THE GREATER PICTURE

ECONOMIC ENVIRONMENT IS IMPROVING

WAGE INDEX
(net, Total 2018 vs PY)

10.4%

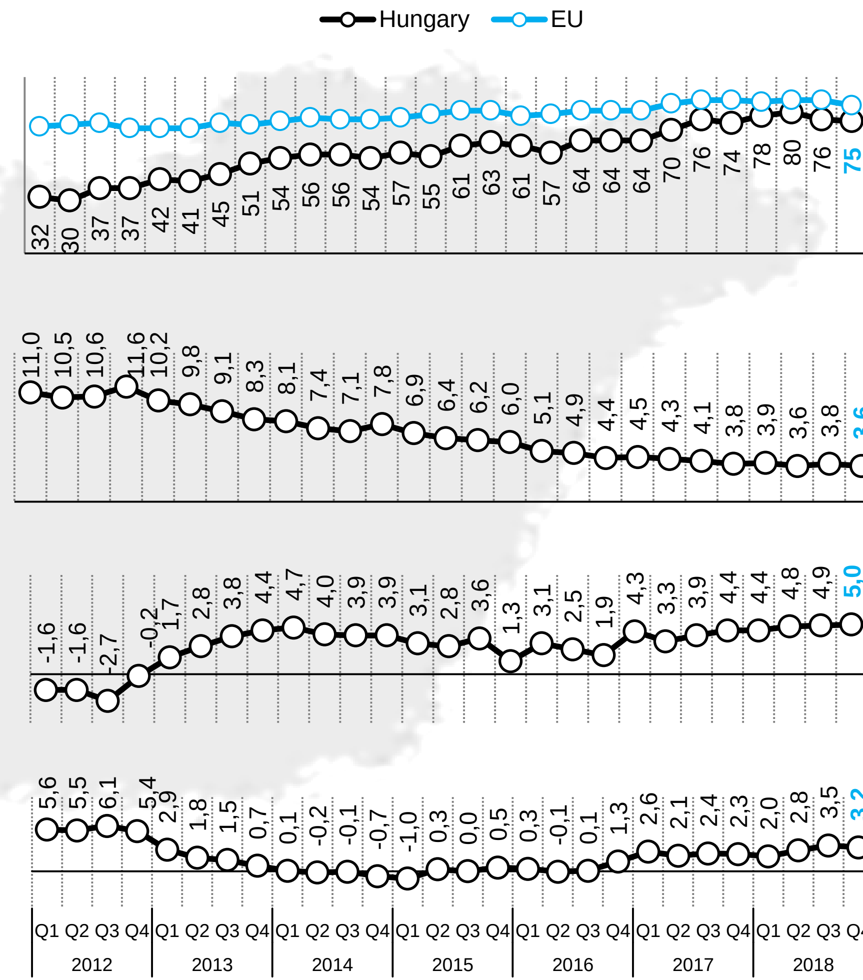
FMCG growth
in the last
27
quarters

