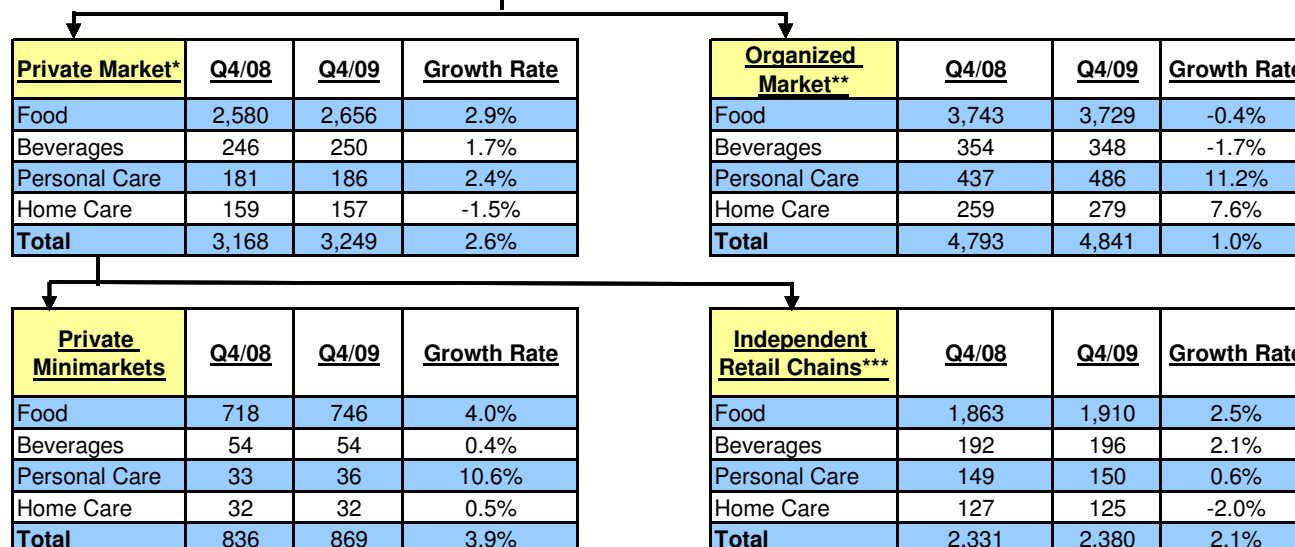




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Macro Data - FMCG Market			
Total Market	Q4/08	Q4/09	Growth Rate
Food	6,324	6,385	1.0%
Beverages	600	598	-0.3%
Personal Care	619	672	8.6%
Home Care	418	436	4.1%
<b>Total</b>	<b>7,961</b>	<b>8,090</b>	<b>1.6%</b>



**Definitions**

Data: Q4/2009 Vs. Q4/2008, Milion NIS (Nominal).

\*Private Market includes Barcoded Private Minimarkets and Independent Chains.

\*\*Organized Market includes the following retail chains: Supersol, Blue Square, Superpharm and Newpharm.

\*\*\*Independent Retail Chains include Private Chains (Such as: Hatzi-Hinam, Haviv, Co-op Jerusalem, Aba Victory etc).