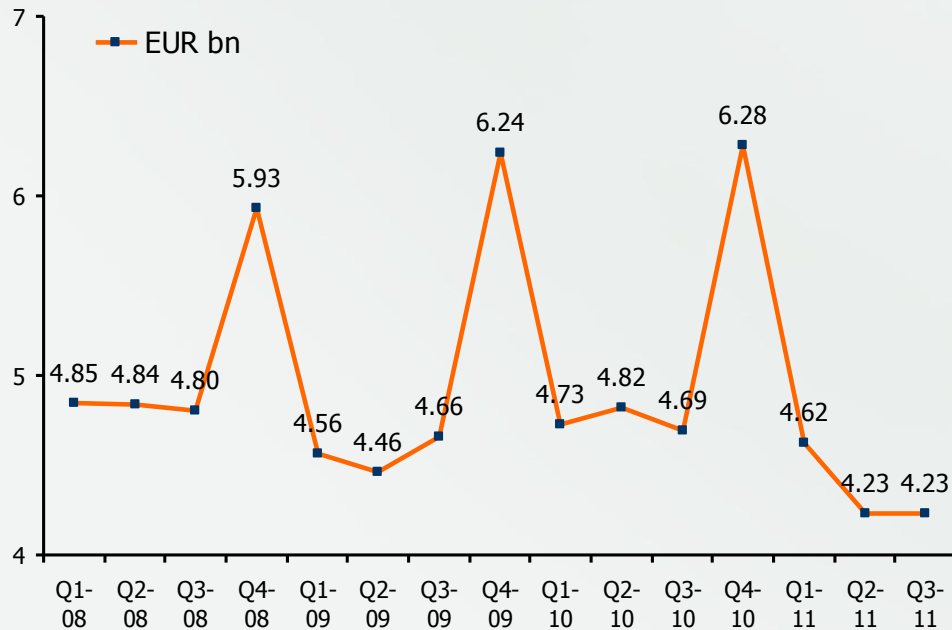


Milan, November 14, 2011

The Italian Technical Consumer Goods (TCG) market registered a turnover of EUR 4.2 billion (-9.7%) in the third quarter of 2011 (only 5 million more than Q2 2011). Only the Telecommunication (Telco) sector showed a positive trend; this was primarily because of consumers opting to replace their mobile phones with smartphones. While innovative products performed well in some sectors, it was not enough to rescue the overall negative trend.

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)	1,855	1,140	901	880	-20.8%	2,921	-19.3%
Photo (PH)	220	132	156	164	-15.9%	453	-10.2%
Major Domestic Appliances (MDA)	1,063	851	901	889	-11.1%	2,641	-8.8%
Small Domestic Appliances (SDA)	543	366	349	399	-7.9%	1,114	-1.9%
Information Technology (IT)	1,060	875	751	732	-2.7%	2,358	-0.8%
Telecommunication (TC)	1,019	770	736	791	3.4%	2,297	2.3%
Office Equipment & Consumables (OE)	517	484	435	381	-12.7%	1,299	-11.4%
GfK TEMAX[®] Italy	6,276	4,617	4,230	4,235	-9.7%	13,082	-8.2%

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