CONSUMER CONFIDENCE INDEX

UNEMPLOYMENT

GDP

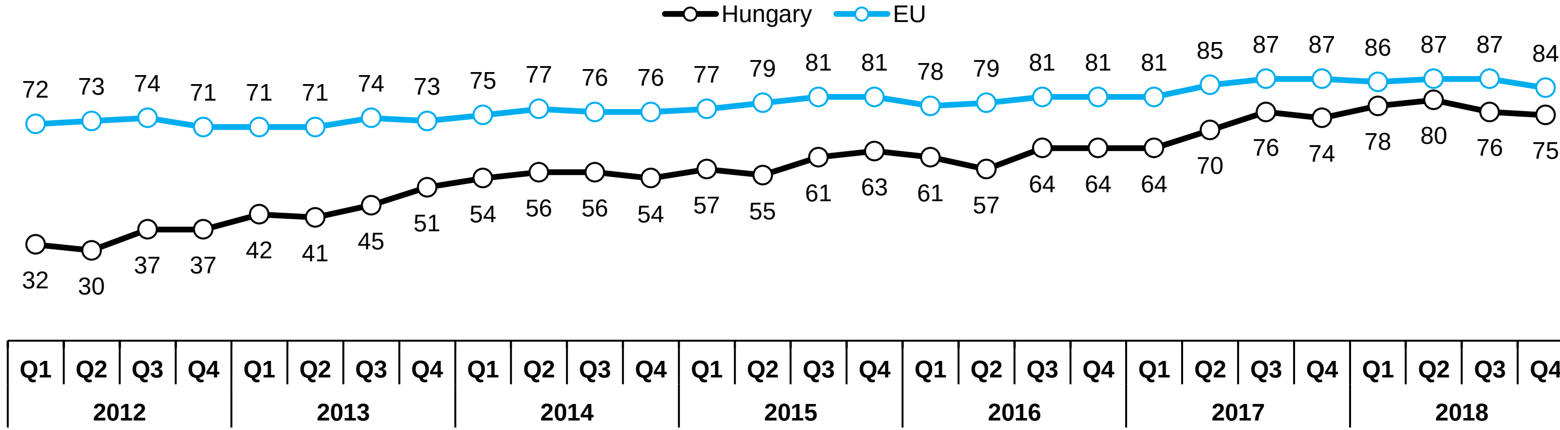
INFLATION



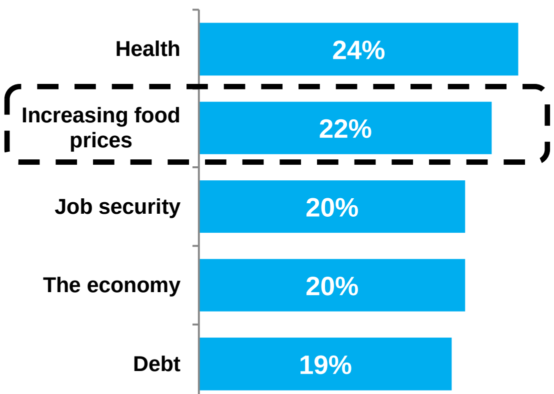
Source: Hungarian Central Statistical Office

