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<u>Macro Data - FMCG Market</u>			
Total Market	<u>Q1/05</u>	<u>Q1/06</u>	<u>Growth Rate</u>
Food	4,698	4,838	3.0%
Personal Care	577	601	4.2%
Beverages	489	493	0.9%
House Care	350	383	9.5%
Total	6,114	6,315	3.3%

Private Market*	<u>Q1/05</u>	<u>Q1/06</u>	<u>Growth Rate</u>
Food	1,594	1,641	3.0%
Beverages	169	168	-0.7%
Personal Care	146	143	-2.2%
House Care	113	120	6.2%
Total	2,022	2,072	2.5%

Organized Market**	<u>Q1/05</u>	<u>Q1/06</u>	<u>Growth Rate</u>
Food	3,104	3,197	3.0%
Personal Care	431	458	6.3%
Beverages	320	325	1.7%
House Care	236	262	11.1%
Total	4,091	4,242	3.7%

Private Minimarkets	<u>Q1/05</u>	<u>Q1/06</u>	<u>Growth Rate</u>
Food	554	523	-5.5%
Beverages	42	40	-4.4%
Personal Care	32	28	-12.2%
House Care	26	27	4.4%
Total	654	618	-5.4%

Independent Chains***	<u>Q1/05</u>	<u>Q1/06</u>	<u>Growth Rate</u>
Food	1,040	1,118	7.5%
Beverages	127	127	0.5%
Personal Care	115	115	0.6%
House Care	87	93	6.7%
Total	1,369	1,454	6.2%

Definitions

Data: Q1/2006 Vs. Q1/2005, Milion NIS (Nominal).

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

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

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