

# 2005

## ANNUAL CLIENT REPORT



### PRESIDENT'S LETTER

The consumer packaged goods (CPG) industry is undergoing dramatic changes. With each passing day and month, we see more intense competition to secure and retain consumer loyalty and spending. The past year was one of the toughest on record for branded goods manufacturers and retailers across Europe.

At ACNielsen, we strive to provide the CPG industry with information, analyses and solutions to help our clients win in their markets. To do this, we are continuously investing in our existing and new capabilities. In 2005, ACNielsen Europe completed and launched its new retail measurement processing and reporting platform, dramatically expanded its consumer panel services, enhanced its retailer partnerships and introduced important new products.

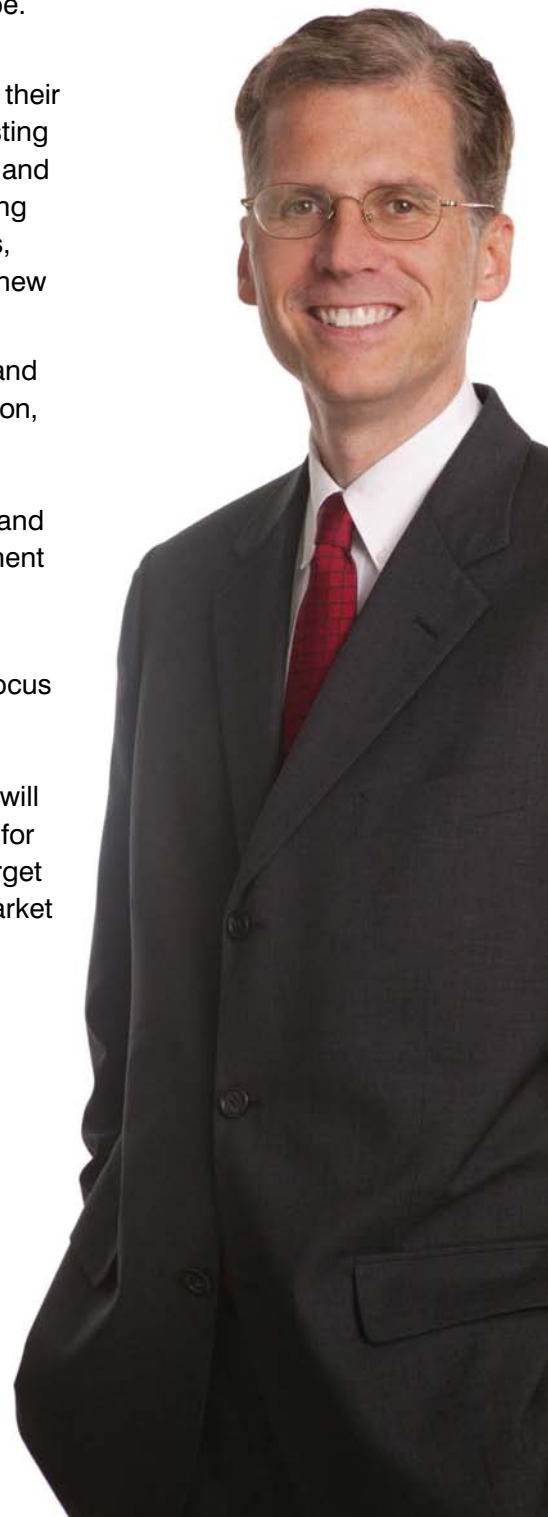
ACNielsen offers its clients an unmatched suite of products and services under one unified account servicing structure. In addition, we offer our products and services in all markets in Europe. Our products and services are based on the fullest available coverage of retail channels in each market as well as global and regional quality protocols. Our continuous market measurement services are augmented by a global customised consumer research business.

The balance of this report will outline in detail, ACNielsen's focus and achievements in 2005. All of our efforts are designed to provide our clients with a deeper and richer insight into their markets, brands and consumers. As we move into 2006, we will be reaching out aggressively to build specific account plans for each of our clients. These plans are designed to help you target our services and resources to ensure your success in the market place in 2006 and beyond.

As always, we appreciate your support and look forward to helping you use our marketing information to make better business decisions.

A handwritten signature in black ink that reads "Frank Martell".

