



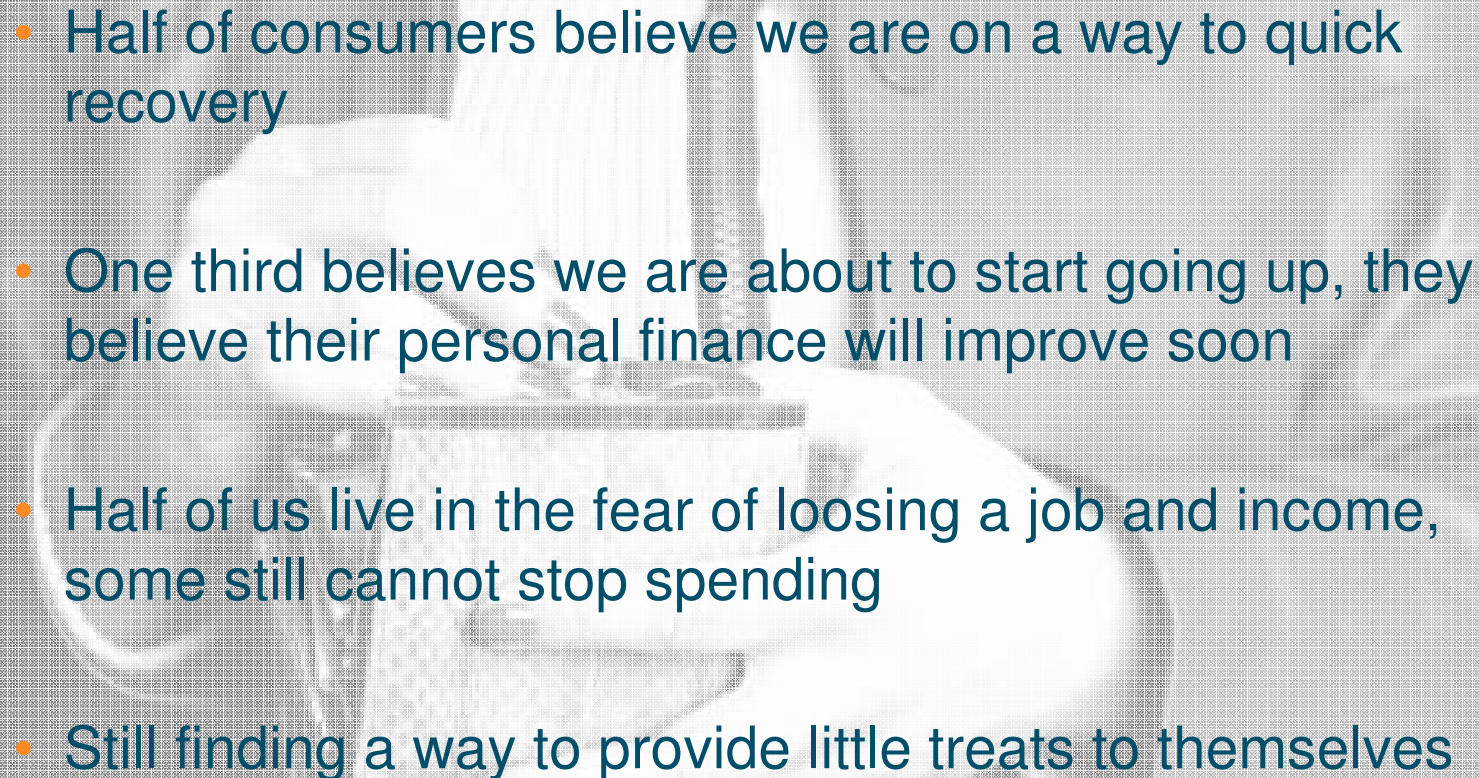
Don't tell me crisis

October 2009

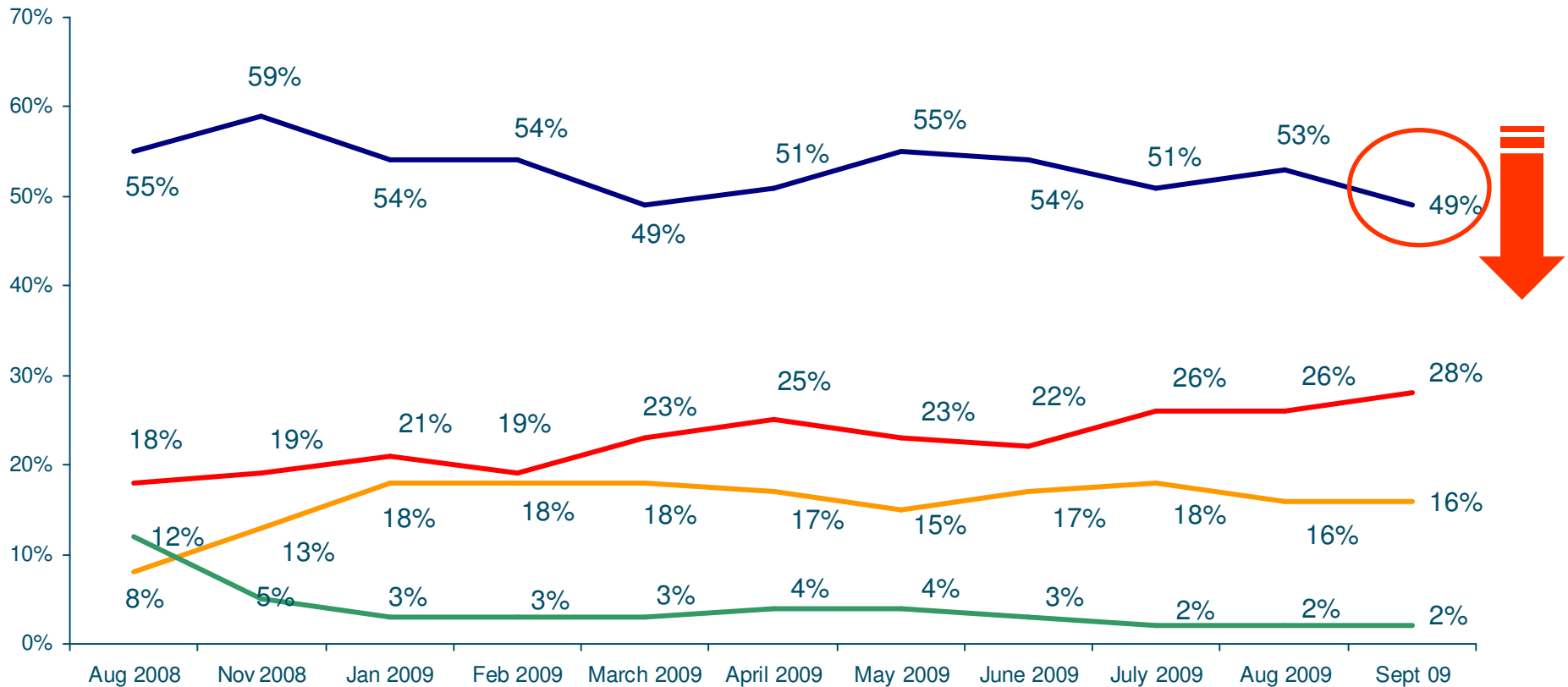
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Overall consumer trends

