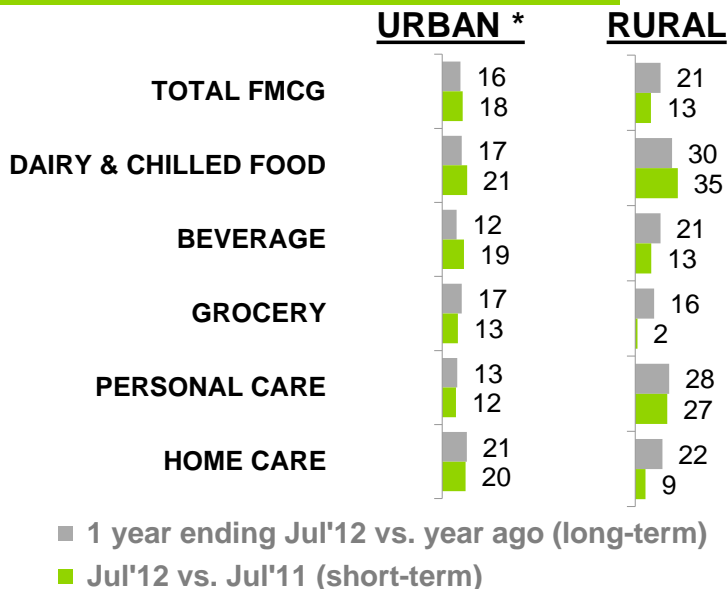


VALUE GROWTH (%) MONITOR



CATEGORY OF THE MONTH

TONIC FOOD DRINK
(Chocolate Malt Beverage)

URBAN*

38%

Long-term

67%

Short-term

Urban households increase their spending for in-home consumption by **+32%** year-on-year

RURAL

29%

Long-term

41%

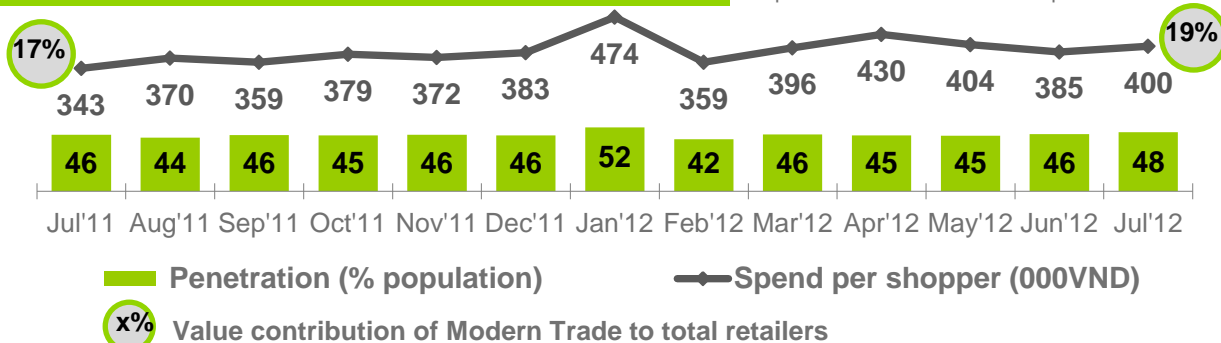
Short-term

Incremental recruitment of **300,000** rural households in a year

* URBAN 4 KEY CITIES (HCM, Hanoi, Danang, Cantho)

MODERN TRADE ** TRACKING in URBAN*

** MODERN TRADE: Wholesale + Hypermarket + Supermarket + Minimarket + Department store



SOURCE: KANTAR WORLD PANEL – Household purchase panel for in-home consumption of FMCG products (excluding gifts)

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