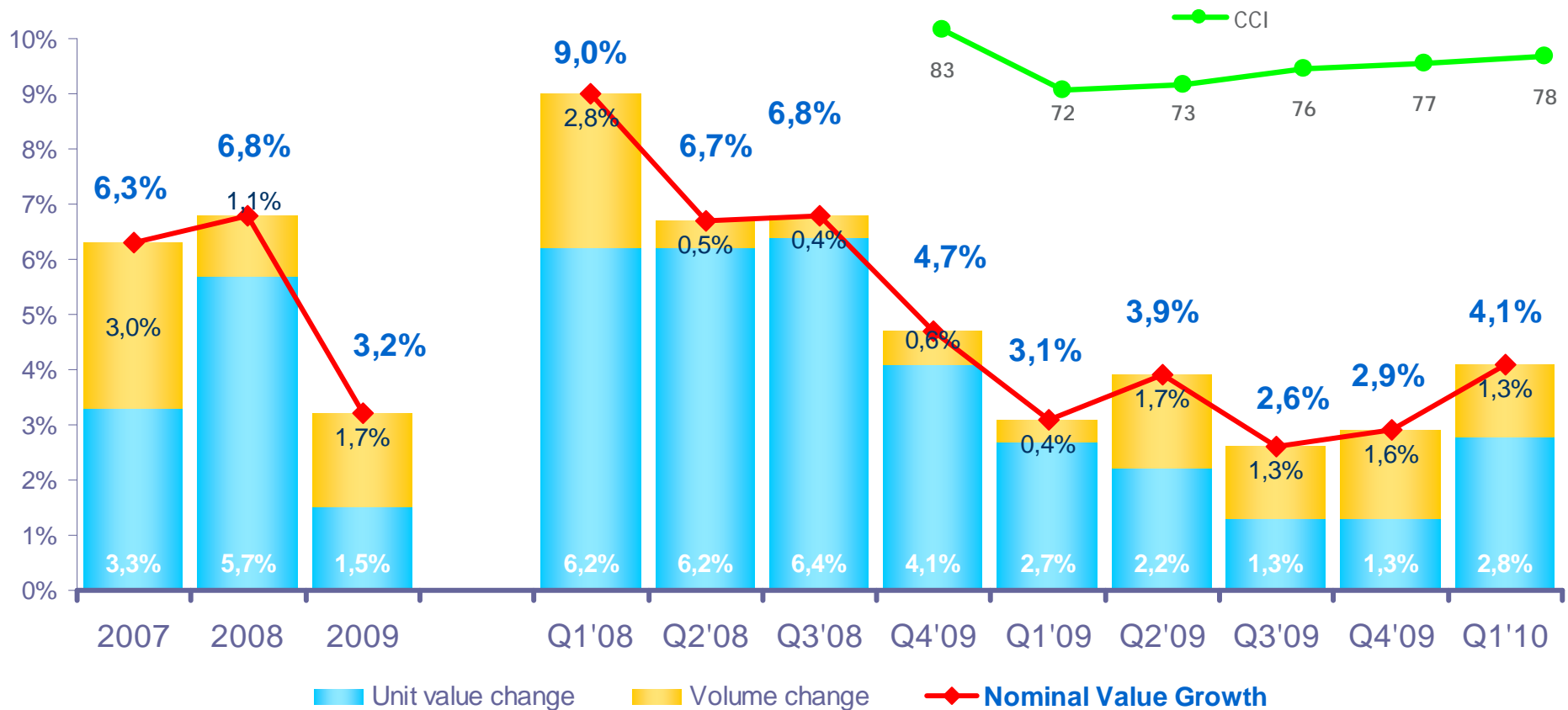
Base : All respondents n=30765; **EU reclassified for Q3'2008 & Q1'2009; ****MEAP reclassified for Q3'2008; ***China Survey merged with GOS survey from Q3 2009

European* FMCG

...is recovering, after slow-down over 2009



Fast Moving Consumer Goods market dynamics



(*):Austria, Belgium, Czech Rep., Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, Turkey, UK.