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- Half of consumers believe we are on a way to quick recovery
 - One third believes we are about to start going up, they believe their personal finance will improve soon
 - Half of us live in the fear of loosing a job and income, some still cannot stop spending
 - Still finding a way to provide little treats to themselves

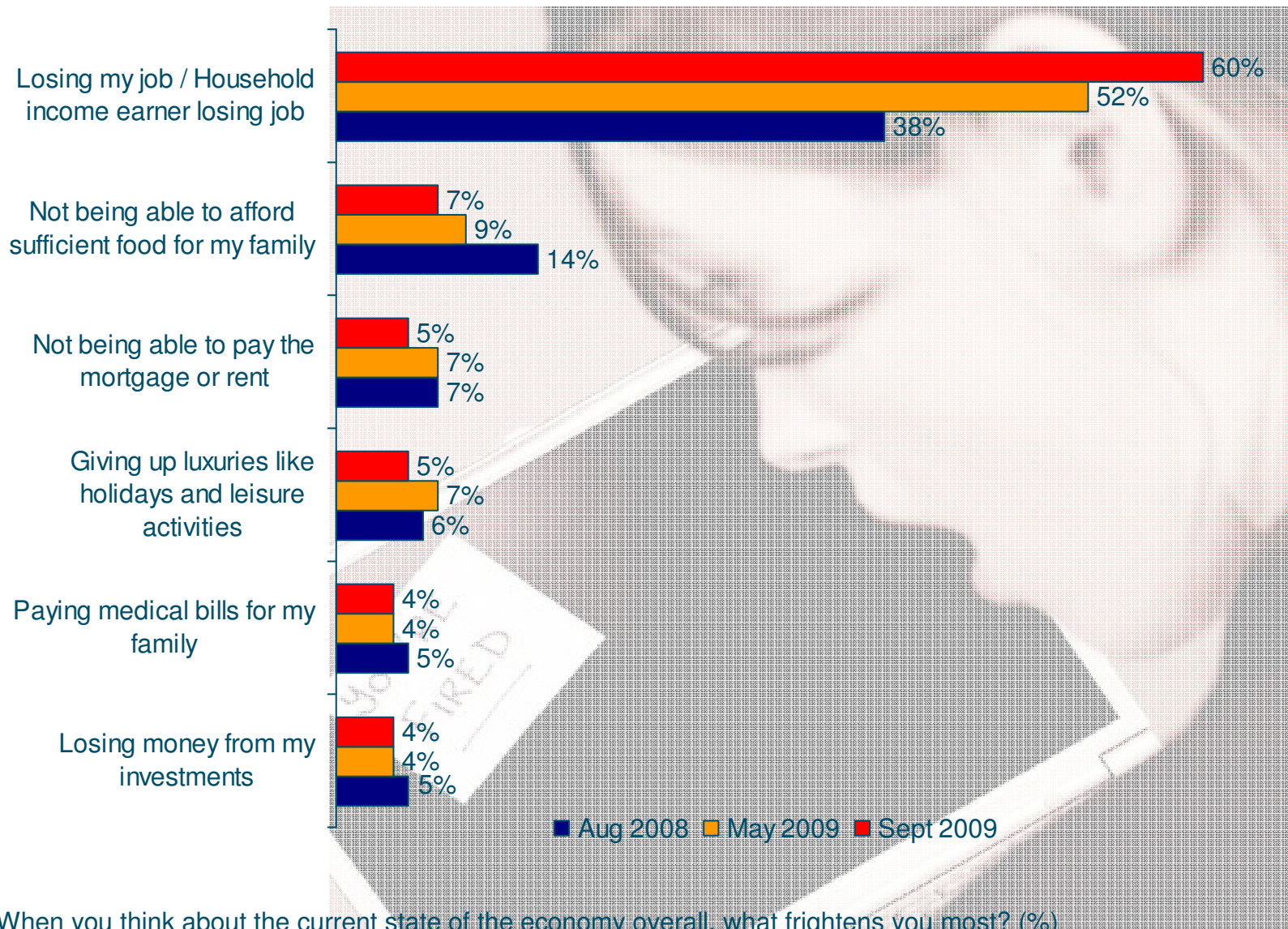
Half full or half empty?



- The economy is going downhill and will get worse before it gets better
- The economy is as bad as it's going to get
- The economy is in a bad patch but will quickly get better
- The economy is strong