Frank Martell  
President, ACNielsen Europe



# MOVING TOWARDS 100% COVERAGE OF THE EUROPEAN RETAILING MARKETPLACE

*At ACNielsen, we have worked tirelessly to achieve the widest and deepest coverage of the retail marketplace in order to give you a more accurate picture of market trends. In 2005, this focus yielded significant coverage improvements in Europe and resulted in a more comprehensive coverage of additional channels, inclusion of new chains and the availability of more granular census-based information.*

## ENHANCED HARD DISCOUNT CHANNEL READ

We significantly enhanced our read of this important and growing channel. We gained new agreements with discount retailers such as Netto (Sweden, Poland) and LeaderPrice (Poland), and we launched a consistent and robust method for estimating non-collaborating hard discount retailers. Our enhanced hard discount reporting is available in Belgium, the Czech Republic, France, Germany, Hungary, Ireland, Italy, and the Netherlands. In addition, we developed a unique set of business insights into the growth of the hard discount channel including underlying drivers and consumer behaviours and attitudes. We made over 100 presentations to senior client groups on our findings and recommendations. In 2006, we will further expand our improved hard discount read to: Austria, Denmark, Finland, Greece, Poland, Portugal, the Slovak Republic and Sweden.

## ENHANCED DRUG AND PHARMACY CHANNEL READ

We improved our coverage of the Drug and Pharmacy channel, including the expansion of our combined pharmacy store samples by more than 60% across France, Italy, Germany and Spain. This expansion allows you to benefit from enhanced reporting of low-distribution items and more insights into performance by geographic region. We also significantly improved our coverage of the drug channels in the UK and the Netherlands, and released key account data on many key retailers, including Kruidvat, Trekpleister, ICI PARIS XL, De Bijenkorf and Dynadro.

## DEEPER AND MORE GRANULAR GROCERY CHANNEL READ

We enhanced our Grocery channel coverage through the inclusion of Coop (Denmark), Perekriostok, Tander, Pyaterochka, Paterson (Russia), William Morrison (UK), Fozzy Group (Ukraine), Tus (Slovenia) and Delhaize and GIMA (Romania) in our market measurement service.

Key Account reporting on Carrefour in Spain and all the key REWE banners in Germany (Penny, Toom and MiniMal) was introduced. In Greece, we added coverage of the cash & carry sector (Makro, Metro, ENA) and improved our scanning coverage of the superettes channel (small grocery stores between 100 to 400 square meters). We also added coverage of Marks & Spencer in the UK.

The ACNielsen offering in the Republic of Ireland was converted to a scanning-based service that covers the major grocery retailers such as Tesco, Supervalu, Superquinn, Spar, Eurospar, Centra, Mace (BWG), Londis, as well as the key convenience formats from Topshop, Shell, Statoil and Esso.

In Poland and Hungary, we launched a census-based ScanTrack service that provides a granular read of the grocery channel, including measurements of key promotional drivers.

