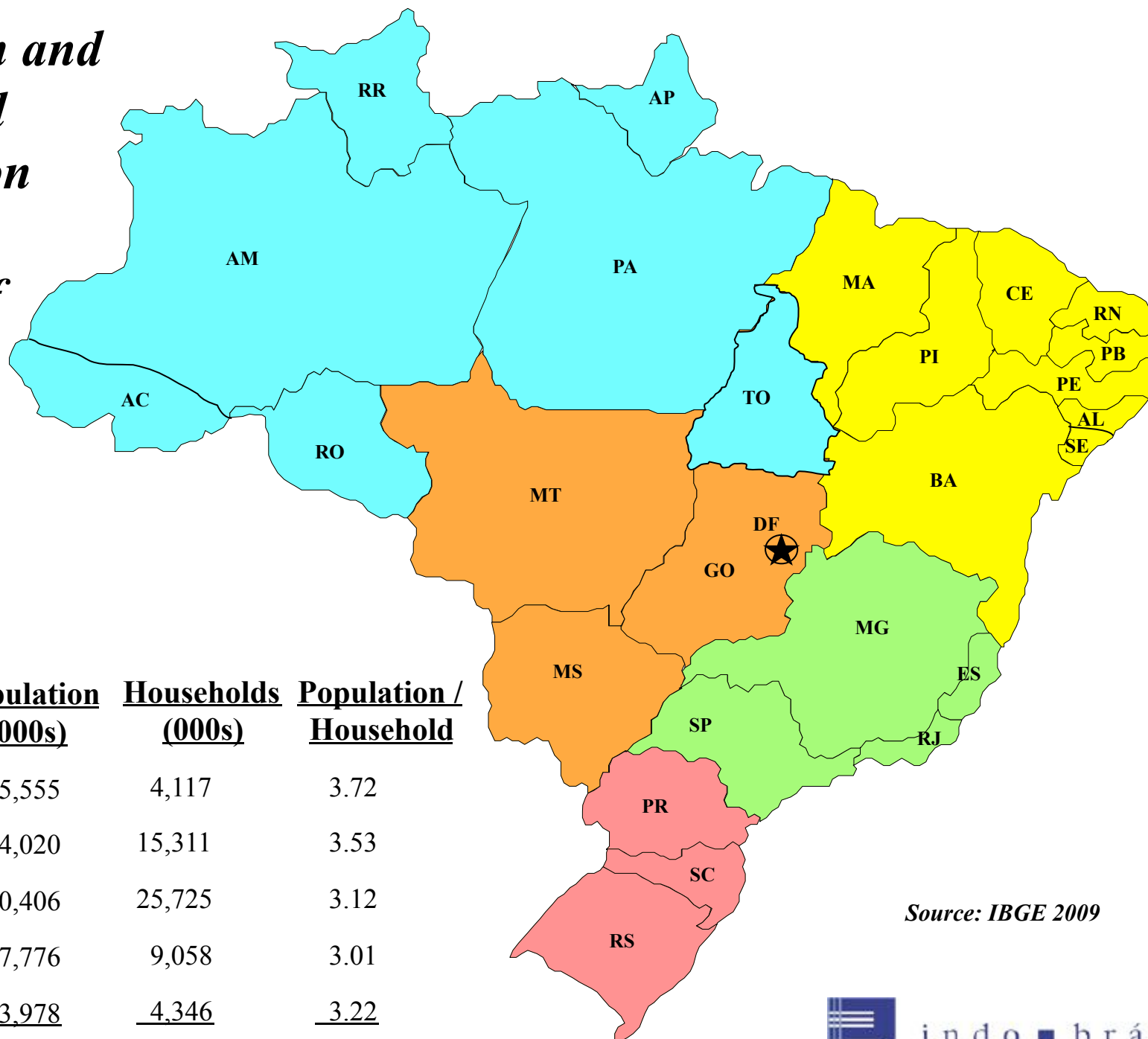


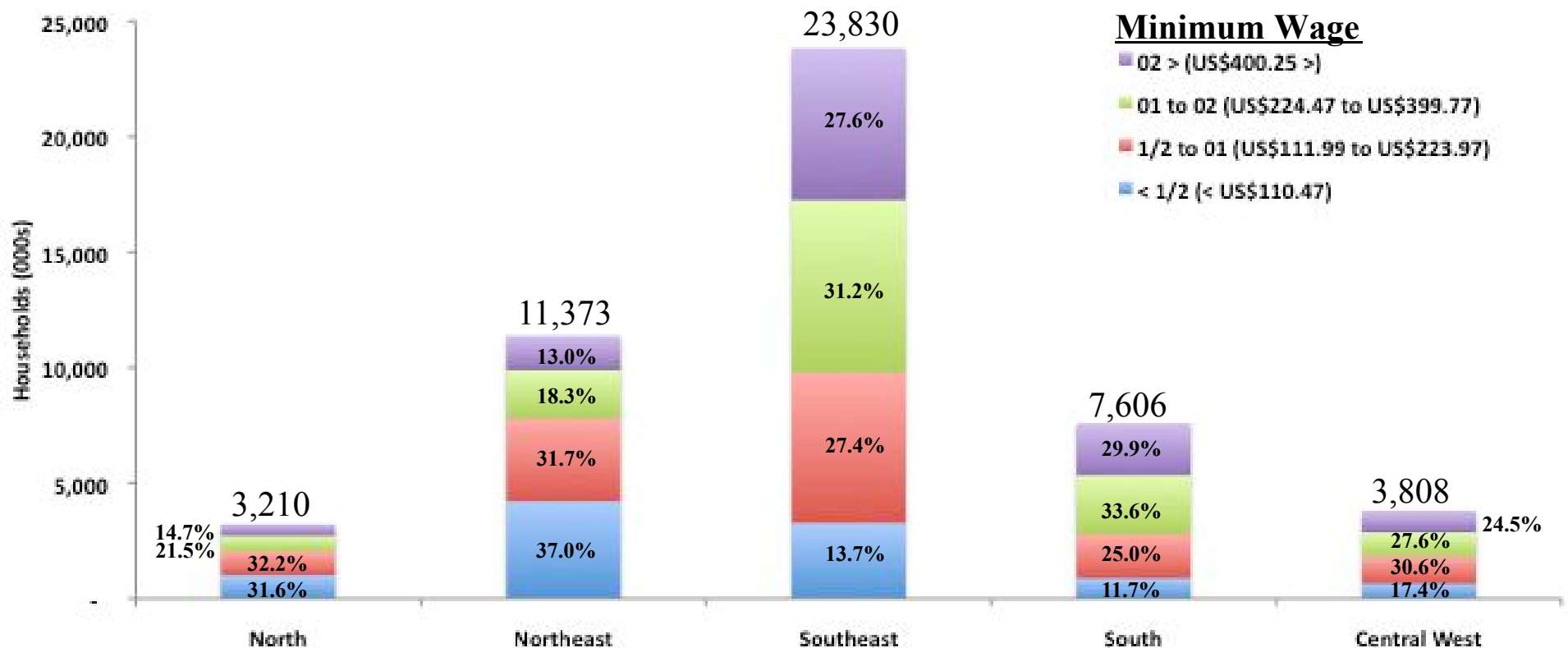
Population and Household Distribution Across 05 Regions of Brazil



05 Regions	Population (000s)	Households (000s)	Population / Household
North	15,555	4,117	3.72
Northeast	54,020	15,311	3.53
Central-West	80,406	25,725	3.12
Southeast	27,776	9,058	3.01
South	13,978	4,346	3.22
TOTAL:	191,796	58,577	3.27