Source: Synovate Russia, Crisis Omnibus

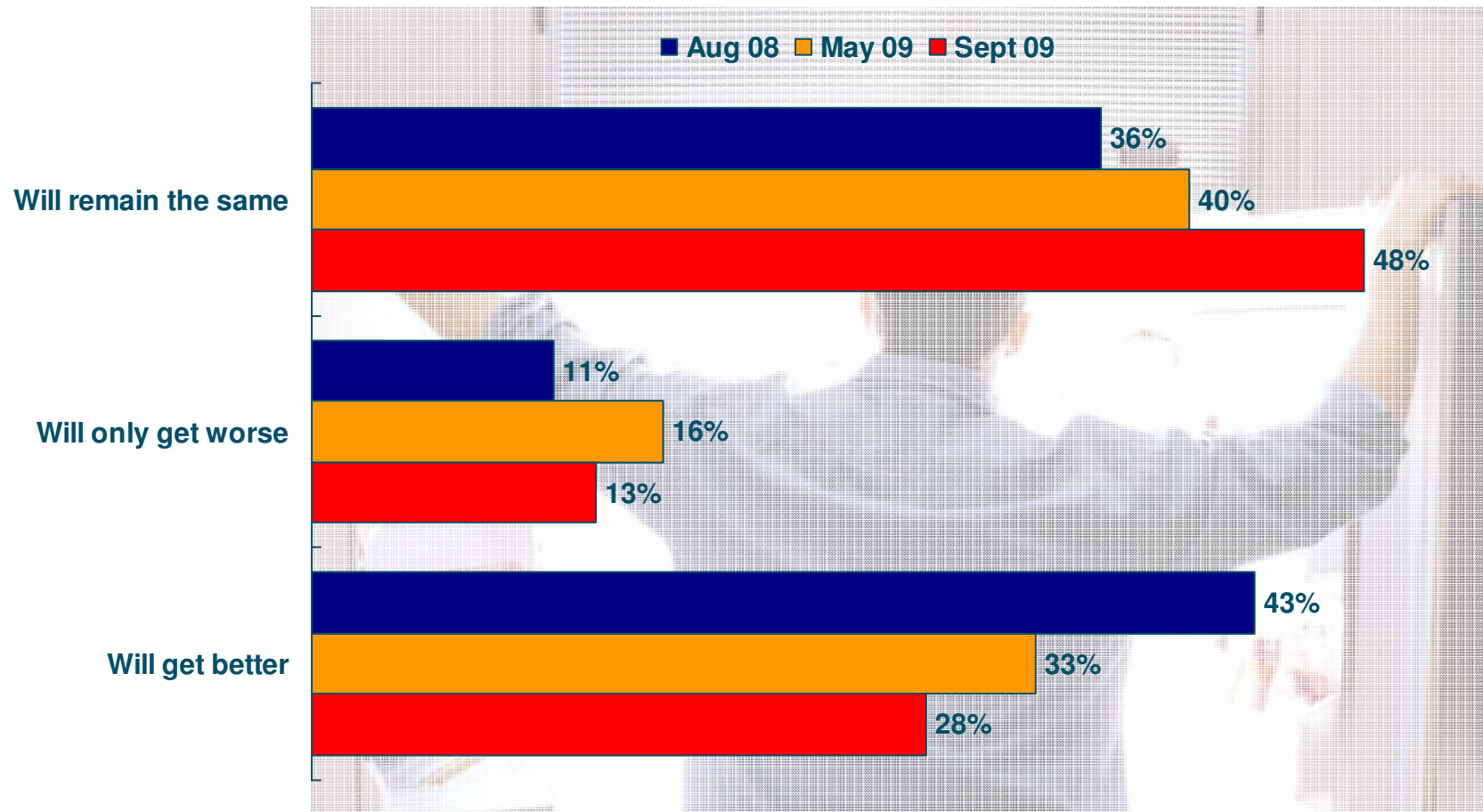
Consumers are afraid of losing their jobs



Question. When you think about the current state of the economy overall, what frightens you most? (%)

Source: Synovate Russia, Crisis Omnibus

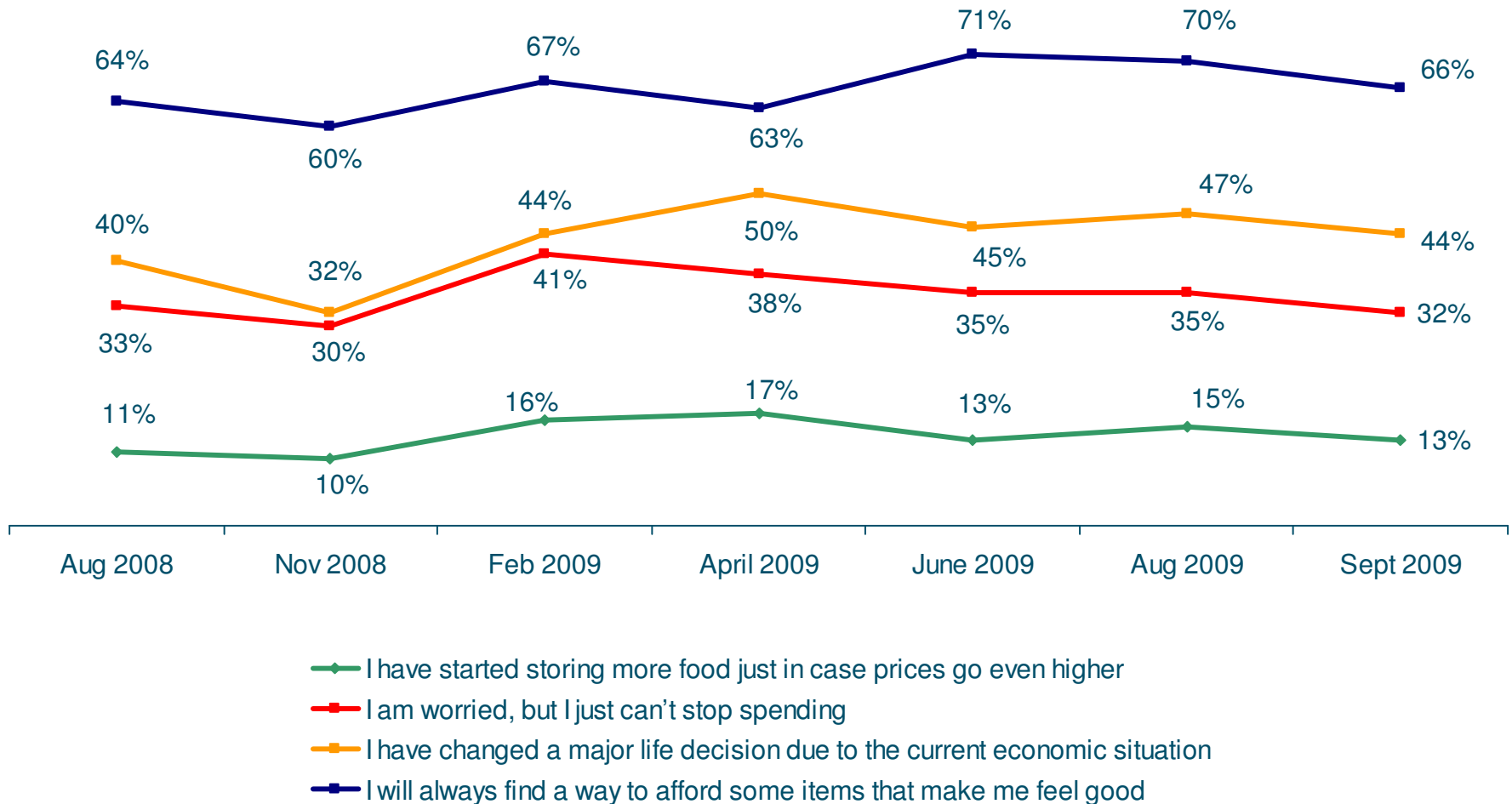
Most Russians believe their personal finances will remain the same



