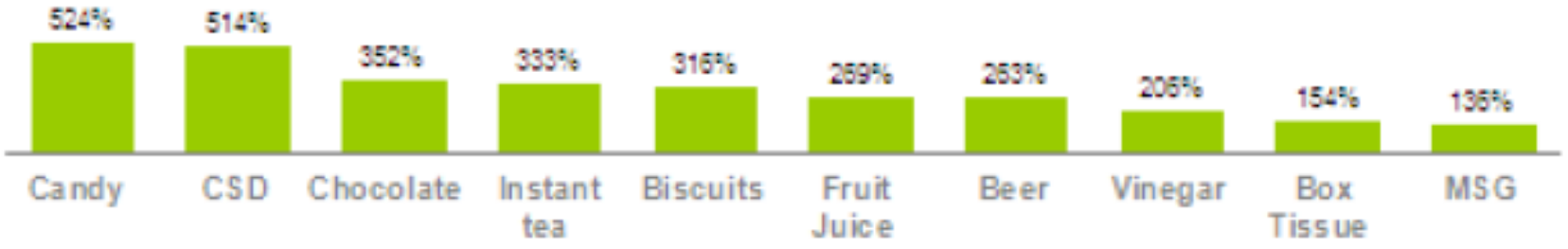
FMCG CATEGORIES – TET 2012 PERIOD vs. PRE-TET PERIOD

VOLUME GROWTH (%)

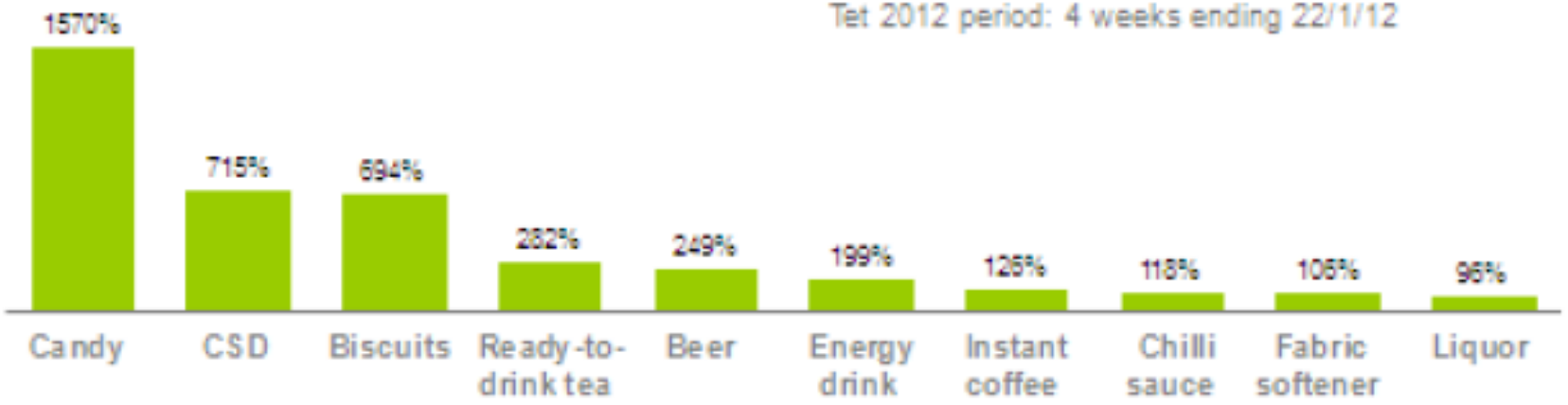
URBAN PANEL (4 key cities: HCM, Hanoi, Danang, Cantho)



RURAL PANEL

Pre-Tet 2012 period: 4 weeks ending 25/12/11

Tet 2012 period: 4 weeks ending 22/1/12



Source: Kantar Worldpanel – Household Purchase Panel – In-home consumption – Total FMCG

© Kantar Worldpanel