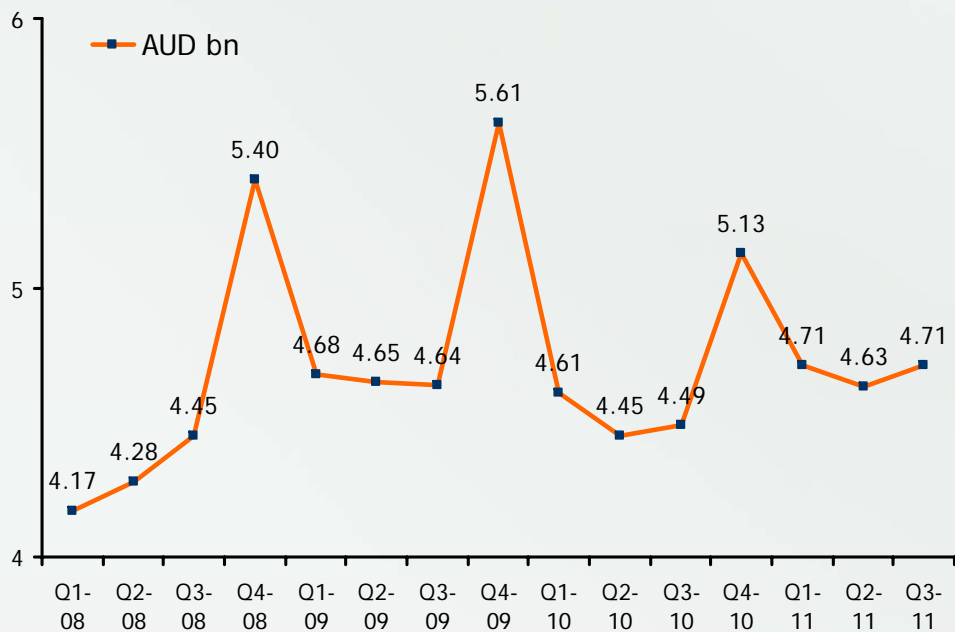


### Sydney, November 11, 2011

Consumers continued their love affair with the smartphone in quarter 3, leading to a whopping 45% quarter on quarter value growth for the telecom sector. At the opposite end of the scale was an 11% decline for the consumer electronics sector. The net result was an overall growth of 5% for the technical consumer goods industry; a positive result against the back-drop of global financial unrest, and significant swings in local consumer confidence.

	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q3 11 /Q3 10	Q1-3 2011	Q1-3 11 /Q1-3 10
	M.AUD	M.AUD	M.AUD	M.AUD	+/-%	M.AUD	+/-%
Consumer Electronics (CE)	1,510	1,192	1,040	1,099	-10.9%	3,331	-12.2%
Photo (PH)	267	149	150	158	-13.5%	457	-11.3%
Major Domestic Appliances (MDA)	815	805	779	810	0.1%	2,394	0.5%
Small Domestic Appliances (SDA)	706	625	595	536	-3.2%	1,755	2.2%
Information Techonology (IT)	912	902	928	1,006	12.3%	2,836	12.0%
Telecommunication (TC)	756	850	953	918	44.8%	2,720	32.5%
Office Equipment & Consumables (OE)	162	188	185	179	0.6%	552	-0.1%
<b>GfK TEMAX® Australia</b>	<b>5,127</b>	<b>4,710</b>	<b>4,629</b>	<b>4,706</b>	<b>4.9%</b>	<b>14,045</b>	<b>3.7%</b>

### Turnover Development for Technical Consumer Goods



### Market Volume, Turnover Share, Growth Rate Compared to Previous Year