Question: Do you think your personal economic situation will get better or worse in the next 12 months? (%)

Source: Synovate Russia, Crisis Omnibus

The majority of Russians always find a way to buy items that make them feel good



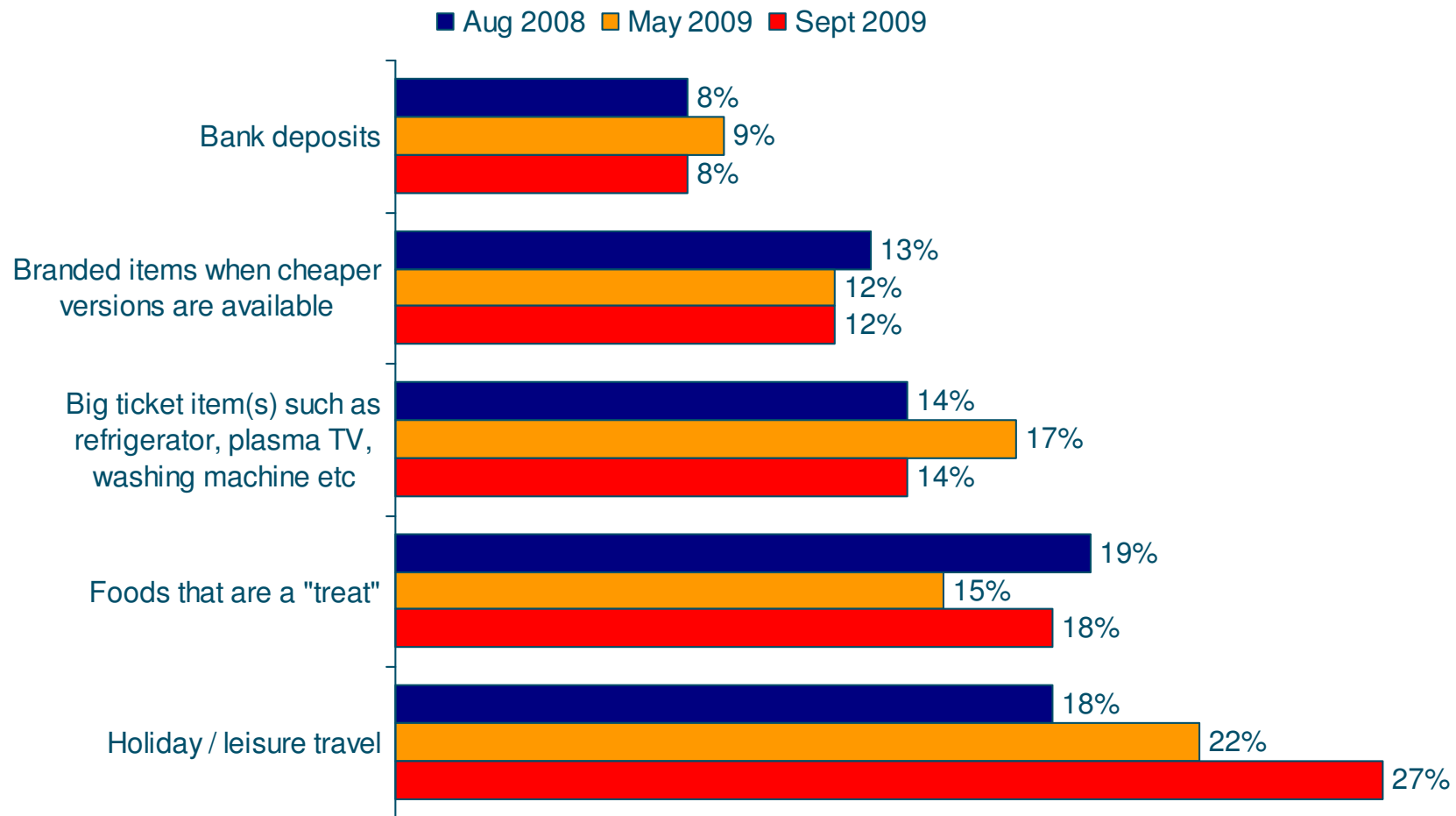
Question: Please state whether you agree or disagree with the following statements. (% of those who agree)

Source: Synovate Russia, Crisis Omnibus

Retail

- 
- Behaving themselves: 56% are going to the grocery store with a shopping list
 - Buy less often and spend less money but..
 - Seeking more value and better service for the same money
 - Still find a way to give themselves a treat

