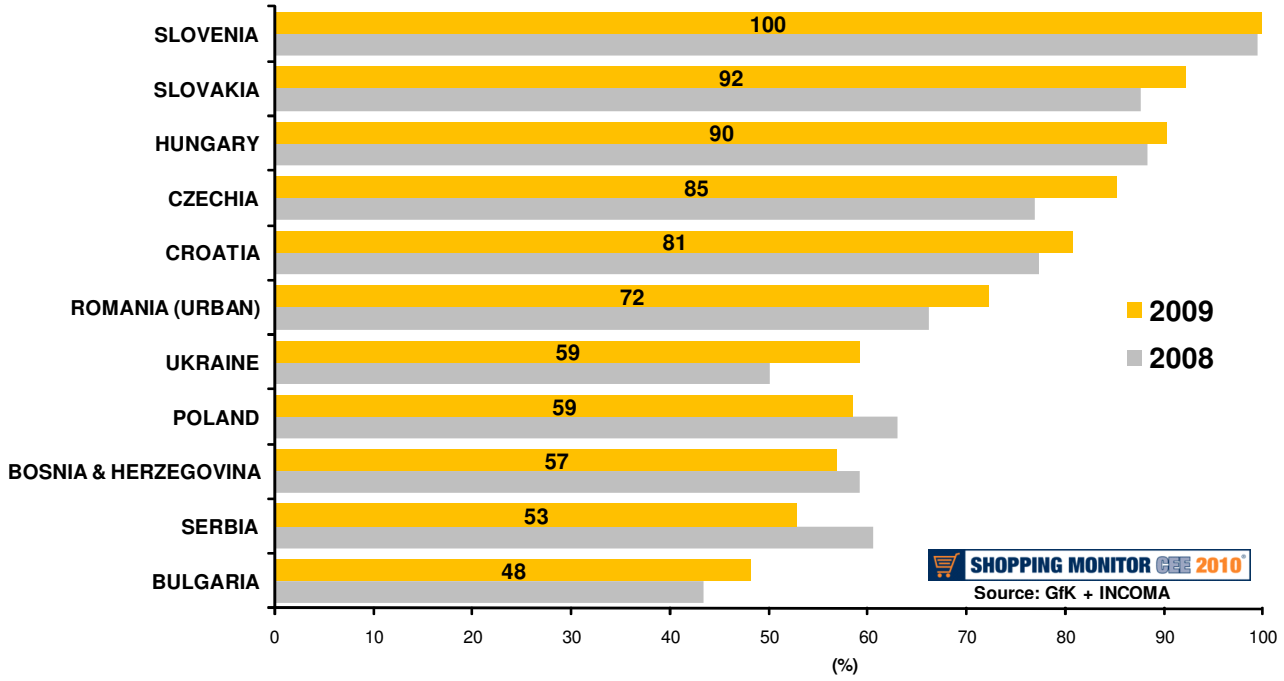
MAJORITY OF THE CENTRAL AND EASTERN EUROPEAN RETAIL MARKETS IS SHOWING INCREASING CONSOLIDATION OF FMCG CHAINS

Press release of **INCOMA GfK**:
The results of the project **„SHOPPING MONITOR Central & Eastern Europe 2010“**

Recent study Shopping Monitor CEE 2010, based on the representative international shopper survey of company INCOMA / GfK, shows that market concentration in most of the monitored Central and Eastern European countries is still increasing.

