

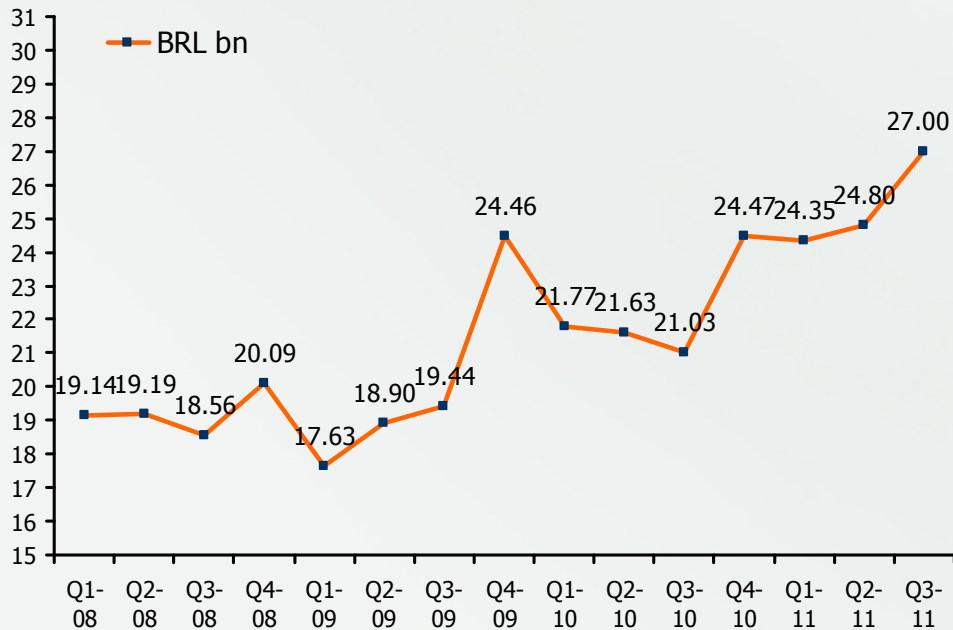
São Paulo, November 15, 2011

Technical Consumer Goods Market maintains great performance in Q3

GfK TEMAX® Brazil indicates the trends in sales value (R\$)

Comparing Q3 2011 against Q3 2010, the Technical Consumer Goods Market (TCG) in Brazil saw an increase of two digits. However, when compared to the sales of Q2 2011, growth was more modest. The best sectors in the comparison of Q3 2011 and Q3 2010 were Telecommunications (Telco) and Consumer Electronics (CE).

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.BRL	M.BRL	M.BRL	M.BRL	+/-%	M.BRL	+/-%
Consumer Electronics (CE)	5,460	5,631	5,119	5,534	30.1%	16,283	11.3%
Photo (PH)	771	557	559	633	27.1%	1,750	17.4%
Major Domestic Appliances (MDA)	4,870	4,943	4,838	4,825	23.1%	14,606	14.1%
Small Domestic Appliances (SDA)	2,068	2,120	1,748	1,593	1.9%	5,462	10.9%
Information Technology (IT)	4,690	4,933	4,795	6,451	38.5%	16,179	13.7%
Telecommunication (TC)	6,064	5,553	7,173	7,407	31.5%	20,133	35.3%
Office Equipment & Consumables (OE)	548	612	572	555	10.0%	1,739	17.6%
GfK TEMAX® Brasil	24,470	24,350	24,804	26,998	28.4%	76,152	18.2%

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