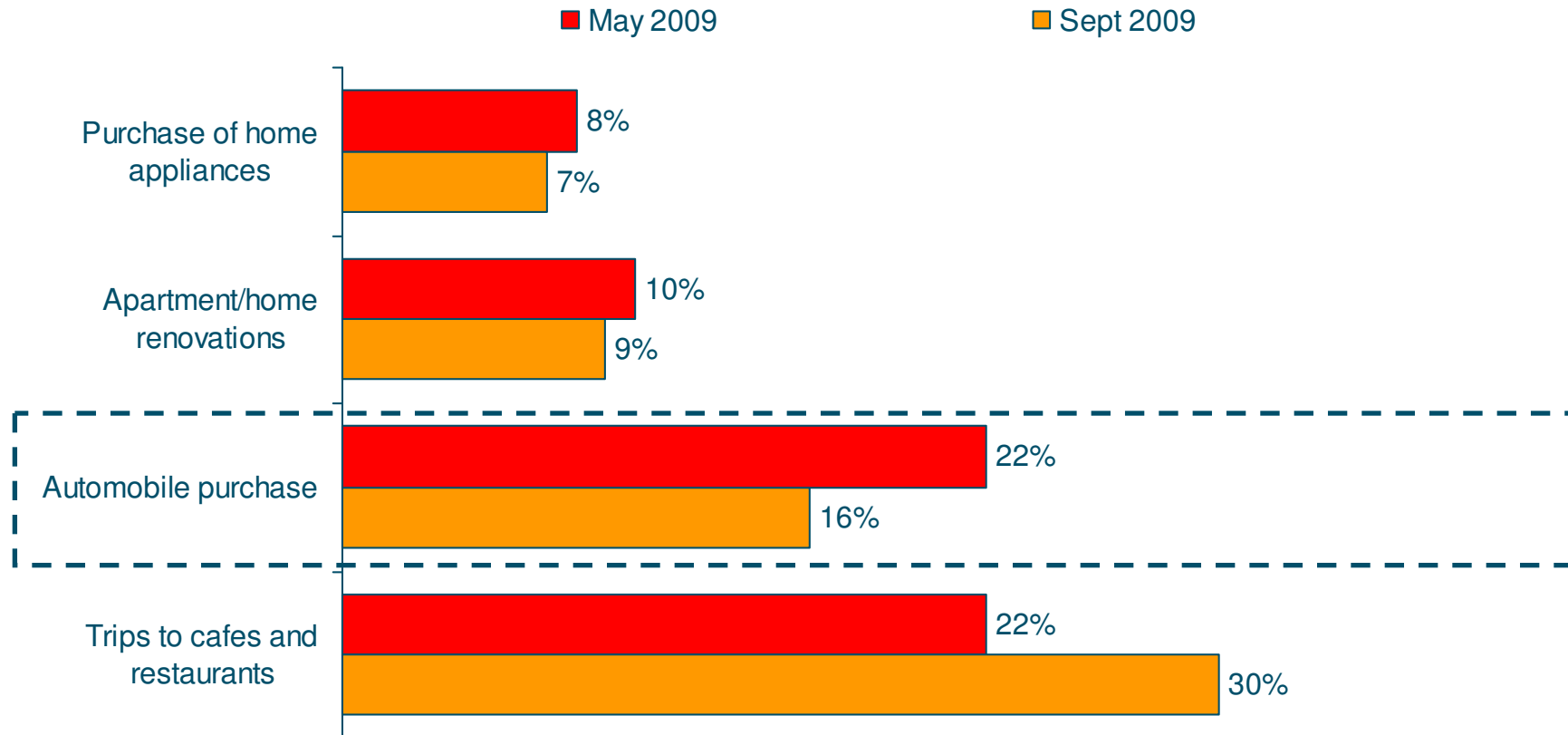
Vacations and expensive “treat” foods are the first expenditures that were sacrificed



Question: What have you had to give up first? (%)

Source: Synovate Russia, Crisis Omnibus

What we will give up next



Question: Considering the current economic situation, which expenditures would you be able to give up FIRST? (%)

Source: Synovate Russia, Crisis Omnibus

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- Used cars are back on track: 'BlueFish concept'
 - Consumers seek emotional support beyond sales: show me you care
 - Consumers in D+ segment: Prove me I'm a king

The number of Russians cutting back on their spending is declining

- Half of all consumers have cut back on their spending (51%), although this number has dropped steadily in recent months.
- Less impulse buying, more planning

Jan 2009 March 2009 May 2009 July 2009 Aug 2009 Sept 2009

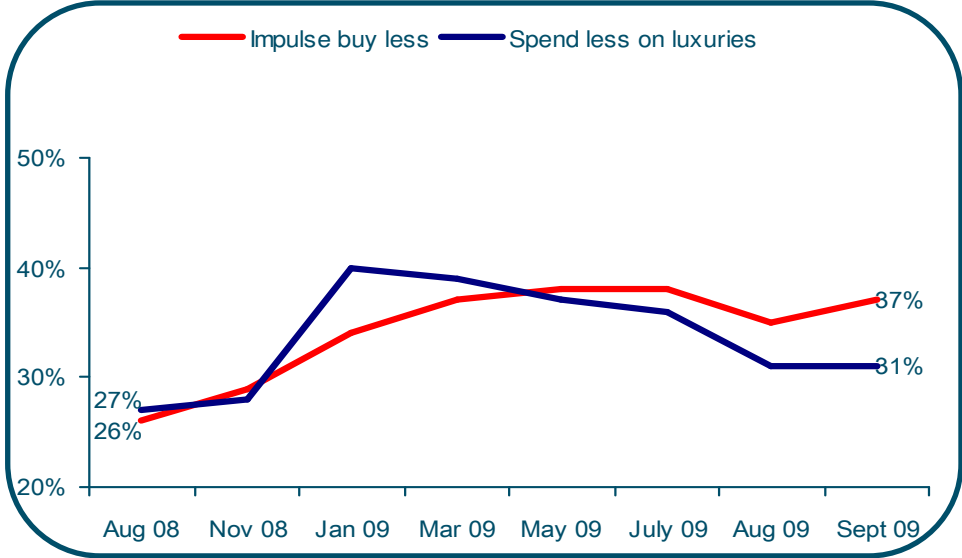
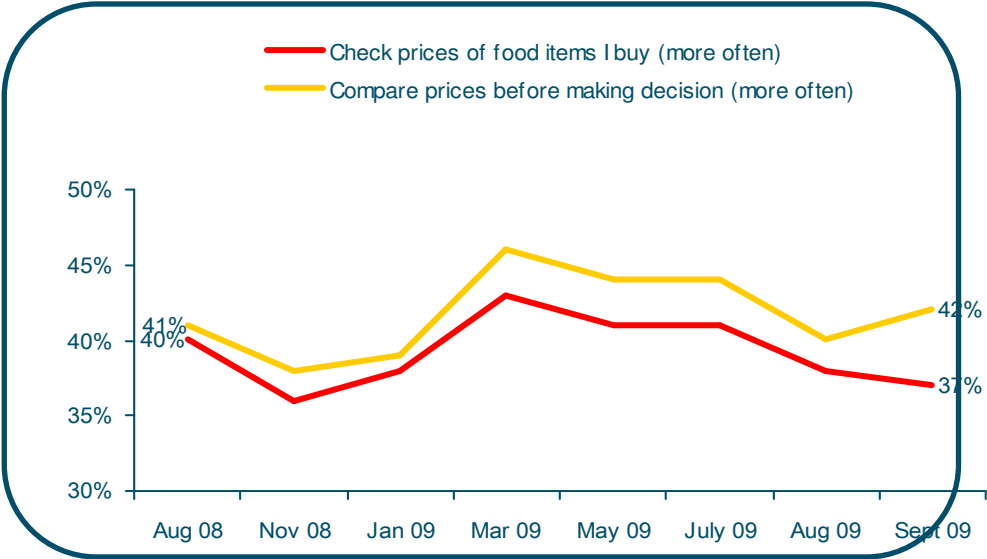
Cut down on expenditures over the past 6 months