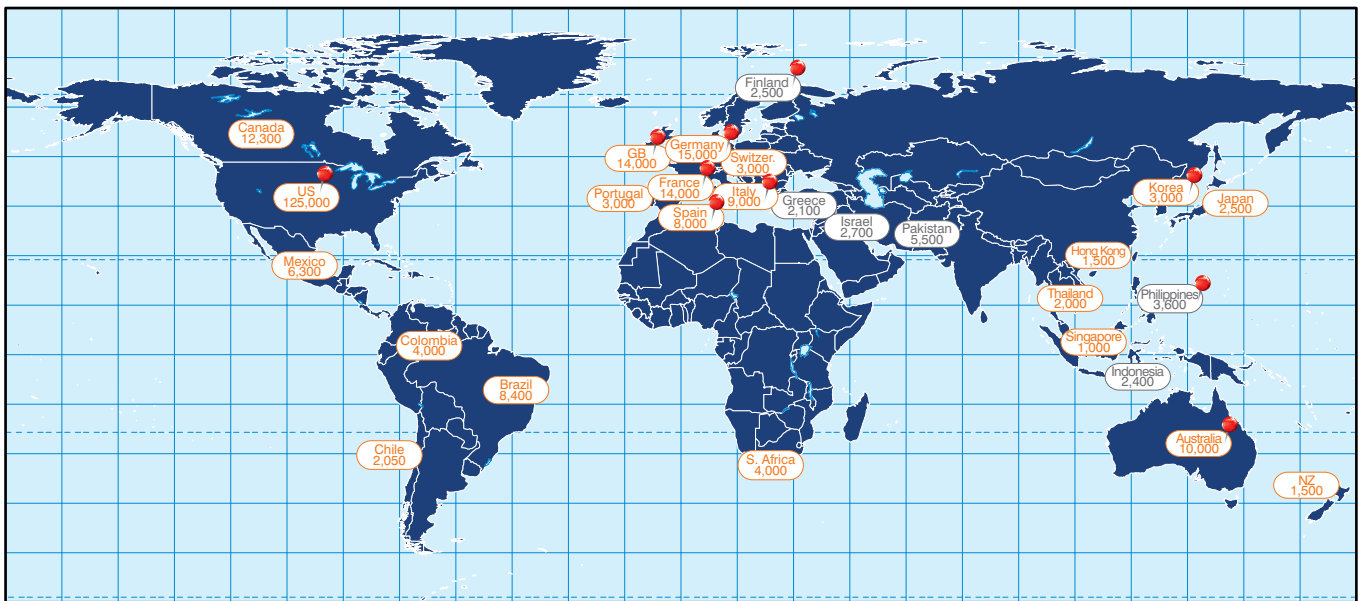
## CENSUS-BASED COVERAGE

We are aggressively moving to census-based reporting across Europe. Coverage based on all stores in a chain increases granularity, allows a more accurate read of low-distribution items and provides material for new micro-marketing services. This year we introduced new census-based reporting in our ScanTrack and Key Account services in Denmark (91% of the reported grocery retail market), Switzerland (90%), Finland (91%) and Germany (40%). We also secured agreements for census release in France during 2006.

# RAISING THE BAR ON CONSUMER AND SHOPPER INSIGHTS

At ACNielsen, we understand that marketing information must address your needs in a more well-rounded fashion. With this in mind, we have focused our innovation and investment towards the development of stronger consumer insight capabilities. With unmatched technology and a thorough understanding of the marketing process, we have crafted a sophisticated suite of analytical tools, services and servicing standards.

## ACNielsen Consumer Panels Footprint (over 265,000 households worldwide across 27 countries)



Scanning Based Collection

Other Collection Method (eg Diary)

Expanding Country  
(sample sizes are after expansion completed)

## EXPANSION OF ACNIELSEN | HOMESCAN

ACNielsen is the clear world leader in consumer panel with services in 27 countries across the globe, measuring the consumer behavior and consumption of more than 265,000 households. We drew on our global expertise and panel leadership as we invested significantly in our Consumer Panel Services across Western Europe during 2005. We are happy to report that we now operate Consumer Panel Services across 10 European markets and that our new Homescan panel in Portugal has been well received. We completed significant sample expansions across several of our largest Western European markets (France, Germany, Italy, Spain and Portugal) this year on our way to reach 70,000 homes. Our expanded samples provide clients with improved reads of consumer behavior as they provide a better pick-up of slow-moving or low-penetration purchased products and they formed the basis on which we launched new applications that greatly improve your ability to generate actionable consumer insights. More sample extensions are on the way (UK, Spain, Italy and Finland) and will be completed during 2006.

## LAUNCH OF ACNIELSEN | MYSCAN

Another cornerstone of our consumer panel plan is to provide you with new, innovative methods of capturing out-of-home consumption patterns. Consumers are shifting behavior (eg more immediate consumption, fewer planned meals in the home) and increasingly fragmenting their purchases across a myriad of impulse trade channels. Our MyScan panel was launched in the UK during 2005 with the objective of providing you with superior understanding of consumers' shopping across trade channels and their consumption behavior outside the home. MyScan operates using advanced personal and portable keyfob scanner technology and we plan to extend this service to more markets during 2006.

# CUTTING EDGE TECHNOLOGY

ACNielsen believes in harnessing the power of technology to offer your business an innovative and robust view of consumer behavior. By investing in significant technology initiatives, we have changed the paradigm of information and analysis at ACNielsen – bringing the advantage of quicker, accessible market intelligence closer to you and your market planning needs.

## LAUNCH OF ACNIELSEN I-SIGHTS

We launched ACNielsen | i-sights during 2006 to help you get answers to your business issues more quickly than ever before. i-sights is an innovative data delivery tool that organises our information to directly answer the questions your teams ask about the marketplace everyday, and delivers answers in a suite of reports that are easy to access, use and understand. During 2005, we launched ACNielsen | i-sights on our new scanning data platform in Belgium and Netherlands and on the Advisor platform in the Nordic countries. In 2006, we will make i-sights available to you everywhere across Europe.

## LAUNCH OF NEW EUROPEAN RETAIL DATA FACTORY

We launched our new retail market data platform in the Netherlands and Belgium. This new platform provides brand new capabilities such as online access to store-level information and automated analytics as well as great powers to process and deliver vast information rapidly to our clients. We will expand this new platform to several more markets in 2006.

