

The Moist Toilet Tissue Opportunity :

Highly underpenetrated in many countries, the Swiss, Dutch and German markets show the potential for growth with penetration of up to 40%, versus current average below 12%.

The consumer benefit ?

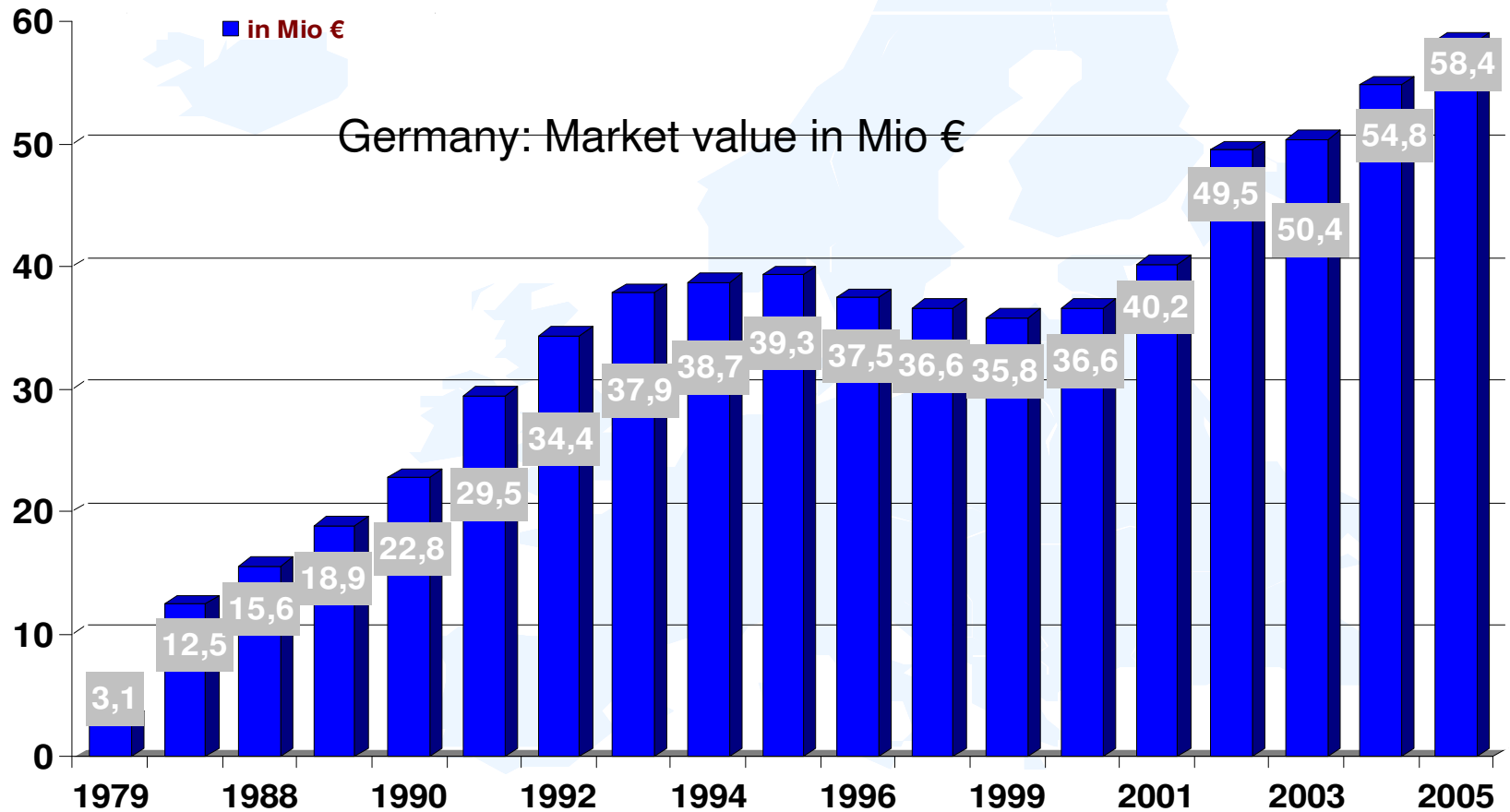
To feel cleaner and fresher than with dry toilet tissue alone



Country	Population (m)	MTT category penetration	Market Value (P7 05 MAT) €mm
Germany	83.4	25%	€ 58.3
UK	59.9	10%	€ 17.3
Switzerland	7.3	40%	€ 14.7
Netherlands	16.1	30%	€ 13.8
Spain	40.1	11%	€ 6.9
Austria	8.2	22%	€ 4.2
Belgium	10.3	14%	€ 3.3
France	59.9	2%	€ 2.8
Portugal	10.1	4%	€ 1.6
Greece	10.7	4%	€ 1.6
Denmark	5.4	3%	€ 0.7
Italy	57.7	0%	€ 0.0
Total Europe	369.1	12%	€ 125.2

The History of Moist toilet tissue started in Germany, Switzerland and Austria in the late 70's.

- Launched under the Hakle® brand in Germany, Switzerland and Austria in 1977.
- Followed by private label in the early 90's and Charmin in 2003.
- Continued growth in value and penetration behind recent product improvements



A Short History of Moist Toilet Tissue



- **Launched in 1992 under the Andrex® brand in the UK**
 - ◆ Typical mid double digit category growth through to 2002
 - ◆ Value stagnation since 2003 due to retailer brand price cuts of circa 30%

- **Launched in Spain in 2002 under the Renova® brand followed by Bosque Verde in early 2003, Scottex® in late 2003, Charmin® in mid 2004 and Colhogar® in 2005.**
 - ◆ Penetration now achieving 11% after 3 years (higher penetration versus UK after 14 years) !

- **Clear premium versus Dry TT**
 - ◆ Current European pricing per sheet benchmarked vs. Dry TT
 - 18 : 1 versus dry TT
 - And moist tt sales are incremental to dry

..... ***a truly incremental growth opportunity***

