

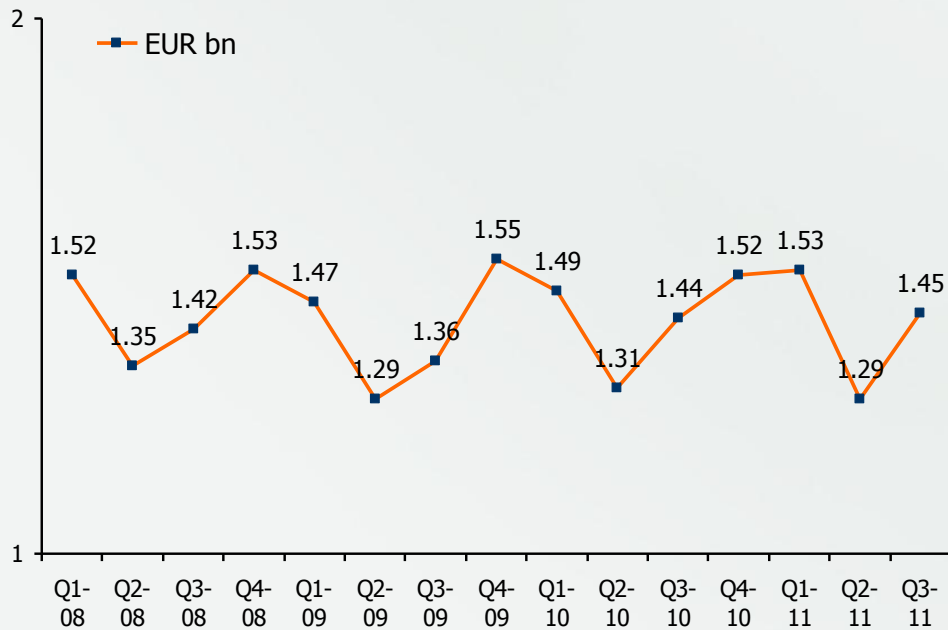
Brussels, November 14, 2011

"Hyped products" push the Belgian technical consumer goods markets towards a positive balance sheet.

In Q3 2011, many of the sectors within the Belgian technical consumer goods market demonstrated lower growth rates and in some cases, extremely negative results.

Aided by double-digit increases within the IT and Telecommunications (Telco) sectors, the overall market experienced a minor increase of 0.74%.

Turnover Development for Technical Consumer Goods



	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q3 11 / Q3 10	Q1-3 2011	Q1-3 11 / Q1-3 10
	M.EUR	M.EUR	M.EUR	M.EUR	+/--%	M.EUR	+/--%
Consumer Electronics (CE)	347	354	260	303	-5.2%	917	-3.6%
Photo (PH)	63	53	58	60	-8.9%	171	-6.3%
Major Domestic Appliances (MDA)	294	303	259	301	-1.1%	863	1.1%
Small Domestic Appliances (SDA)	132	119	99	106	-5.2%	324	0.2%
Information Technology (IT)	371	394	322	382	1.9%	1,098	0.7%
Telecommunication (TC)	163	150	142	162	27.2%	454	17.5%
Office Equipment & Consumables (OE)	152	153	145	137	0.4%	435	-3.4%
GfK TEMAX[®] Belgium	1,521	1,526	1,285	1,451	0.7%	4,262	0.6%

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

