GfK TEMAX®
Technical Market Index

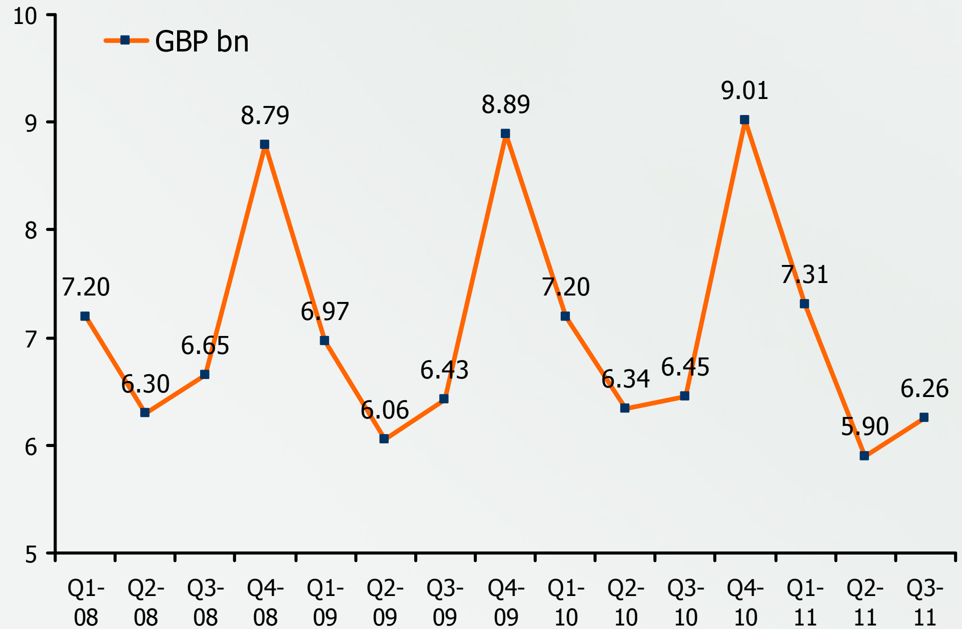
United Kingdom — Report Q3 2011

London, November 15, 2011

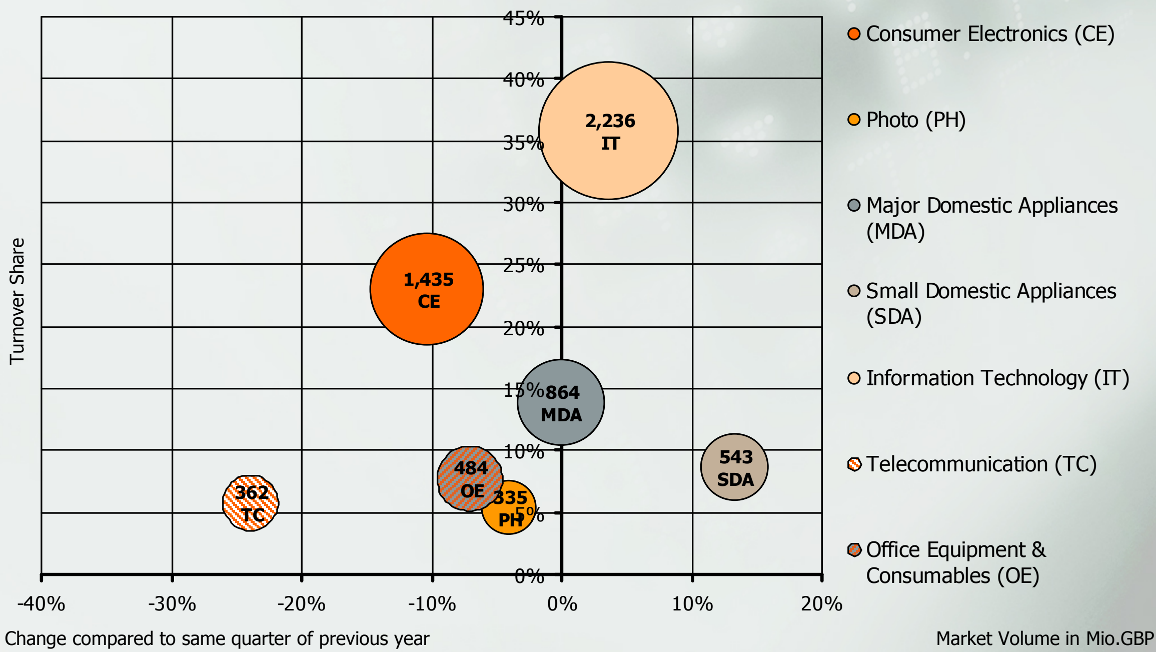
A challenging economic climate
A number of consumer confidence surveys bear out the difficult truth of the past quarter; consumers in the UK are feeling less confident than at any time over the past couple of years and this has resulted in a slowdown in spend on consumer durable products. With weather conditions hindering some areas and product lifecycles impacting others it has been a difficult quarter. The overall performance of -2.9% quarter 3 on quarter 3 is driven to a large extent by the fall in CE and Telecoms.

	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q3 11 /Q3 10	Q1-3 2011	Q1-3 11 /Q1-3 10
	M.GBP	M.GBP	M.GBP	M.GBP	+/-%	M.GBP	+/-%
Consumer Electronics (CE)	2,812	1,929	1,417	1,435	-10.3%	4,781	-11.0%
Photo (PH)	476	288	305	335	-4.0%	929	-5.1%
Major Domestic Appliances (MDA)	905	971	792	864	0.0%	2,627	2.6%
Small Domestic Appliances (SDA)	805	629	507	543	13.4%	1,679	8.8%
Information Technology (IT)	2,874	2,369	2,000	2,236	3.6%	6,604	1.8%
Telecommunication (TC)	596	573	382	362	-23.9%	1,317	-8.6%
Office Equipment & Consumables (OE)	547	552	494	484	-7.1%	1,530	-5.0%
GfK TEMAX® United Kingdom	9,013	7,310	5,897	6,259	-2.9%	19,467	-2.6%

Turnover Development for Technical Consumer Goods



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



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