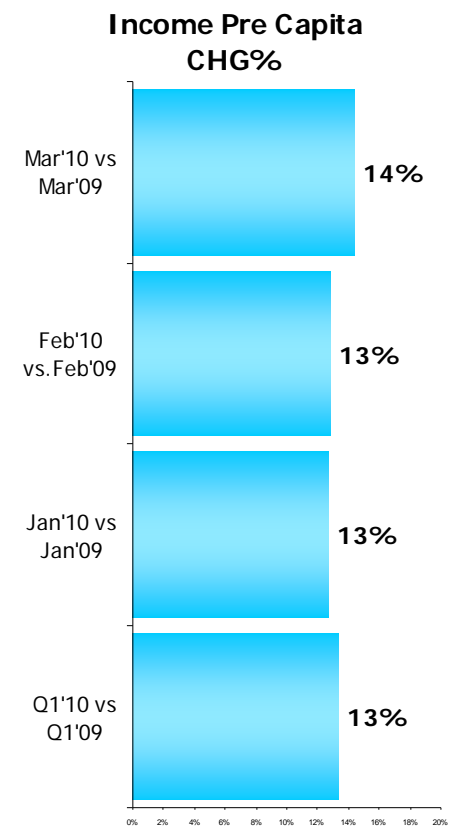
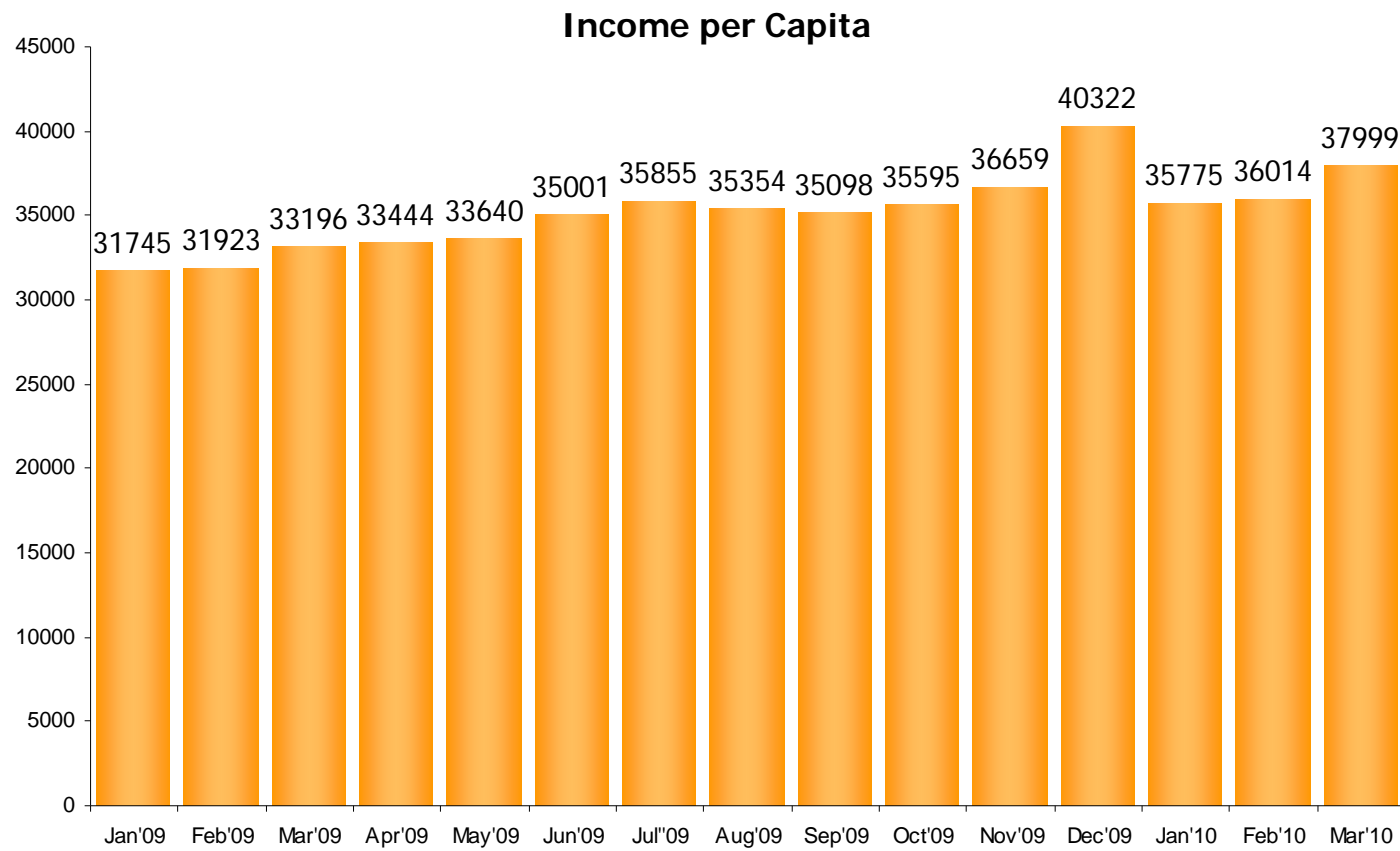
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What do we see in Kazakhstan?