GROWING OPTIMISM HAS SLOWED DOWN IN 2018

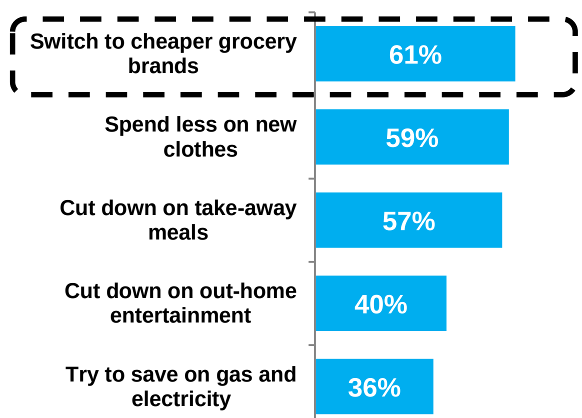
CONSUMER CONFIDENCE INDEX



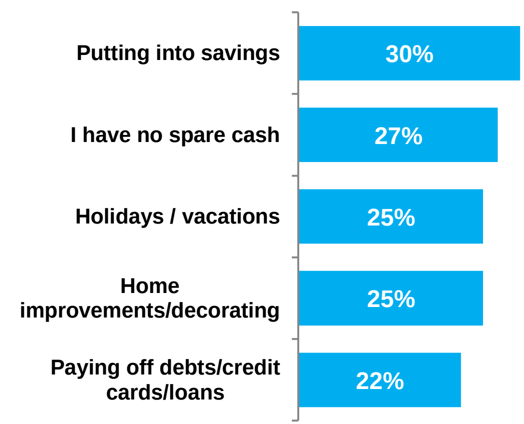
TOP 5 CONCERNS



WHERE TO CUT EXPENSES



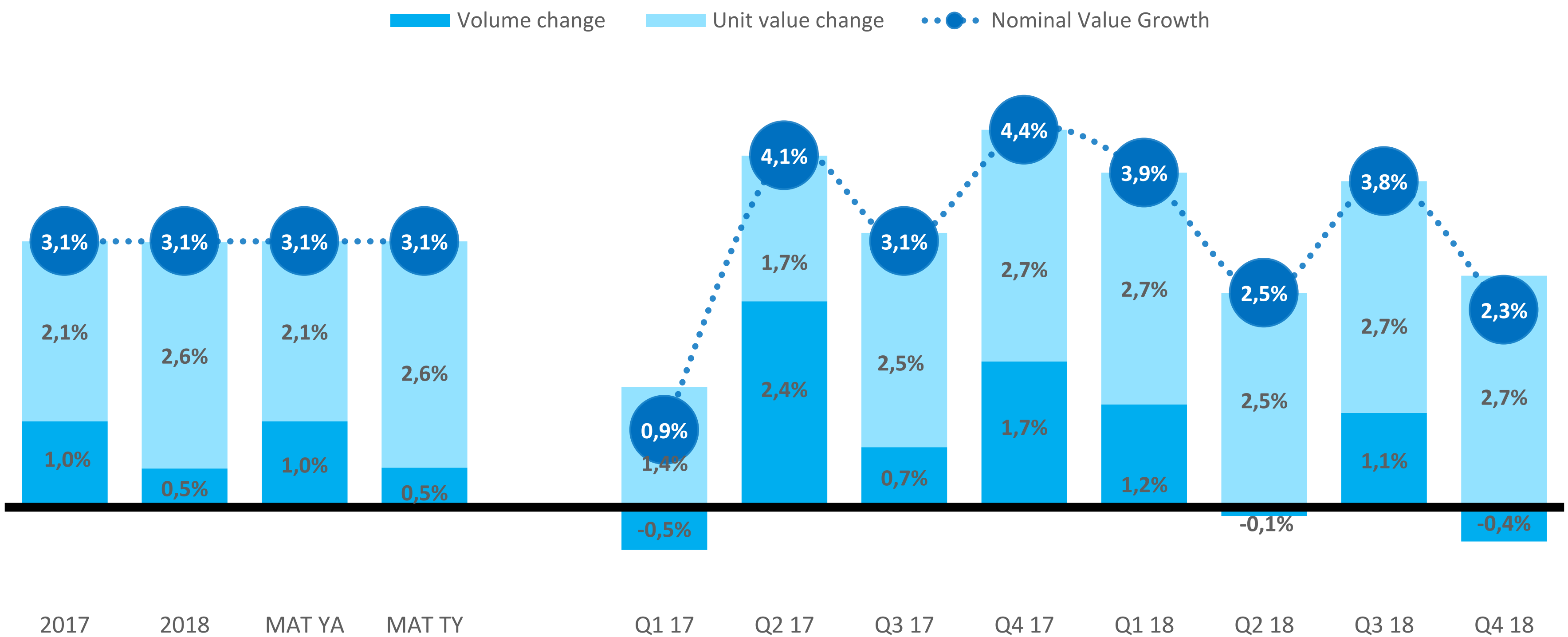
SPARE CASH SPENDING