ACNielsen | i-sights

ACNielsen | i-sights: delivering answers in a suite of reports that are easy to access, use and understand.

COUNTRY	RETAIL BANNER	NEW COVERAGE RELEASE	KEY ACCOUNT COVERAGE	CENSUS BASED	IMPROVEMENT
Belgium	Aldi		Yes		Cash slip method
Belgium	Lidl		Yes		Cash slip method
Czech Republic	Lidl	Yes			Cash slip method
Denmark	Coop	Yes		Yes	
Denmark	Dansk Supermarket			Yes	
Denmark	Superspar		Yes	Yes	
Finland	K-Supermarket			Yes	
Finland	Valintatalo			Yes	
Finland	S-Market			Yes	
France	Aldi				To 4-weekly reporting
France	Lidl				To 4-weekly reporting
Germany	Penny		Yes	Yes	
Germany	Toom		Yes	Yes	
Germany	Minimal		Yes	Yes	
Germany	Rossmann			Yes	
Germany	Drug discounters				Release of all food/ beverage categories
Greece	Makro	Yes			
Greece	Metro	Yes			
Greece	ENA	Yes			
Greece	Superettes				To 4-weekly scanning
Hungary	Metro			Yes	
Hungary	Interfruct			Yes	
Hungary	DM Drogerie			Yes	
Hungary	Rossmann		Yes	Yes	
Hungary	Interspar		Yes	Yes	
Hungary	Kaiser's		Yes	Yes	
Hungary	Spar		Yes	Yes	
Hungary	Auchan			Yes	
Hungary	CBA		Yes		
Hungary	Co-op Hungary		Yes		
Hungary	Aroma/Heliker			Yes	
Hungary	Lidl	Yes			Cash slip method
Hungary	Tesco Supermarket		Yes	Yes	
Hungary	Tesco Hypermarket		Yes	Yes	
Ireland	Eurospar				To 4-weekly scanning
Ireland	Centra		Yes	Yes	To 4-weekly scanning
Ireland	Mace				To 4-weekly scanning
Ireland	Londis				To 4-weekly scanning
Ireland	Londis Topshop				To 4-weekly scanning
Ireland	Shell		Yes	Yes	To 4-weekly scanning
Ireland	Statoil		Yes	Yes	To 4-weekly scanning
Ireland	Esso		Yes	Yes	To 4-weekly scanning
Ireland	Lidl	Yes			Cash slip method
Ireland	Aldi	Yes			Cash slip method
Italy	Carrefour			Yes	
Netherlands	Kruidvat		Yes		
Netherlands	Trekpleister		Yes		
Netherlands	ICI PARIS XL	Yes			
Netherlands	De Bijenkorf	Yes	Yes (relative)		
Netherlands	Dynadro		Yes		
Netherlands	Aldi				To 4-weekly reporting
Norway	Smart Club				To 4-weekly reporting
Norway	Statoil				To 4-weekly scanning
Norway	Narvesen				To 4-weekly scanning
Norway	Seven Eleven				To 4-weekly scanning
Norway	Shell				To 4-weekly scanning
Norway	Hytex				To 4-weekly scanning
Russia	Perekriostok	Yes			
Russia	Tander	Yes			
Russia	Pyaterochka	Yes			
Russia	Paterson	Yes			
Slovenia	Tus	Yes			
Spain	Carrefour		Yes		
Switzerland	Coop		Yes	Yes	
Switzerland	Denner		Yes	Yes	
Switzerland	PAM	Yes	Yes	Yes	
Sweden	Netto	Yes			
Sweden	PrisXtra		Yes		
Poland	Netto	Yes		Yes	
Poland	Leader Price	Yes			
Poland	Drogeria Natura	Yes			
Poland	Polomarket	Yes			
Poland	Jet		Yes		
Turkey	Ardas	Yes			
Turkey	Baris Gross	Yes			
Turkey	CosmoShop	Yes			
Turkey	Cosmohome	Yes			
Turkey	Fiskomar	Yes			
Turkey	Güler	Yes			
Turkey	Halay	Yes			
Turkey	Makmar	Yes			
Turkey	Özhan	Yes			
Turkey	Olicenter	Yes			
Turkey	Seref Makro	Yes			
Turkey	Tesco		Yes		
Ukraine	Astera	Yes			
Ukraine	Fozzy/Silpo	Yes			
Ukraine	Kopeika	Yes			
Ukraine	Pakko	Yes			
Ukraine	Svit Produktiv	Yes			
Ukraine	Torgovy Svit	Yes			
Ukraine	Velyka Kyshenya	Yes	Yes		
UK	Spirit Group		Yes	Yes	
UK	William Morrison			Yes	
UK	Marks&Spencer	Yes		Yes	