(%) SHARE OF TOP 10 CHAINS ON THE MAIN SHOPPING PLACE
(including COOP stores)

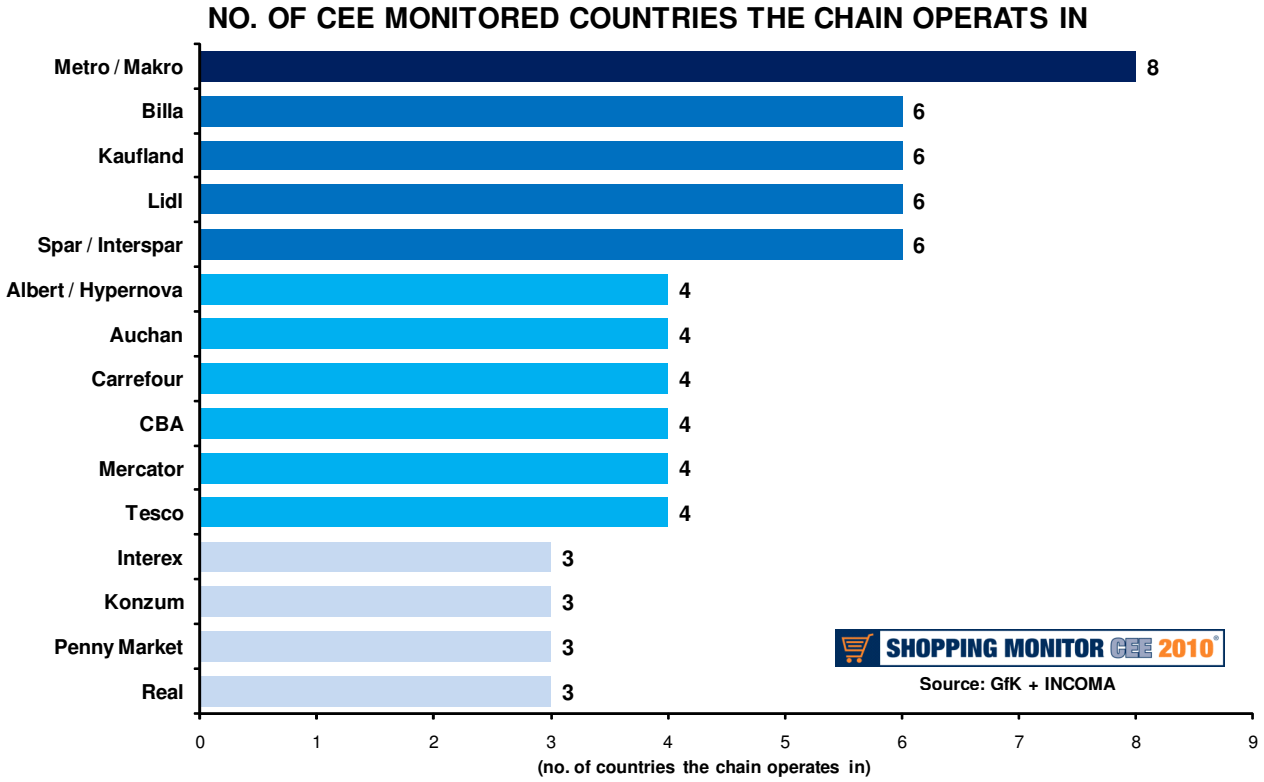


Retail market is the most concentrated in Slovenia. When identifying their main shopping place, almost 100% of shoppers mentioned one of the ten biggest retailers. Also in Slovakia and in Hungary, the share of TOP 10 retailers is very high (90% and more). Czech Republic and Croatia follows with 85% resp. 81%. The least concentrated is the market in Bulgaria (48%) which has even showed a slight decline in consolidation development during the critical year.

Technical parameters of the survey SHOPPING MONITOR CEE 2010:

Authors INCOMA GfK + GfK national offices, representative national survey done in November 2009, personal interviews in households/CATI/CAPI, respondent is the person who does the most shopping in the household; representative sample in each of the countries.

While in Croatia and Poland there is one far ahead leading chain (Konzum, Biedronka), the other countries have usually a more balanced structure of retailers. Some of the major international chains are already well established in a number of the monitored countries: Metro/Makro in 8 countries, Billa, Kaufland, Lidl and Spar/Interspar in 6 countries.



The annual research of population shopping habits and preferences Shopping Monitor CEE 2010 was conducted in 11 countries of the CEE region: Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania (urban population only), Serbia, Slovakia, Slovenia and Ukraine.

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