Source: Nielsen – Consumer Confidence Index

REGIONAL SUMMARY – EUROPE

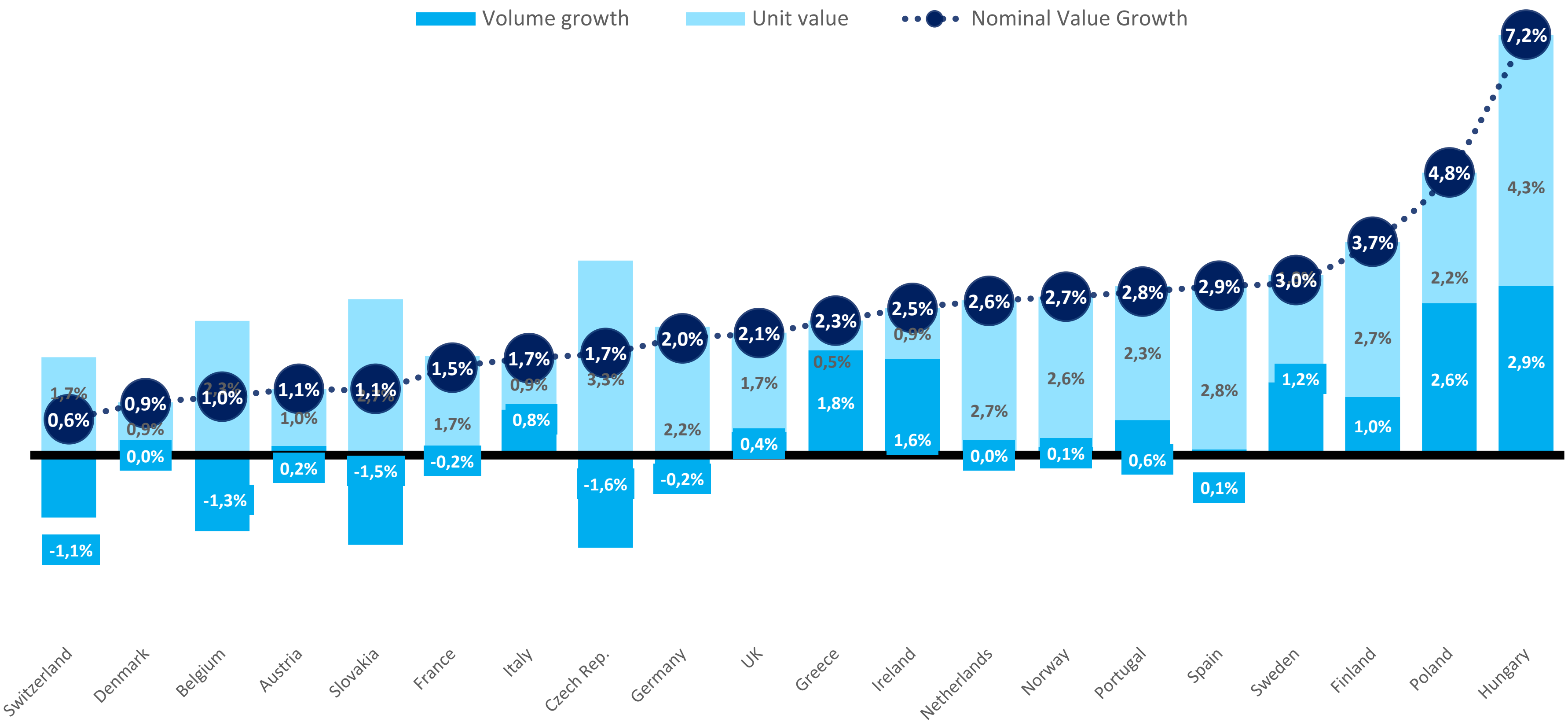
Fast Moving Consumer Goods market dynamics



Europe - Austria, Belgium , Czech Rep., Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, Turkey, UK.