49% 63% 55% 65% 56% 51%



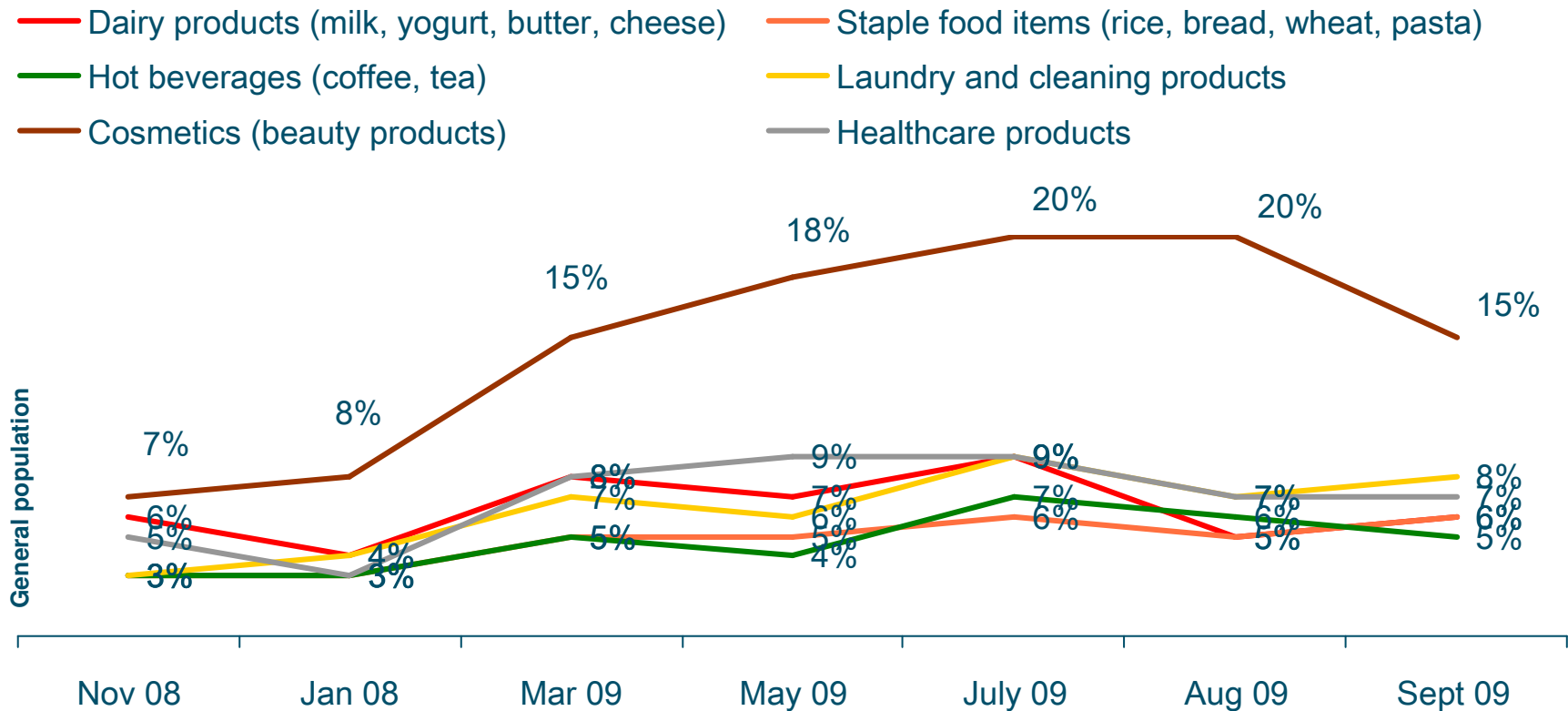
Source: Synovate Russia, Crisis Omnibus

Consumers are checking food prices



Source: Synovate Russia, Crisis Omnibus

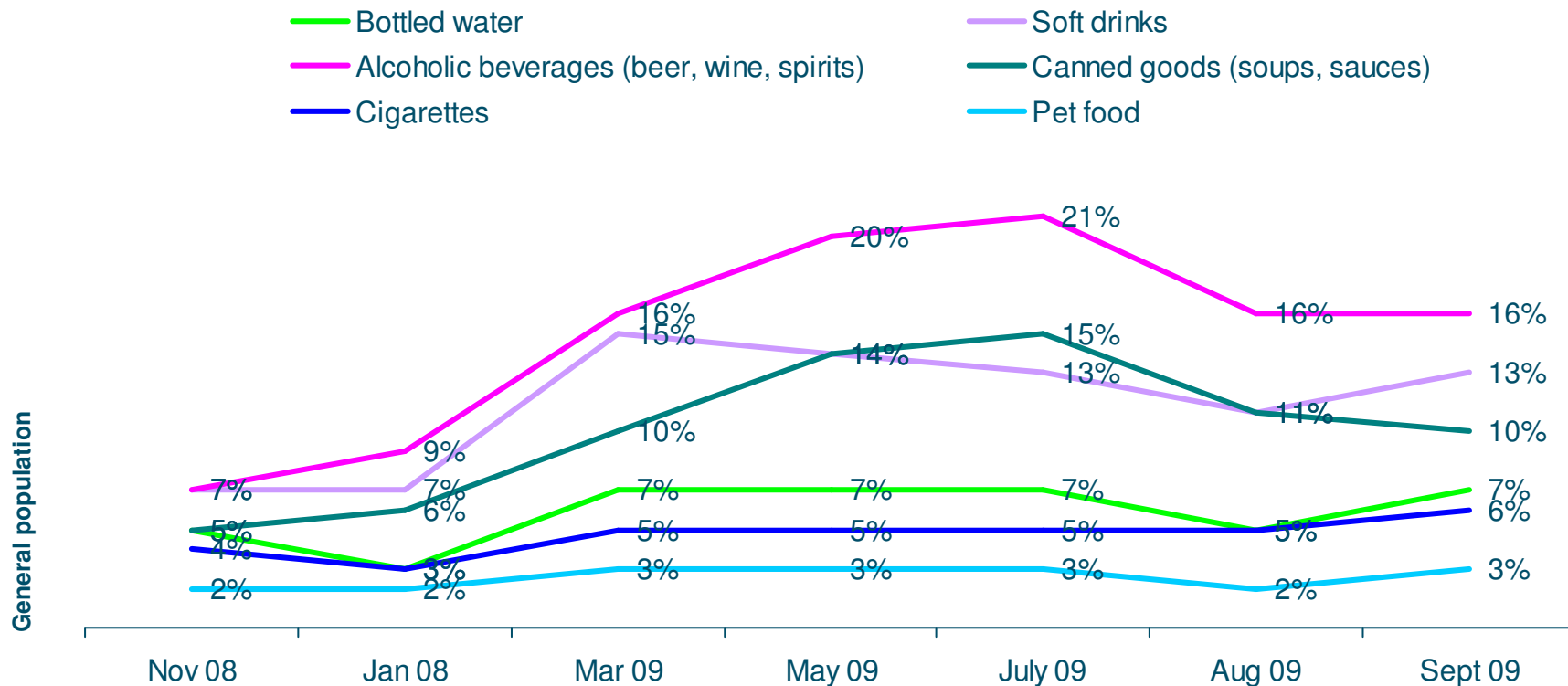
Essential goods: cosmetics are most susceptible to spending cuts



