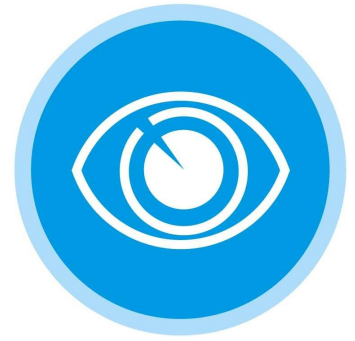


RUSSIAN CONSUMERS THROUGH CRISIS



The new Nielsen's study available!

The new Nielsen's study '**Russian consumers through crisis**' provides you with the comprehensive understanding of consumer crisis behaviour in Russia and the impact of shoppers' belt-tightening strategies on FMCG consumption and retail environment.

The study is a breakthrough step in the expansion of our One Nielsen/One Voice capabilities utilizing the joint efforts of Consumer Research, Retailer Services, Retail Measurement Services and Analytical Consulting departments.



The report will consist of four parts and covers the following aspects:

> **Online Consumer Survey** is aimed at analyzing consumer confidence, expectations and purchasing behaviour in crisis environment.

The following FMCG categories will be examined for changes:

VODKA
COFFEE
BEER
MILK
MINERAL WATER
DRINKABLE YOGHURT

TEA
CHOCOLATE
FACE CREAM
DETERGENTS
SHAMPOO
CIGARETTES

> **Outlook of retail sales trends across FMCG categories tracked by Nielsen** covers:

- Market size changes
- Channels importance dynamics
- Price and Package segments dynamics

> **Analytical Consulting Study on Price & Assortment Changes** will follow up on the hypotheses found by online consumer survey for the categories studied.

> **Retail Universe dynamics report** will provide overview of the recent M&A on the Russian market and the latest data on universe dynamics of the key retail chains.

The new Nielsen's study will be available on December 20th 2008.