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Kazakhstan Nominal Income*

Population nominal income has grow by 13,3% vs. Q1 last year

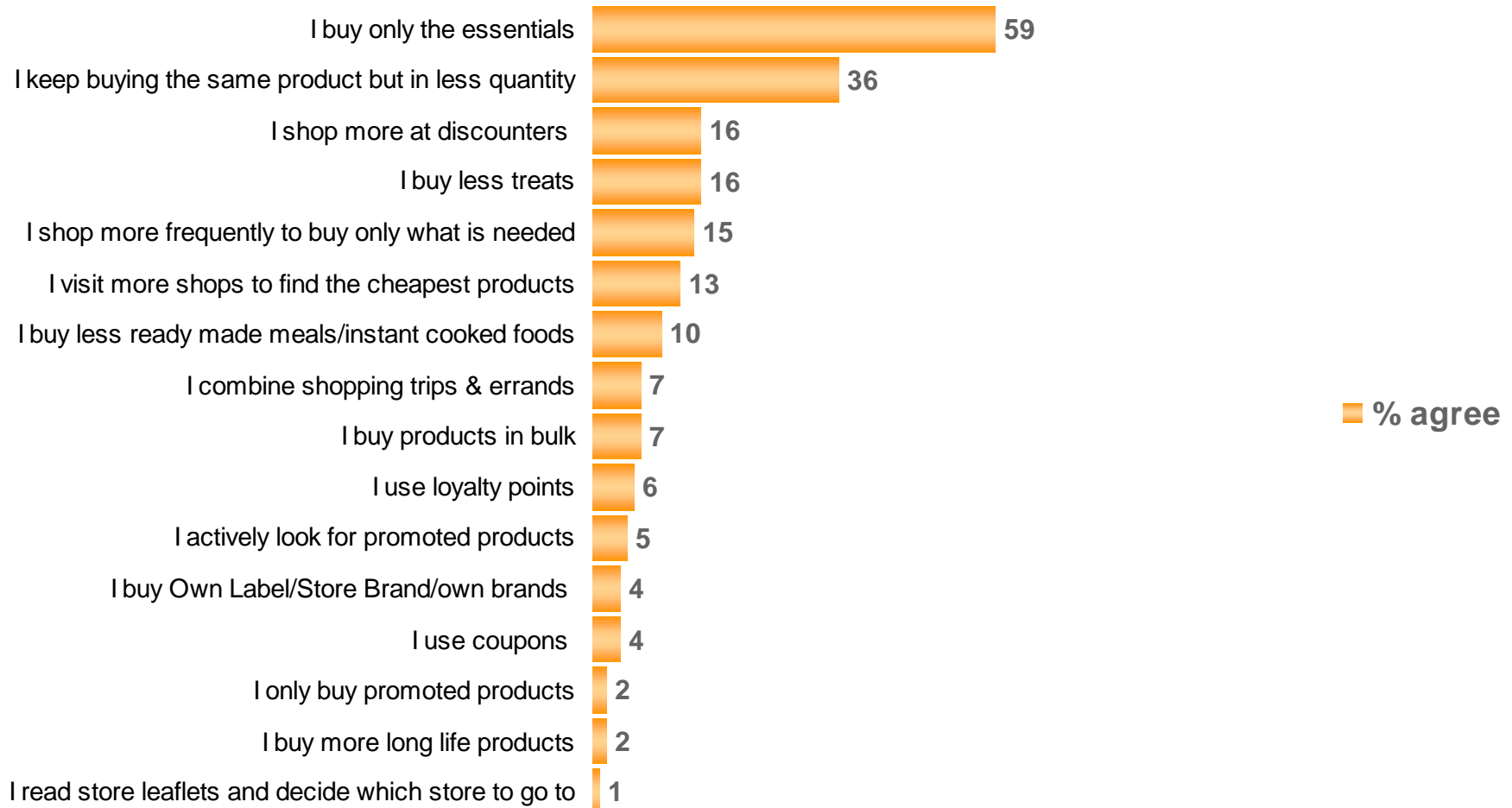


* Based on Kazakhstan statistical agency

Affects of food inflation on grocery shopper behaviour.