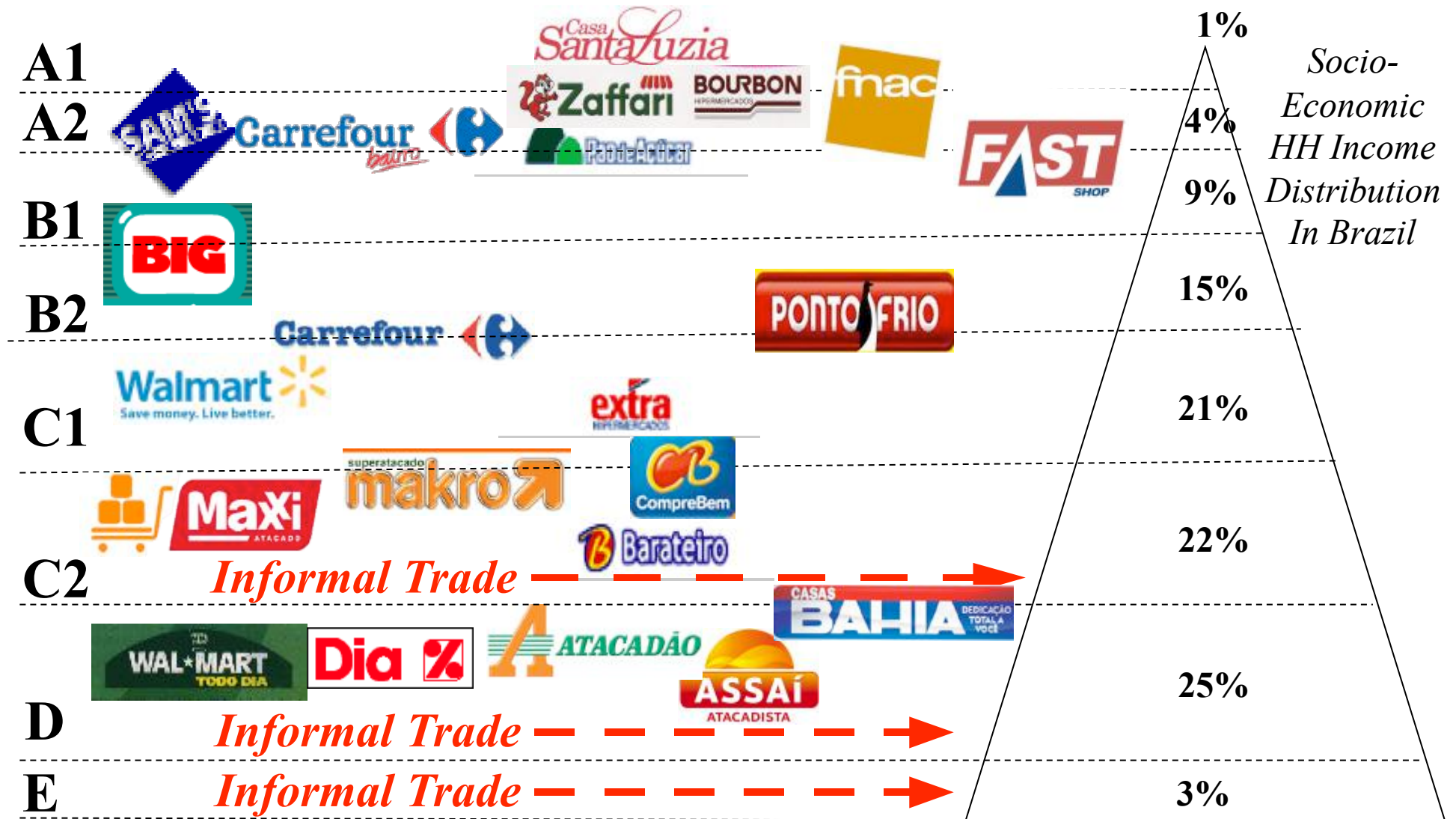
Source: IBGE 2009

Urban Household Distribution by Income by Region



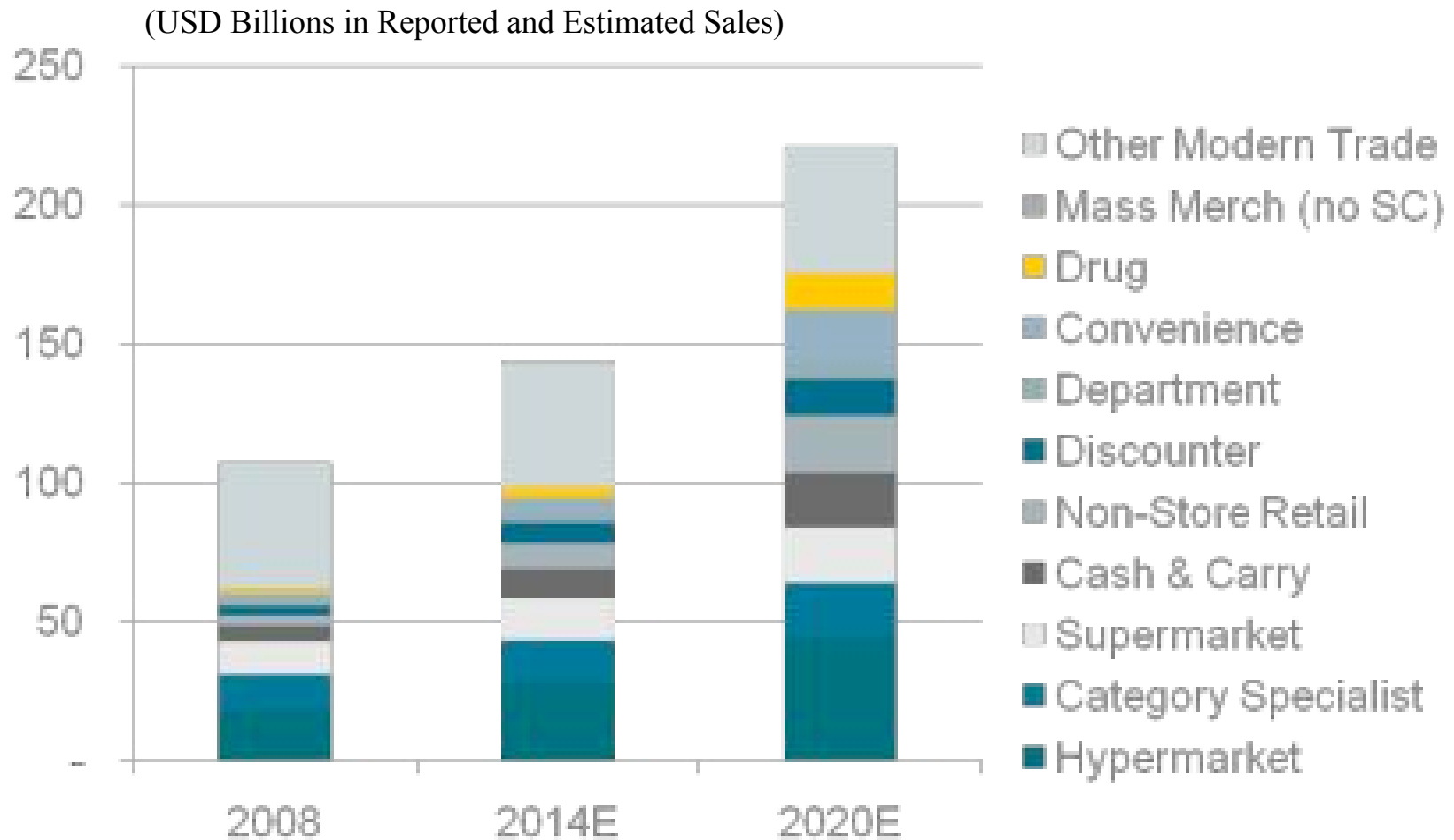
Source: IBGE 2009

Multi-Format / Multi-Banner Strategies in Brazil



Source: Indo-Bras Research 2010

Brazil: Format Development



Source: MVI-Insights.com

Growth Drivers - Brazil

Macroeconomic

- Controlled single-digit inflation, sustained GDP growth expected to grow at 7% in 2010, reduced unemployment and increased household consumption are all positive signs that Brazil has reached economic stability.
- ***Domestic standard of living will continue to rise with increased consumer confidence leading to increased consumer electronics purchases.***

Demographics

- Middle class of 103 million, currently representing 52% of the population (up from 44% in 2002) is expected to continue growing jumping to 56% of population by 2014.
- ***Increased disposable income will increase consumption in modern trade and accelerate demand for "want" items.***

Value Chain

- Several vendors are reducing the monthly installment difference at any given time between competing model and another "pocket-share", thereby alluring consumers to purchase their brands as opposed to that of competitors.
- ***This concept not only allows consumers to regularly compare the monthly installment differences between premium and entry-level brands but gives them a sense of "value" to the purchase by trading-up for a nominal monthly amount, thereby increasing the demand for higher-priced branded models.***

Growth Drivers - Brazil

Infrastructure

- The Brazilian mobile phone market has been grown by 16% between 1H09 and 1H10, reaching 185 million units, equivalent to 95.92% population coverage. Smartphones are growing at more than double the mobile phone market growth rate, offering features such as Email, Internet access and camera phones, among others.
- ***As supply of new smartphone models grow in Brazil, prices for the same will gradually fall making it more affordable for lower-income consumers.***

Infrastructure

- Internet access has increased by 112.9% (Source: Pnad-IBGE) between 2005 and 2009 jumping from 31.9 million users to 67.9 million users, equivalent to 41.7% of the population above 10-years of age. Year-over-year double-digit growth rates are expected reaching over 50% of the population prior to the end of 2012.
- ***Ongoing growth of Internet home access led by PC and broadband price reductions will increase uploads and sharing of files via the Internet through email &/or popular social networks.***

Available Credit

- Extended credit offered by retail and credit card institutions are allowing consumers to gain access to products that were previously unattainable.
- ***The boost in credit is a driver towards immediate consumption growth in what is a very new consumer credit market.***