Question: Please tell us if you have spent less / the same / more on the following products?

Source: Synovate Russia, Crisis Omnibus

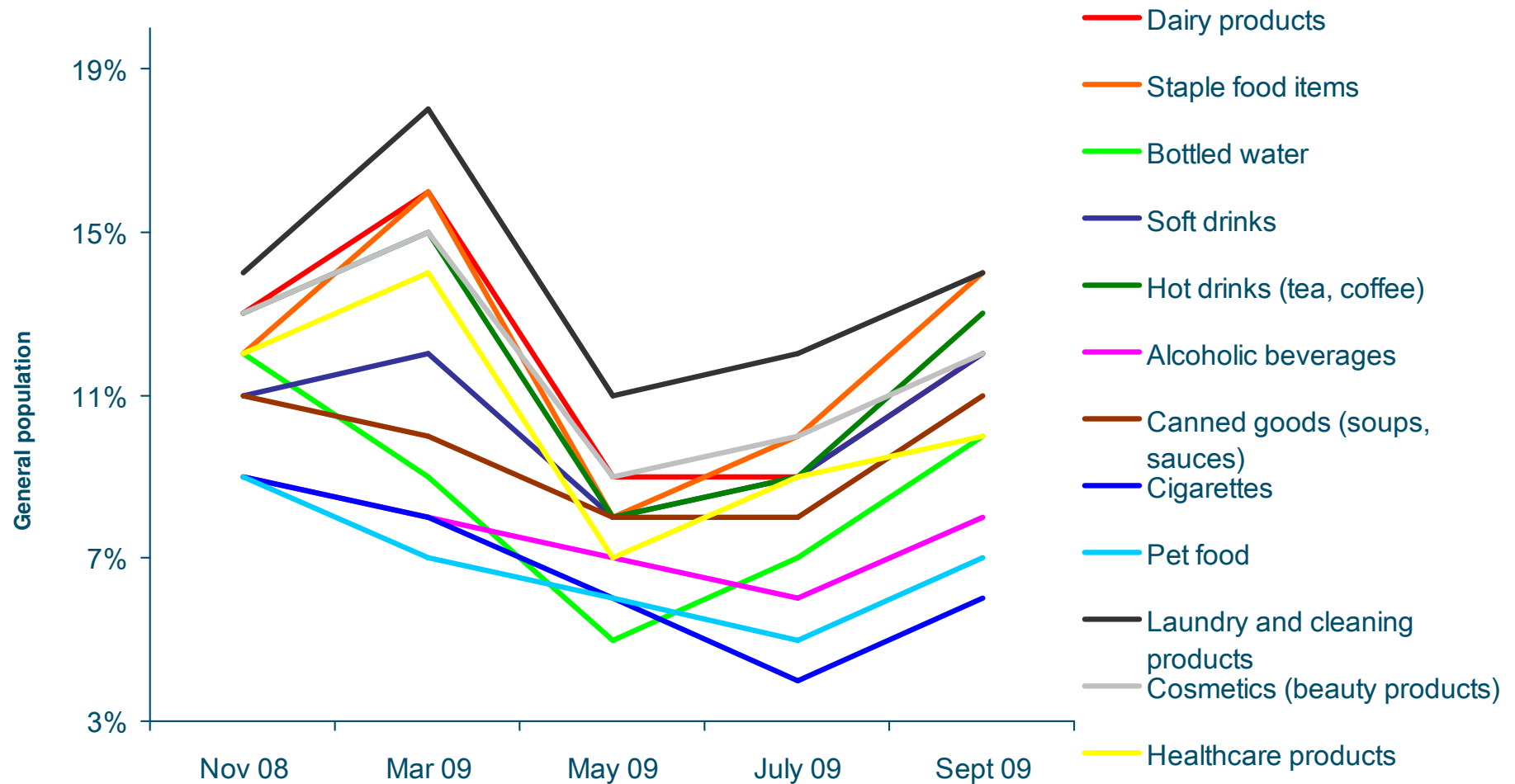
Non-essential goods: Russians are spending less on alcoholic beverages



Question: Please tell us if you have spent less / the same / more on the following products? (% of those who answered "less")

