

## Direct Selling in Europe - 2010 Retail Sales (in million € - VAT excl)

Countries	Sales (in million €)	Salesforce			Nr. of employees in DS companies	Selling methods	
		Nr	% women	% part-time		Person to Person	Party Plan
Austria <sup>(2)</sup>	199,700	14600	55%	75%	na	na	na
Belgium	158,858	17548	72%	64%	801	12%	77%
Bulgaria	49,120	130136	85%	80%	152	91%	9%
Czech Rep <sup>(1)</sup>	300,000	221000	92%	94%	301	99%	1%
Denmark	46,960	72583	60%	93%	na	50%	50%
Estonia	12,862	21000	95%	na	68	95%	5%
Finland	174,000	80000	80%	92%	200	62%	36%
France	1809,000	300000	78%	80%	3286	64%	36%
Germany	2840,000	660968	73%	90%	4746	62%	37%
Greece	163,574	154846	na	na	400	na	na
Hungary	98,840	239024	78%	86%	559	97%	3%
Ireland	54,300	22000	75%	85%	347	82%	18%
Italy <sup>(1)</sup>	2421,311	390482	75%	94%	1490	64%	36%
Latvia	17,187	25900	94%	na	90	81%	19%
Lithuania	23,632	30500	94%	na	244	75%	25%
Luxembourg	10,000	600	100%	100%	na	na	na
Netherlands <sup>(1)</sup>	94,923	30489	80%	83%	557	81%	17%
Poland	577,790	875600	90%	85%	1608	95%	5%
Portugal	125,980	76101	na	na	129	na	na
Romania	177,127	272724	82%	11%	497	97%	3%
Slovakia	71,710	98980	na	na	140	90%	10%
Slovenia	19,000	30000	65%	80%	90	15%	85%
Spain	447,000	202000	86%	86%	1700	na	na
Sweden	293,483	84175	77%	92%	500	57%	43%
UK <sup>(1)(3)</sup>	1397,400	442000	91%	94%	2000	86%	14%
<b>Total EU</b>	<b>11583,757</b>	<b>4493256</b>	<b>82%</b>	<b>82%</b>	<b>19905</b>	<b>70%</b>	<b>30%</b>
Croatia	80,783	7670	60%	95%	60	85%	15%
Norway	91,492	81000	85%	10%	65	85%	15%
Russia	2465,655	4403104	91%	65%	5853	82%	18%
Switzerland	334,545	10151	53%	60%	na	na	na
Turkey	387,935	680656	90%	na	745	98%	2%
Ukraine	421,760	1352778	87%	na	na	na	na
<b>Total</b>	<b>15365,927</b>	<b>11028615</b>	<b>87%</b>	<b>73%</b>	<b>26628</b>	<b>73%</b>	<b>27%</b>

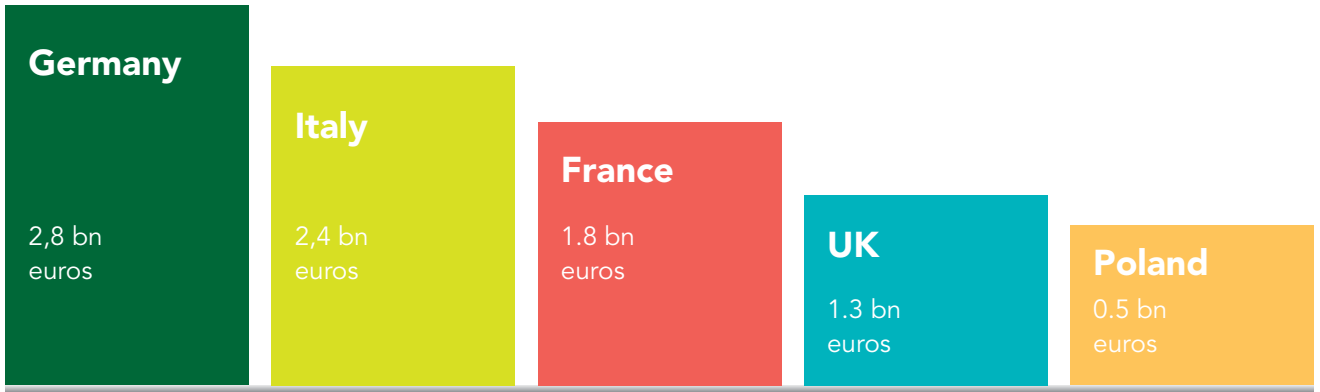
<sup>(1)</sup> Associations' members and non members

<sup>(2)</sup> Source : Euromonitor 2010

<sup>(3)</sup> Home improvement products included.

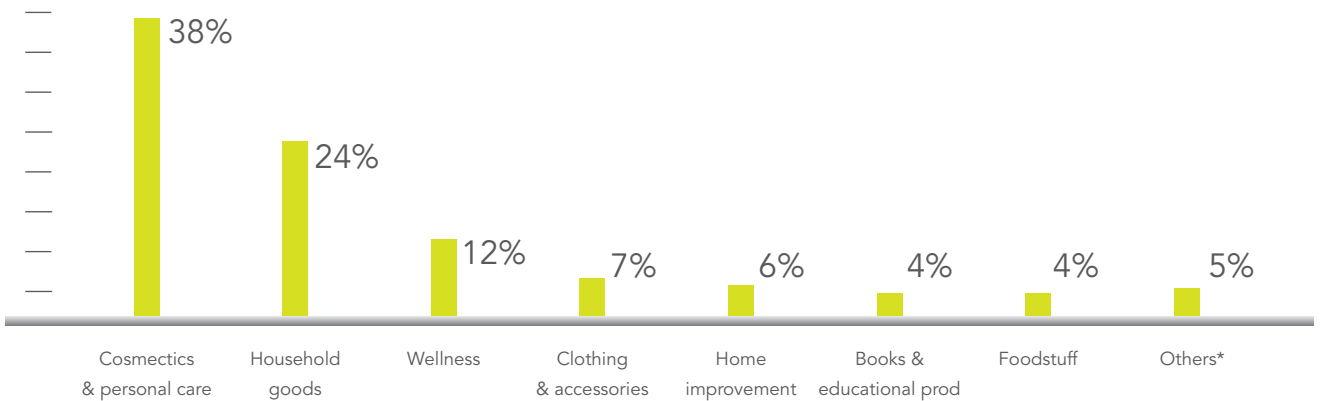
Euro exchange rate applied: European Central Bank 4.1.2011

### Top 5 Markets in the EU in billion/€



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### Direct Selling in Europe - 2010 Sales per product categories



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(\*): Telecoms, utilities, financial products, etc