Kazakhstan

Shoppers buy only essentials and in less quantity



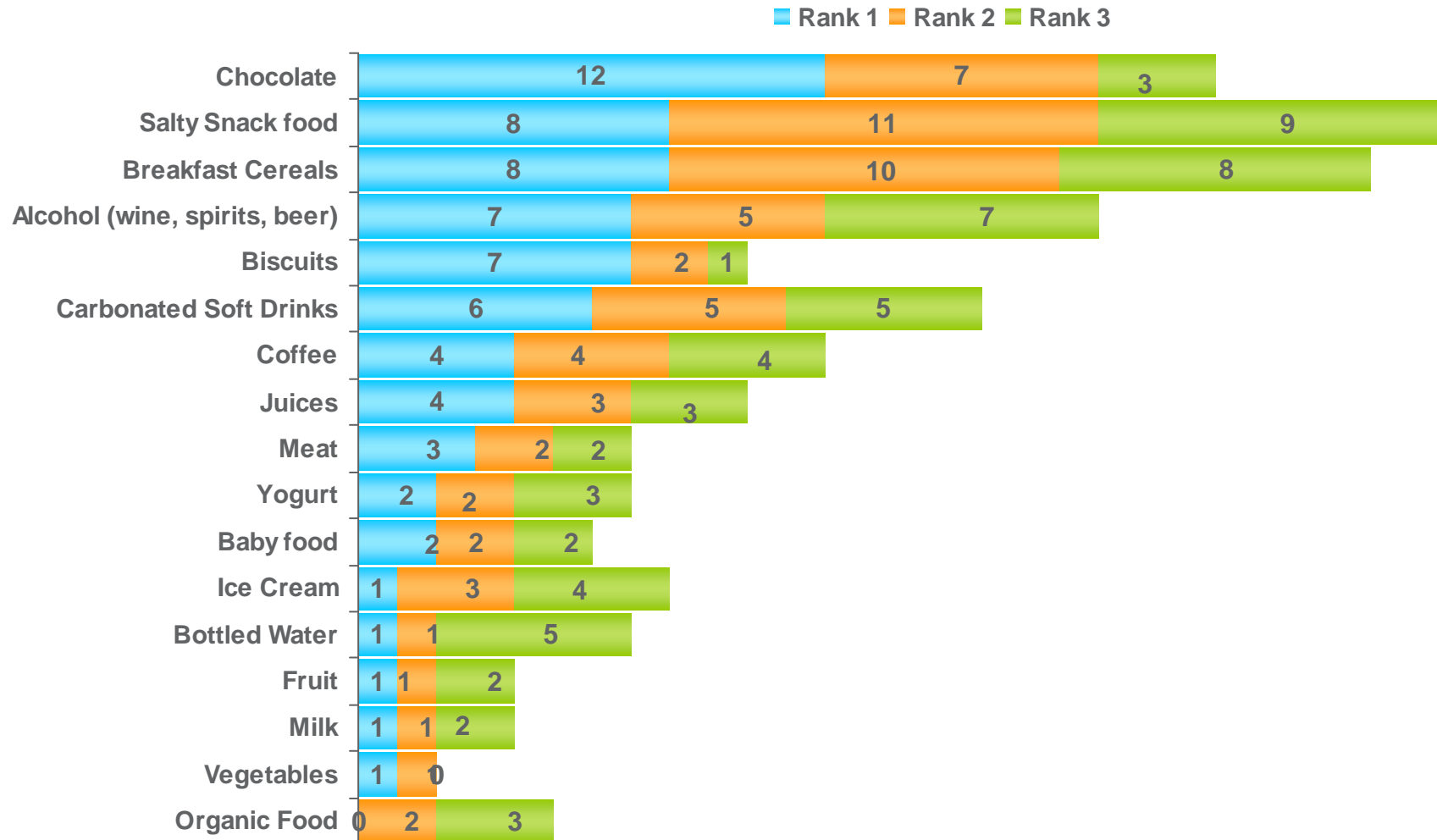
*Kazakhstan

Ref: Q67

Which Categories will Shopper buy less of because of inflation

Kazakhstan

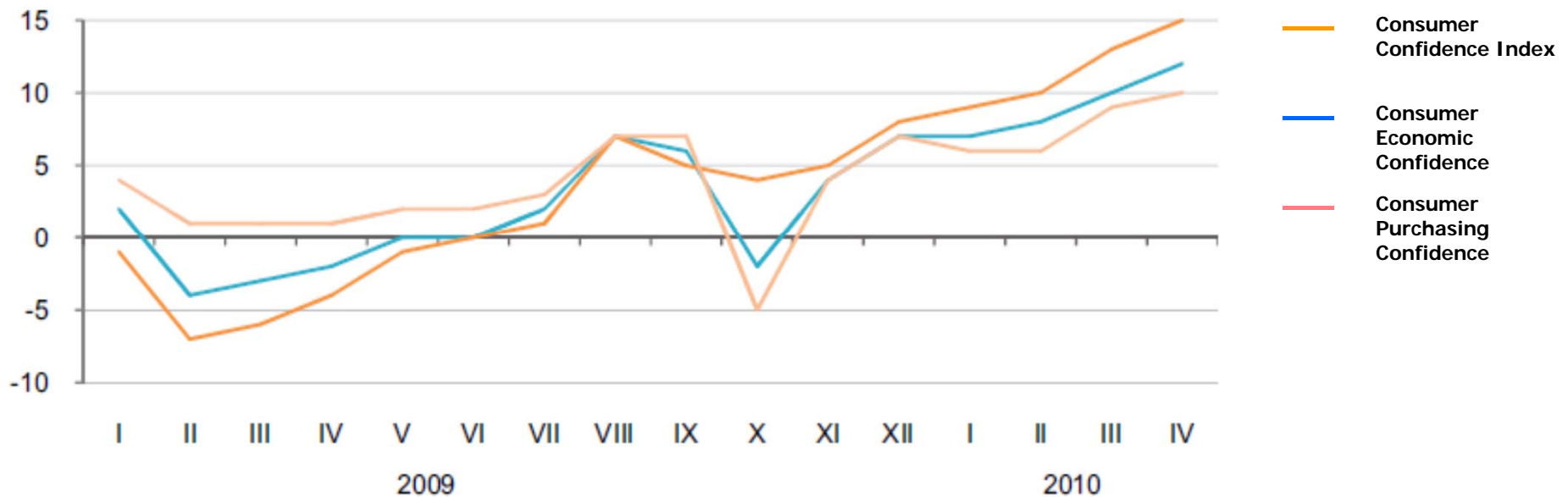
Non-Essentials are the most affected



Ref: Q68

Kazakhstan Consumer Confidence Index*

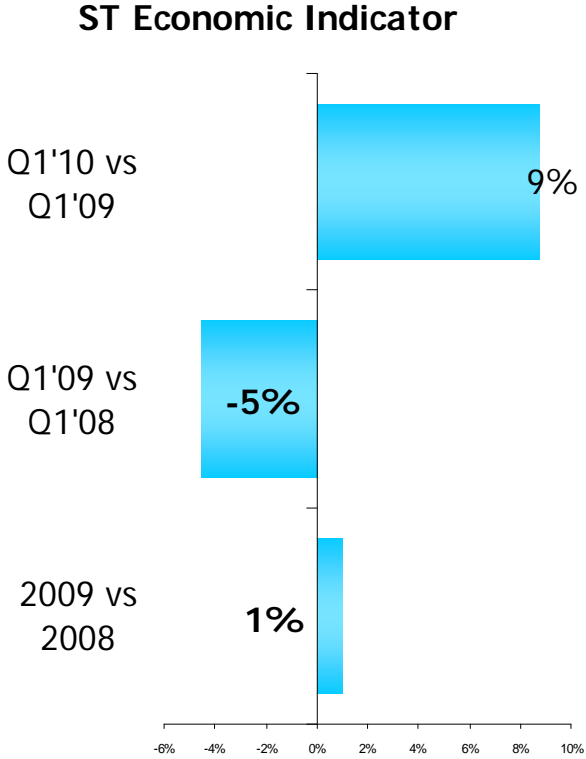
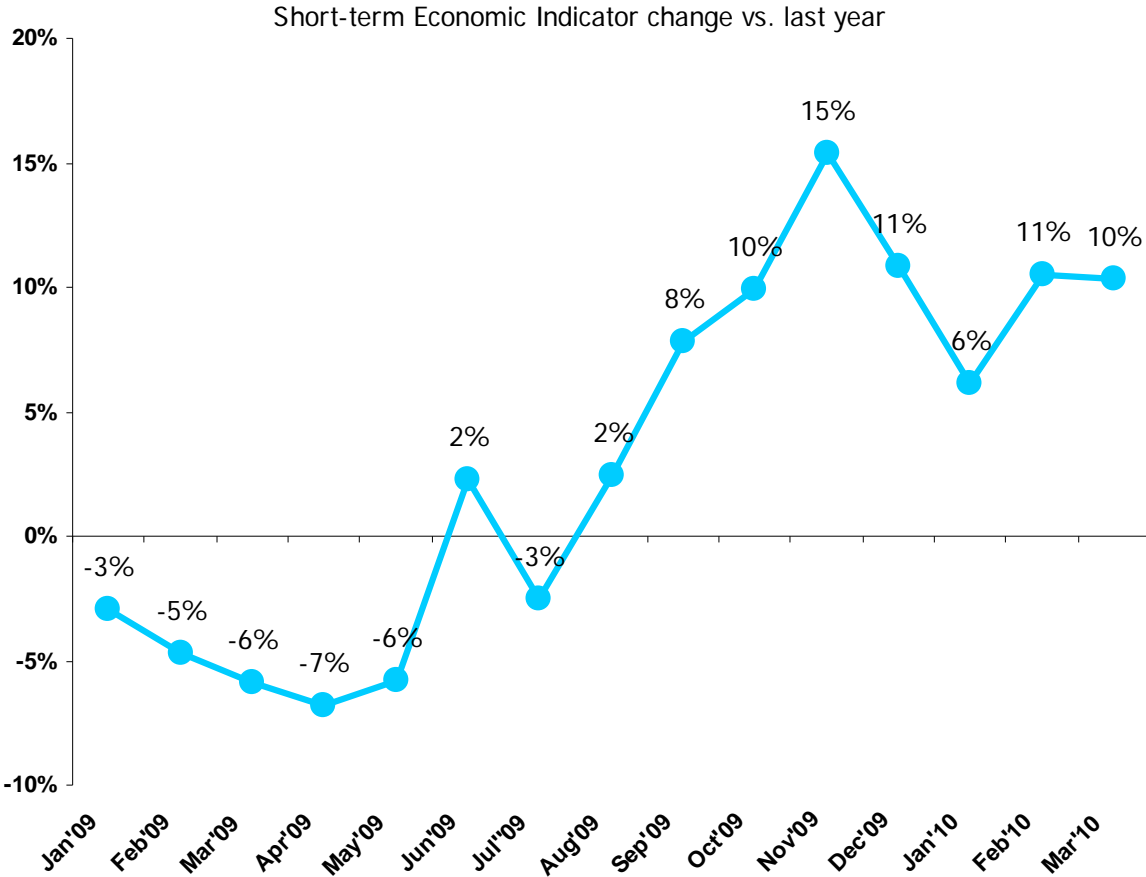
There is a clear tendency to consumer confidence recovery, and as a result- revival of purchasing activities



