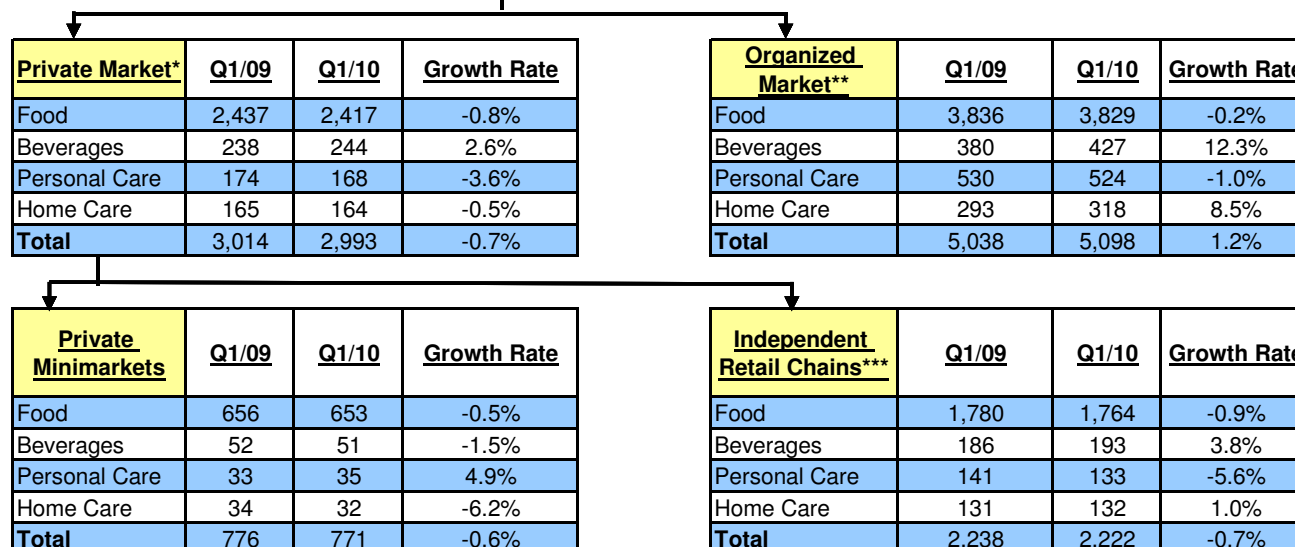




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Macro Data - FMCG Market			
Total Market	Q1/09	Q1/10	Growth Rate
Food	6,272	6,246	-0.4%
Beverages	618	671	8.6%
Personal Care	704	692	-1.7%
Home Care	458	482	5.3%
Total	8,052	8,091	0.5%



Definitions

Data: Q1/2010 Vs. Q1/2009, 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).