Source: Synovate Russia, Crisis Omnibus

Brand or price: cigarette brands are replaced by the fewest people

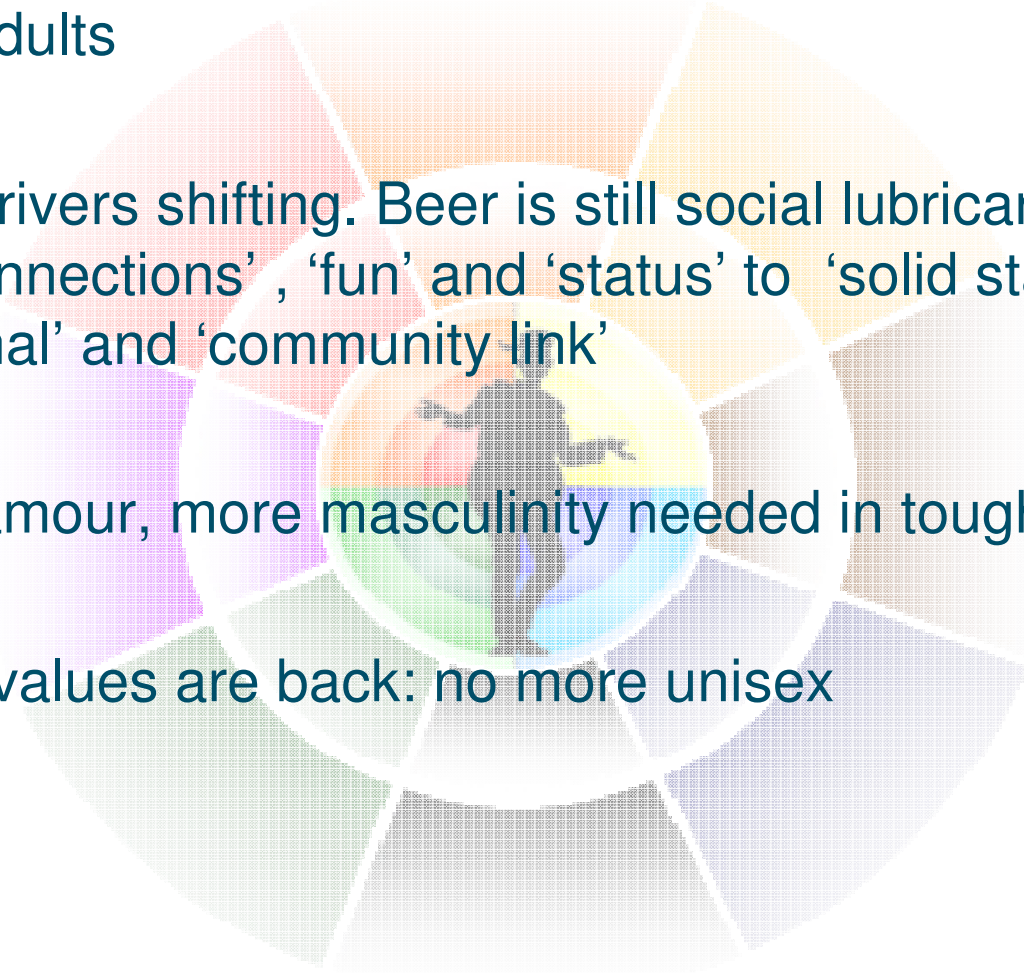


Question: Please tell us if you are planning to switch to a cheaper brand/ have already switched to cheaper brand / planning to use the same brand of the following products? "Planning to switch to cheaper brands" (%)

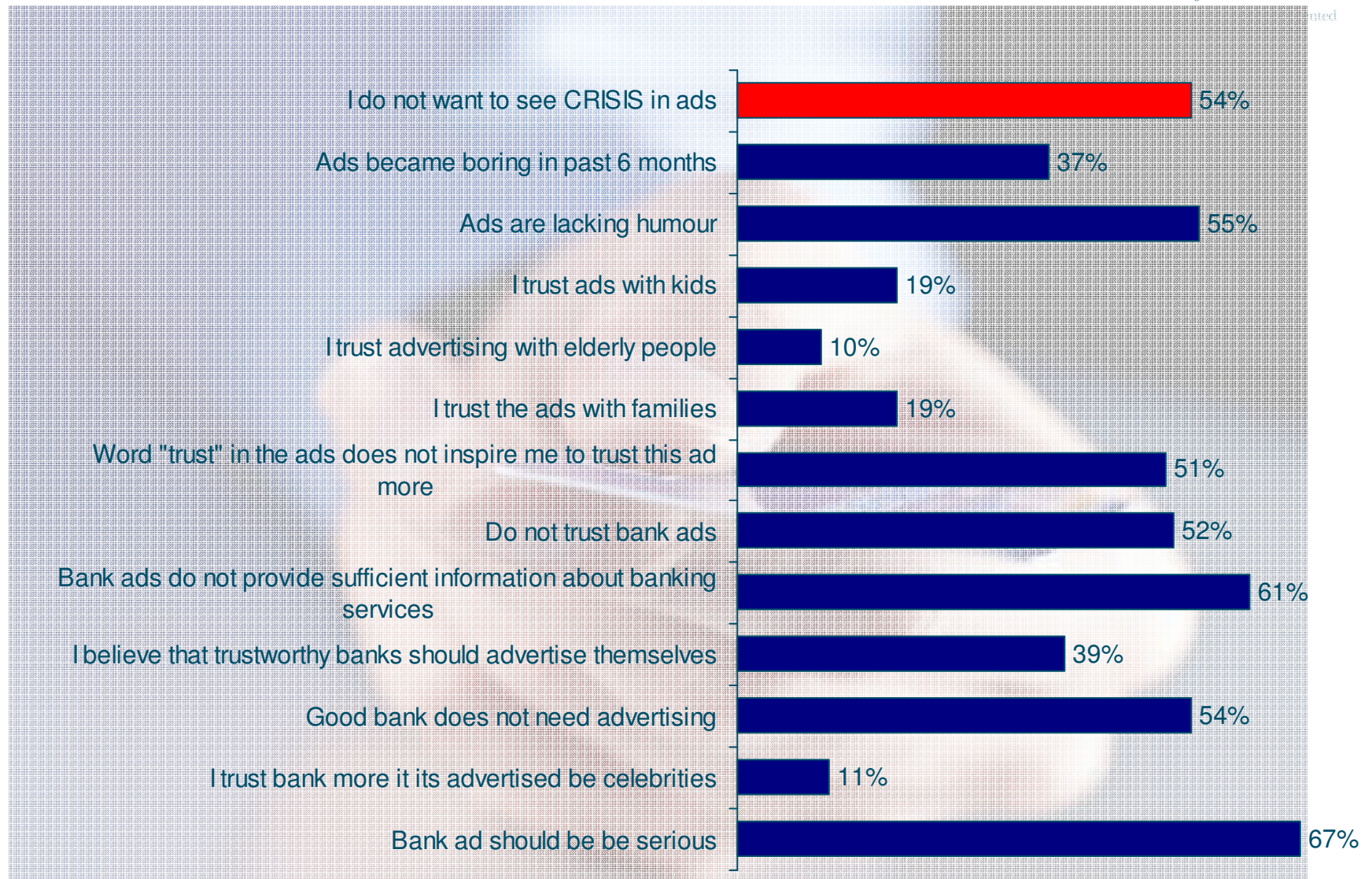
Source: Synovate Russia, Crisis Omnibus

Trends in beer

- Faster shift towards 'adult style' consumption habits among young adults
- Image drivers shifting. Beer is still social lubricant, migrating from 'connections', 'fun' and 'status' to 'solid status', 'traditional' and 'community link'
- Less glamour, more masculinity needed in tough times
- Classic values are back: no more unisex



Don't tell me CRISIS



... Curiosity in Action!