* Based on Kazakhstan statistical agency, based on 1600 respondents

Kazakhstan Short-term Economic Indicator*

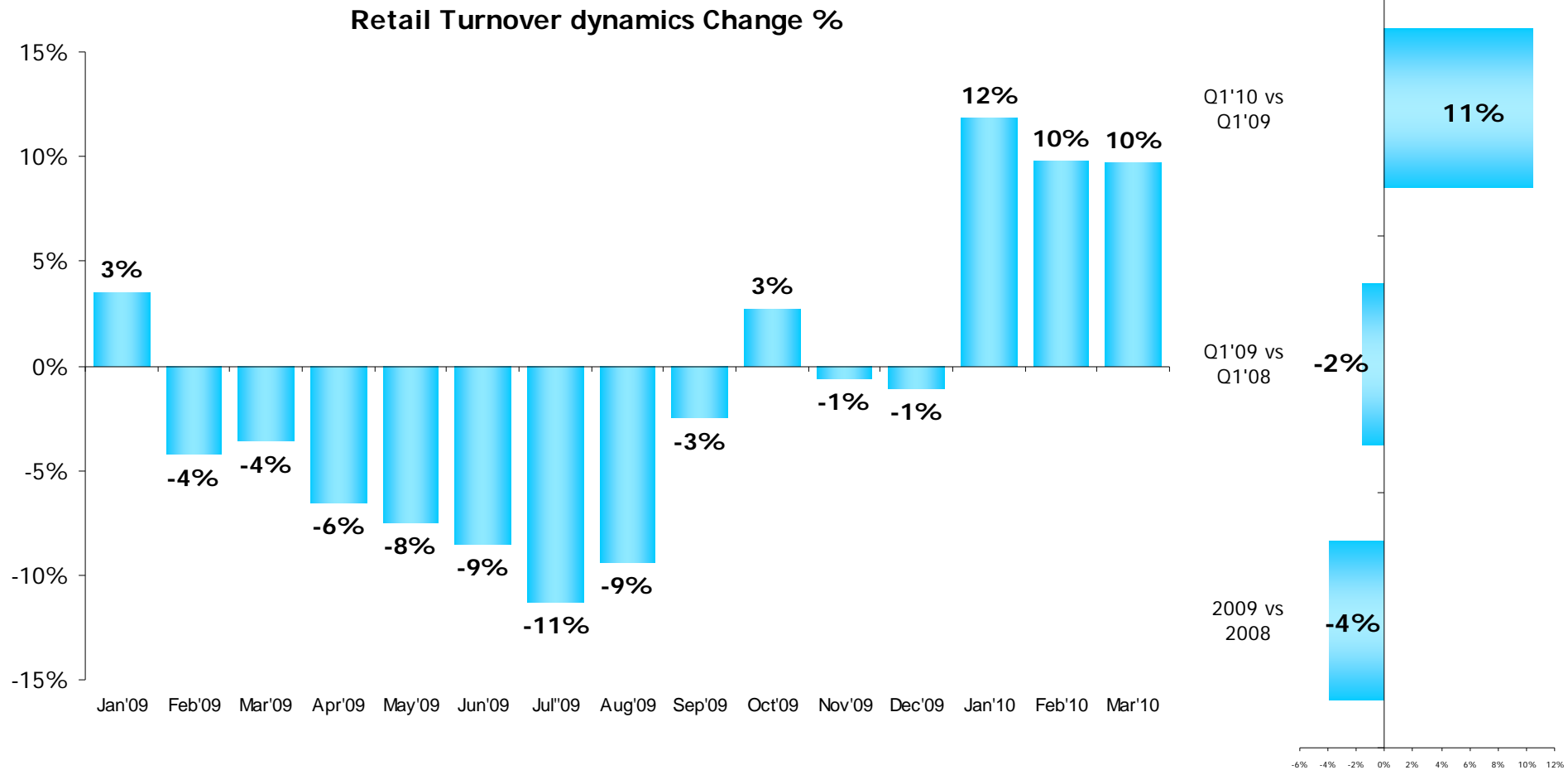
Economy has started to recover in the middle of 2009



* Based on Kazakhstan statistical agency. Is calculated based on dynamics of 6 Core Industries, generating 68% of GDP

