

2008 SEGMENTAL ANALYSIS BY GEOGRAPHY - NEW BASIS

	Western Europe €million	The Americas €million	Asia Africa CEE €million	Total €million
Q1				
Turnover	3,027	3,139	3,405	9,571
Operating Profit	968	437	410	1,815
Operating Margin	32.0%	13.9%	12.0%	19.0%
Impact of RDI's	13.8%	(0.8)%	(0.1)%	4.1%
Q2				
Turnover	3,443	3,314	3,617	10,374
Operating Profit	498	445	426	1,369
Operating Margin	14.5%	13.4%	11.8%	13.2%
Impact of RDI's	(4.4)%	(1.3)%	(0.5)%	(2.0)%
Q2 YTD				
Turnover	6,470	6,453	7,022	19,945
Operating Profit	1,466	882	836	3,184
Operating Margin	22.7%	13.7%	11.9%	16.0%
Impact of RDI's	4.1%	(1.0)%	(0.3)%	0.9%
Q3				
Turnover	3,282	3,353	3,792	10,427
Operating Profit	533	1,494	498	2,525
Operating Margin	16.2%	44.6%	13.1%	24.2%
Impact of RDI's	(3.3)%	29.0%	(0.5)%	8.1%
Q3 YTD				
Turnover	9,752	9,806	10,814	30,372
Operating Profit	1,999	2,376	1,334	5,709
Operating Margin	20.5%	24.2%	12.3%	18.8%
Impact of RDI's	1.6%	9.2%	(0.4)%	3.4%
Q4				
Turnover	3,101	3,393	3,657	10,151
Operating Profit	522	569	367	1,458
Operating Margin	16.8%	16.8%	10.0%	14.4%
Impact of RDI's	6.4%	0.1%	1.1%	2.4%
2008 Total				
Turnover	12,853	13,199	14,471	40,523
Operating Profit	2,521	2,945	1,701	7,167
Operating Margin	19.6%	22.3%	11.8%	17.7%
Impact of RDI's	2.8%	6.9%	0.1%	3.1%