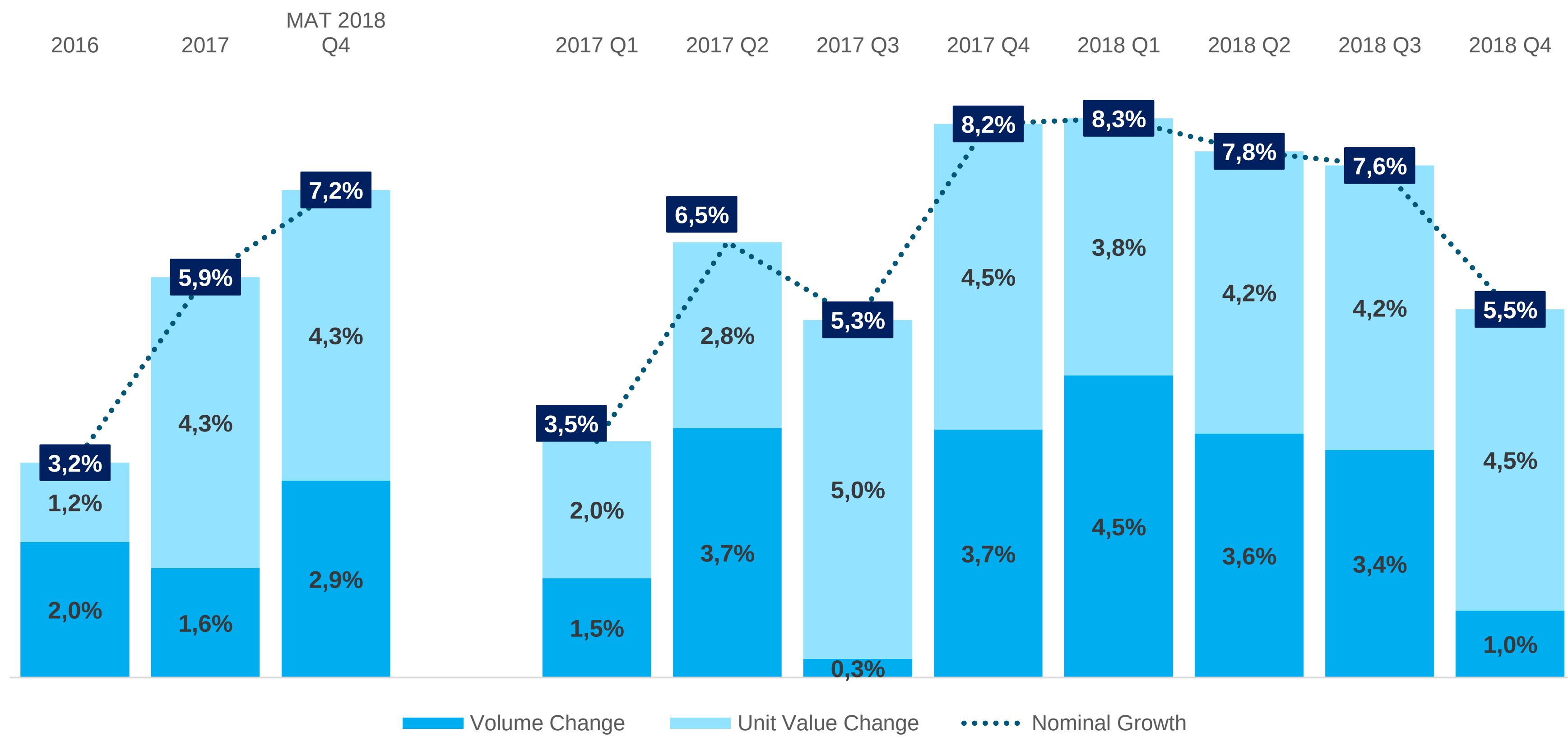
FY 2018 GROWTH RATES PER COUNTRY (VERSUS FY 2017)