Kazakhstan Retail Turnover dynamics*

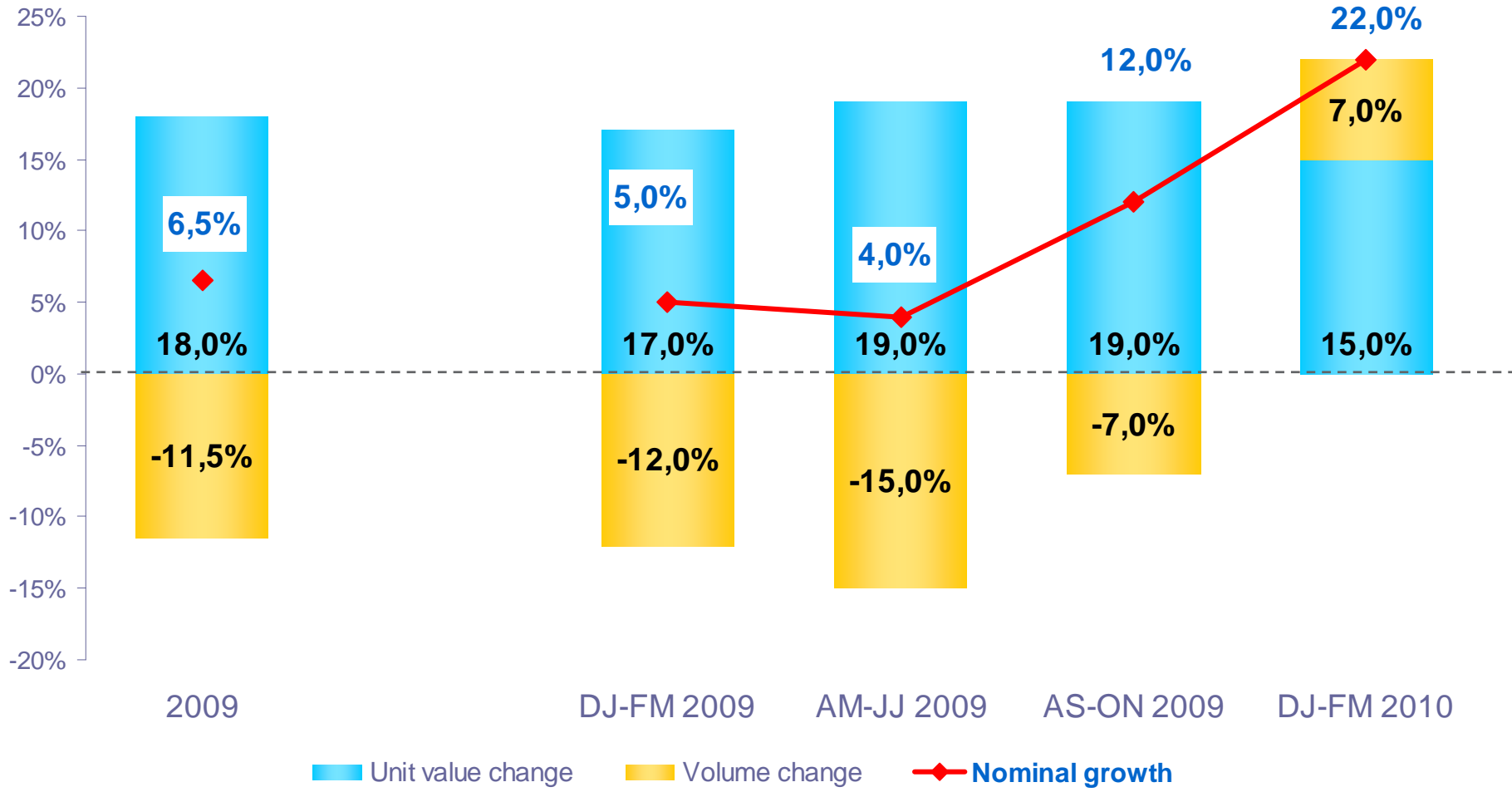
While retail recovery is more visible in the beginning of '10