# THE COMPLETE PICTURE FROM ACNIELSEN

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*We are the only research provider who has information assets, knowledge and analytical skills to analyze consumers' behaviour at all levels and how it affects category sales – what is sold out of the retail stores, where consumers shop and why, what they bring home from their purchasing trips, who uses the products and what shoppers consume 'on the go'. You no longer need to rely on several providers of consumer and retail information – ACNielsen can bring the best information, analytical models and data delivery systems together for a comprehensive understanding of both.*

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## COMBINING RETAIL AND CONSUMER INFORMATION SUCCESSFULLY

We introduced ACNielsen | i-sights that combine both retail and consumer information so you can analyze both sources with a few clicks. Our i-sights provide you with one common tool for accessing the information, which is seamlessly integrated thanks to a common production and classification platform for both retail and consumer panel information.

## ENLARGED NETWORK OF CONSUMER SPECIALISTS

We stepped up our efforts to provide you with 'One Account Team' skilled in using both retail and consumer information to generate business insights, and in helping you achieve your business objectives. We trained our client service representatives in consumer analyses and we also enlarged our network of consumer specialists. These experts are able to draw on proprietary consumer panel and custom research techniques and can dig deeper when conventional methods fall short of generating the insights you need to make the most informed decisions.



# ACNIELSEN SERVICES IN EUROPE

	Austria	Belgium	Czech & Slovak R.	Denmark	Finland	France	Germany	Greece	Hungary	Ireland	Italy	Netherlands	Norway	Poland	Portugal	Spain	Sweden	Switzerland	UK	
<b>Retail Measurement Services</b>																				
Retail Index			◆					◆	◆	◆	◆			◆	◆	◆				
ScanTrack	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆			◆
MarketTrack	◆					◆	◆			◆	◆								◆	
Store Explorer	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Store Tests and Observations	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Key Account Information	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Key Account Causal		◆		◆	◆	◆	◆	◆	◆		◆		◆		◆	◆	◆			◆
<b>Consumer Panel Services</b>																				
Homepanel					◆			◆												
Homescan						◆	◆				◆				◆	◆		◆	◆	
Homescan <i>Choice Segmenter</i>						◆	◆*				◆									◆
Homescan <i>Trade Planner</i>						◆	◆				◆				◆	◆		◆	◆	
Homescan <i>Shopper Missions</i>						◆					◆				◆	◆				◆
Homescan <i>Intended User</i>						◆					◆									◆
Homescan <i>Panel*Fact</i>					◆	◆	◆	◆			◆				◆	◆		◆	◆	
Homescan <i>Sourcerer</i>					◆	◆	◆	◆			◆				◆	◆		◆	◆	
Homescan <i>Surveys</i>						◆	◆				◆				◆	◆				◆
MyScan																				◆
<b>Customised Research</b>																				
packs@work	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
ads@work	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
eQ	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
ShopperTrends	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Winning Brands	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
DeltaQual	◆		◆	◆					◆			◆	◆	◆	◆	◆				
Brand Health Monitor	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
<b>Analytical Consulting</b>																				
Assortment Optimization	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Price Optimization	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Promotion Optimization	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Portfolio Marketing Mix	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Launch Observer						◆	◆				◆				◆	◆		◆	◆	
Forecasting	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
<b>Merchandising Services</b>																				
ProductPlanner	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman Application Builder	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman Professional	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman Stock Planner	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman Merchandiser	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman Viewer	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Spaceman StorePlanner	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
<b>Decision Support Services</b>																				
Answers	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
i-sights	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Advisor	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Nitro	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆


Any data provider can tell you how many units you sold



ACNielsen will tell you how many sold outside the major supermarket and hypermarket chains

Scan data from major grocery chains will only tell you part of the story. Knowing how much you sold in supermarket and hypermarket stores is one thing, but what about product sales in hard discount stores?

At ACNielsen, we tell you what no other information supplier can...because ACNielsen has the widest and deepest retail channel coverage. ACNielsen complements the grocery store view with information from hard discount stores, pharmacies and drug stores, department stores, kiosks, gas stations, convenience stores, tobacconists, and bars and pubs to give you the most complete view of your market.

 **ACNielsen** we give you the bigger picture so you can make smarter business decisions