Fast Moving Consumer Goods market dynamics



HUNGARY

Fast Moving Consumer Goods market dynamics*

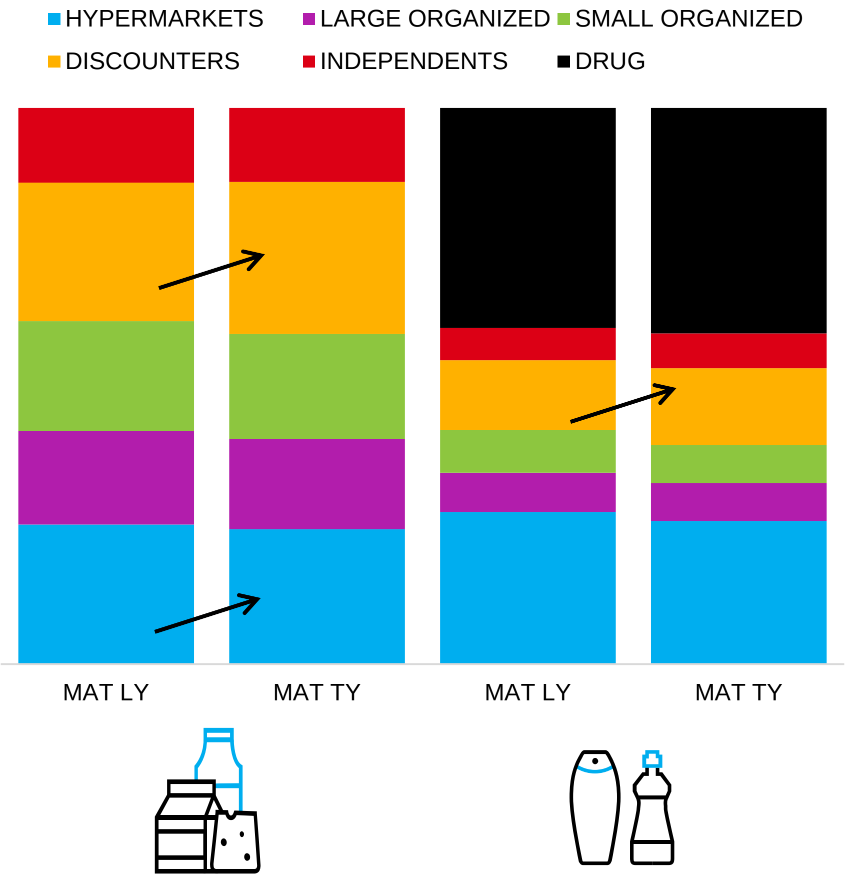


* Data rerun for Drug channel enhancement until 2016 February

WHERE & WHAT WE SHOP

DISCOUNTERS MADE HEADWAY IN 2018

FUNCTIONAL CHANNEL VALUE SHARE %

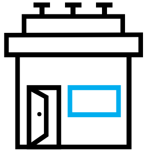


2018 FMCG RETAIL OUTLET NUMERIC UNIVERSE

Total Hungary

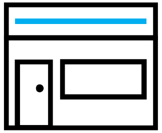
-4,5%

Hypermarkets



+1,2%

Discounters

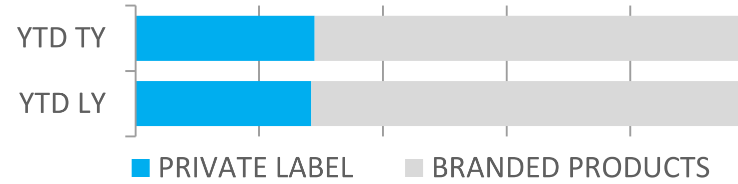


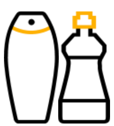
+4,4%

ALMOST ONE THIRD OF THE FOOD MARKET IS PRIVATE LABEL

FOOD

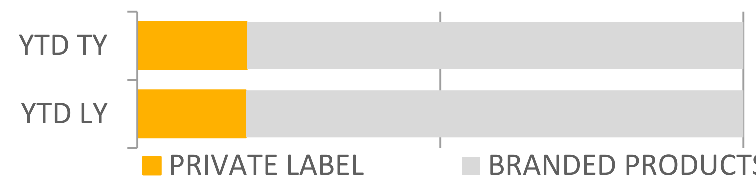
Sales Value Change%
TOTAL HUNGARY





DRUG

Sales Value Change%
TOTAL HUNGARY



Period: 2018 vs 2017

SHOPPERS PREFERENCES AND PERCEPTIONS REGARDING PRICE AND QUALITY HAS CHANGED

MORE THAN HALF
OF SHOPPERS THINK PL BRANDS ARE LESS EXPENSIVE THAN BRANDED ONES

LESS THAN HALF
OF SHOPPERS THINK PL BRANDS' QUALITY IS JUST AS GOOD AS NAMED BRANDS

LESS SHOPPERS
CLAIM THAT THEY ARE CHOOSING MORE PREMIUM BRANDS THAN BEFORE

MORE SHOPPERS
CLAIM THAT THEY ARE CHOOSING CHEAPER STORE BRAND THAN BEFORE