* Based on Kazakhstan statistical agency

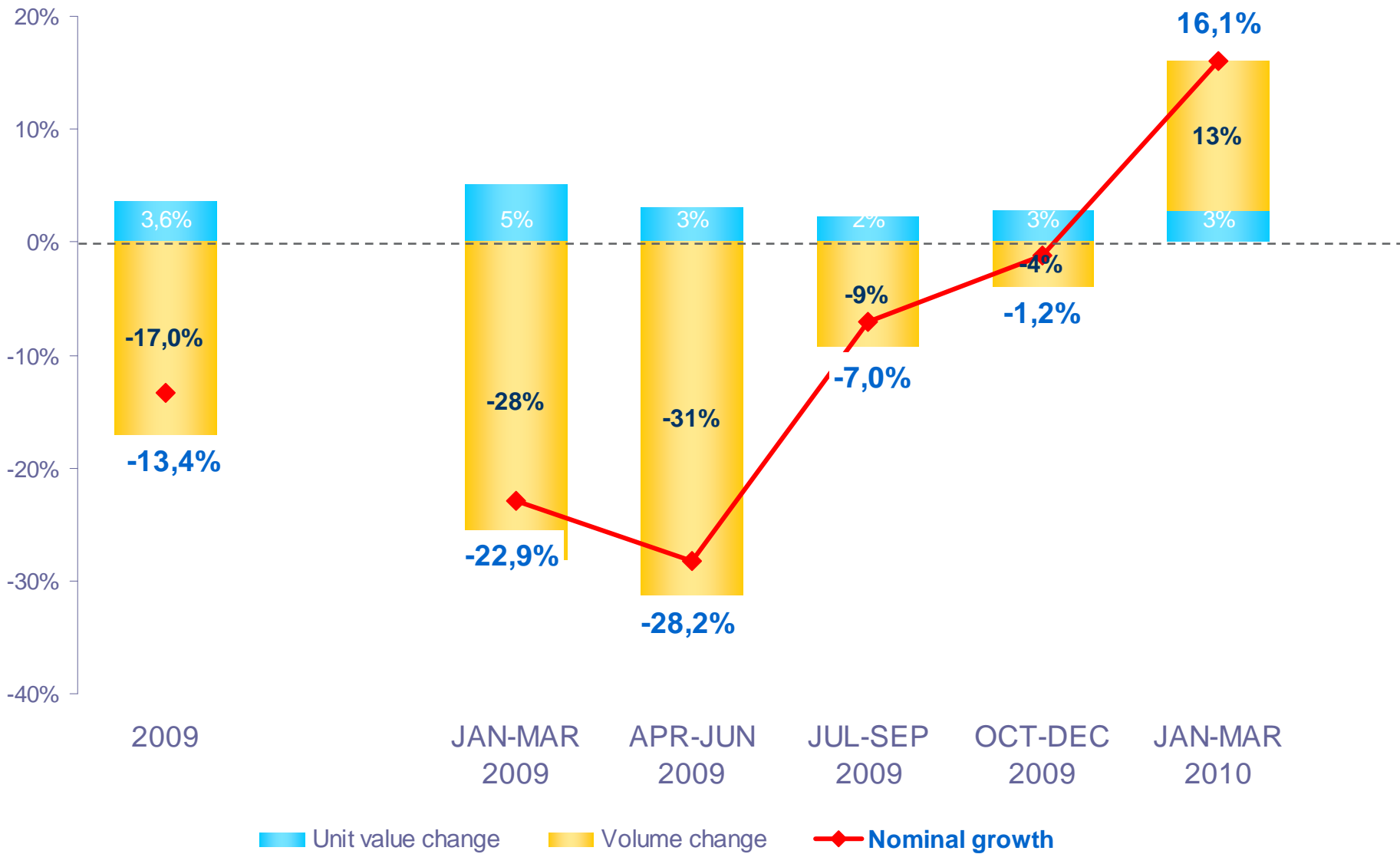
Kazakhstan Food sector

Volumes are recovering in 1st quarter



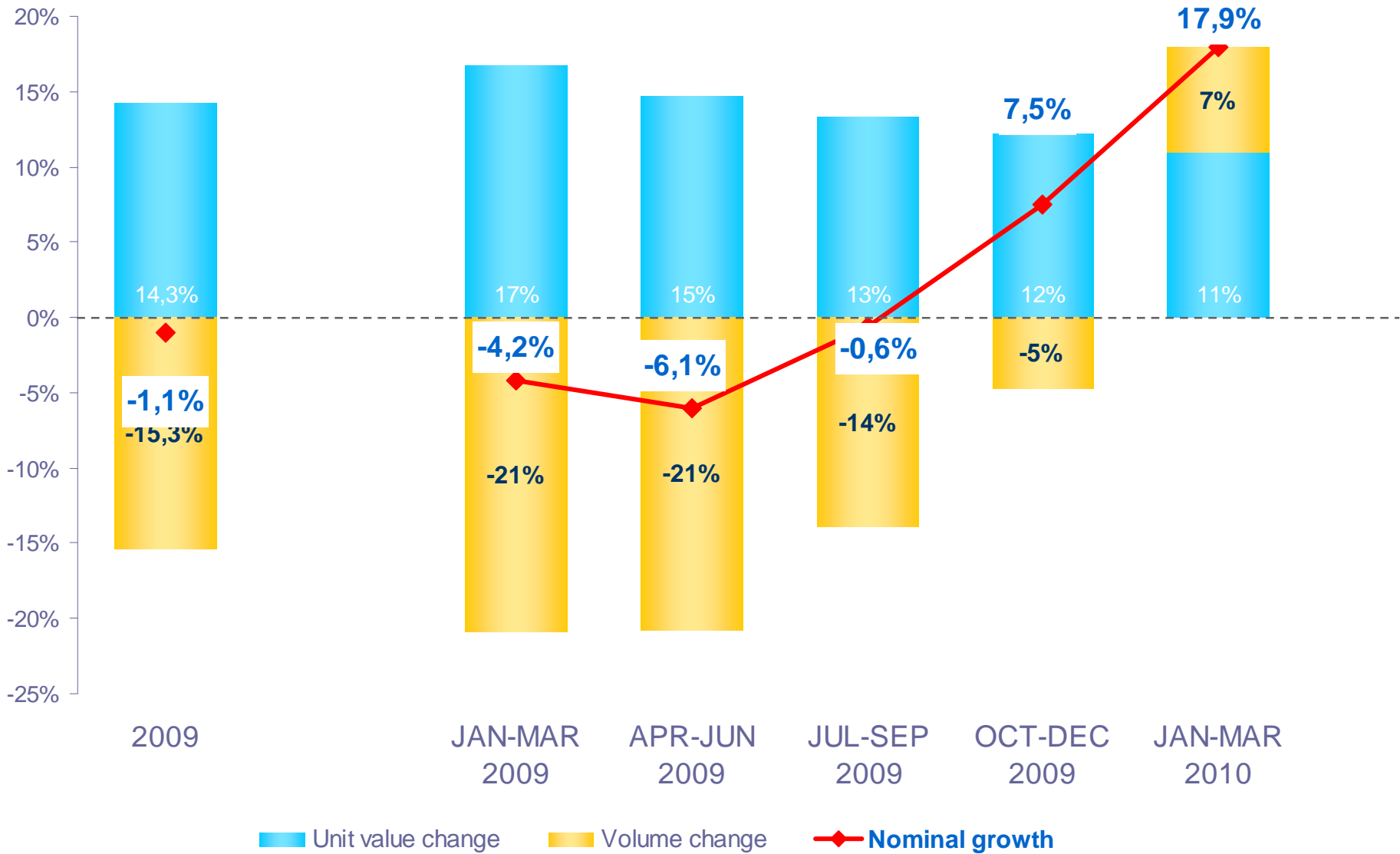
Kazakhstan Beverages

Volumes are recovering in 1st quarter



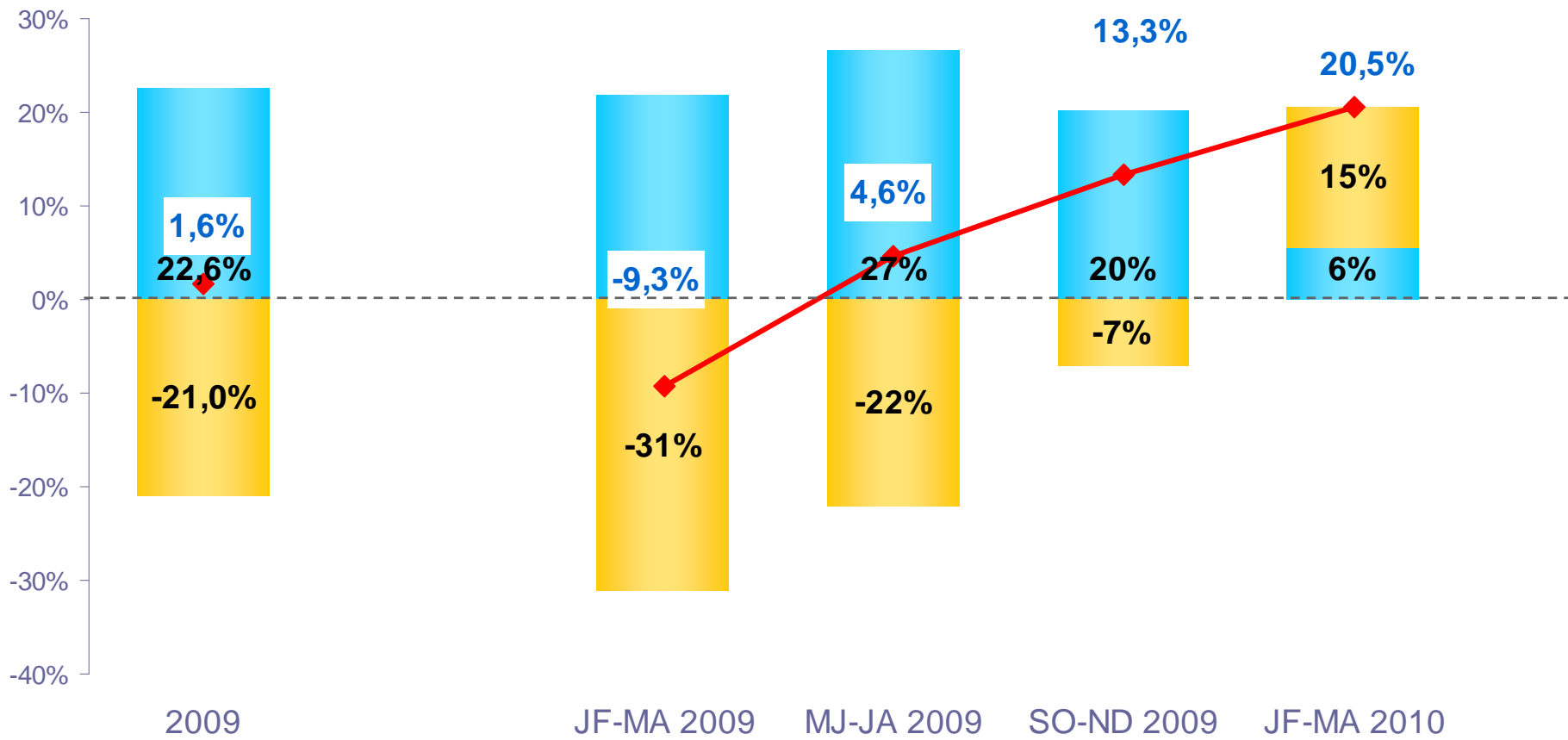
Kazakhstan Cigarettes

Volumes are recovering in 1st quarter



Kazakhstan Non-Food sector

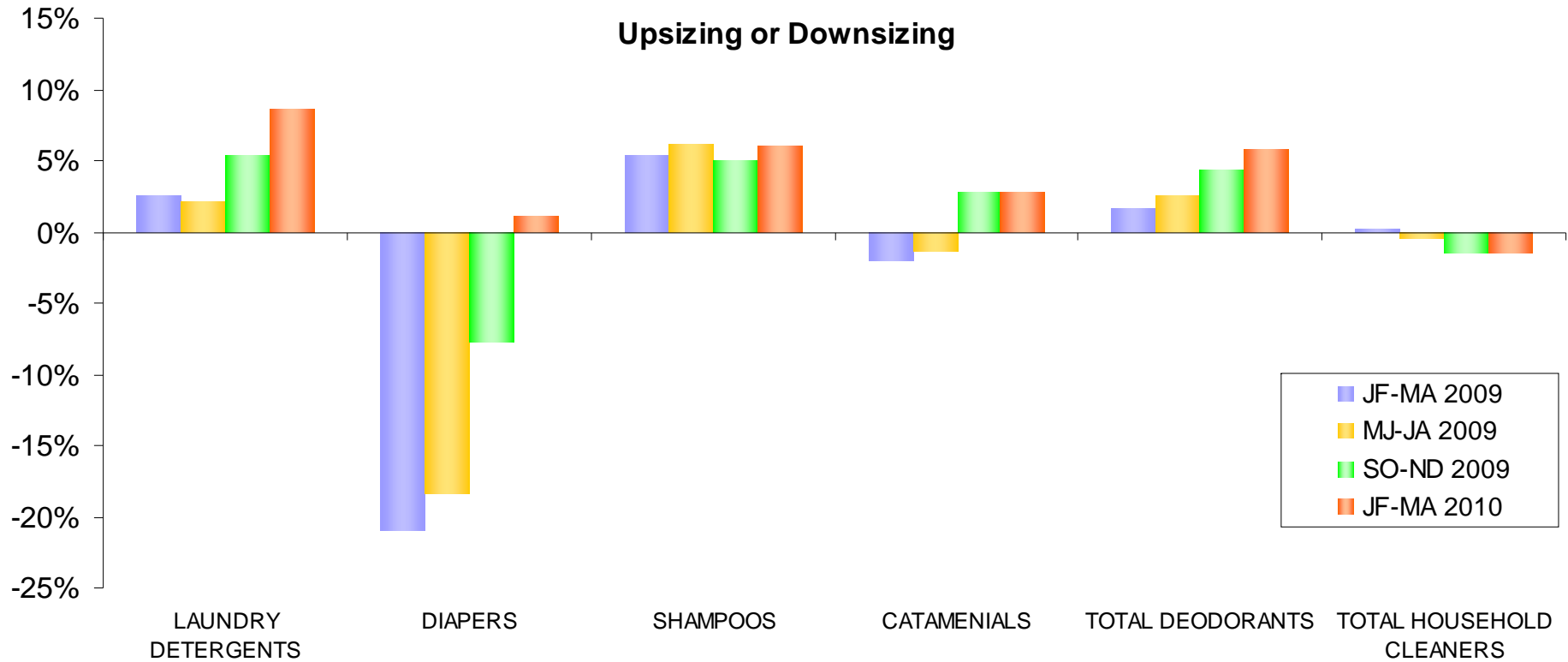
Volumes are recovering in 1st quarter.
Non food experienced the highest inflation rates



Unit value change Volume change Nominal growth

Kazakhstan Non-Food Sector: Upsizing or Downsizing?

All core categories are upsizing, while diapers-downsizing as they influence consumers cash flow



THANK YOU!

For More details, please contact:

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