

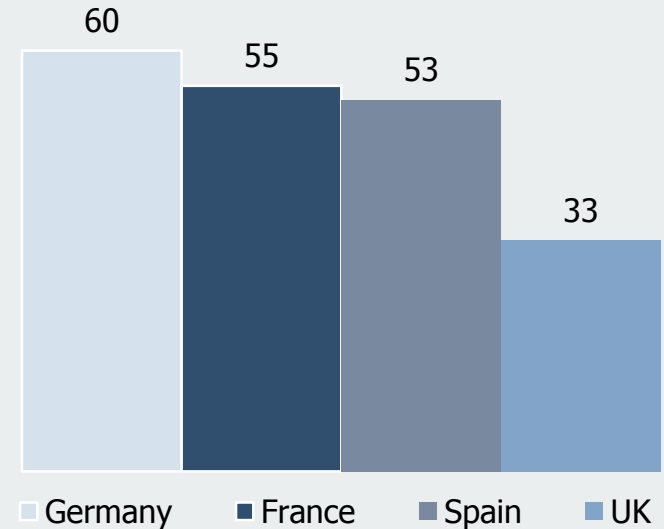
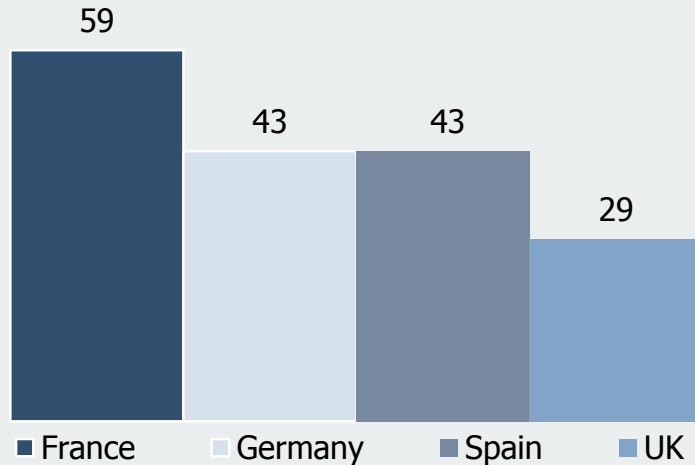
## West European do-it-yourselfers are very interested in new home living trends

Agreement with statements on home maintenance and home improvement

- Highest and second highest agreement (top box) in % -

"I keep myself well informed on decorating trends."

"I enjoy realizing new trends in decorating in my home."



Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey in several European countries, April 2010 (n = 500 per country, total = 3,000)

## Obtaining comprehensive information is standard before buying for DIY

### Agreement with several statements on home maintenance and home improvement

- Top box in % -



Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey of several European countries, April 2010  
(n = 500 per country, total = 3,000)

## The widest gap in satisfaction is evident in aftersales service and competent staff

Satisfaction versus importance in relation to most recent purchase

- Top box in % -



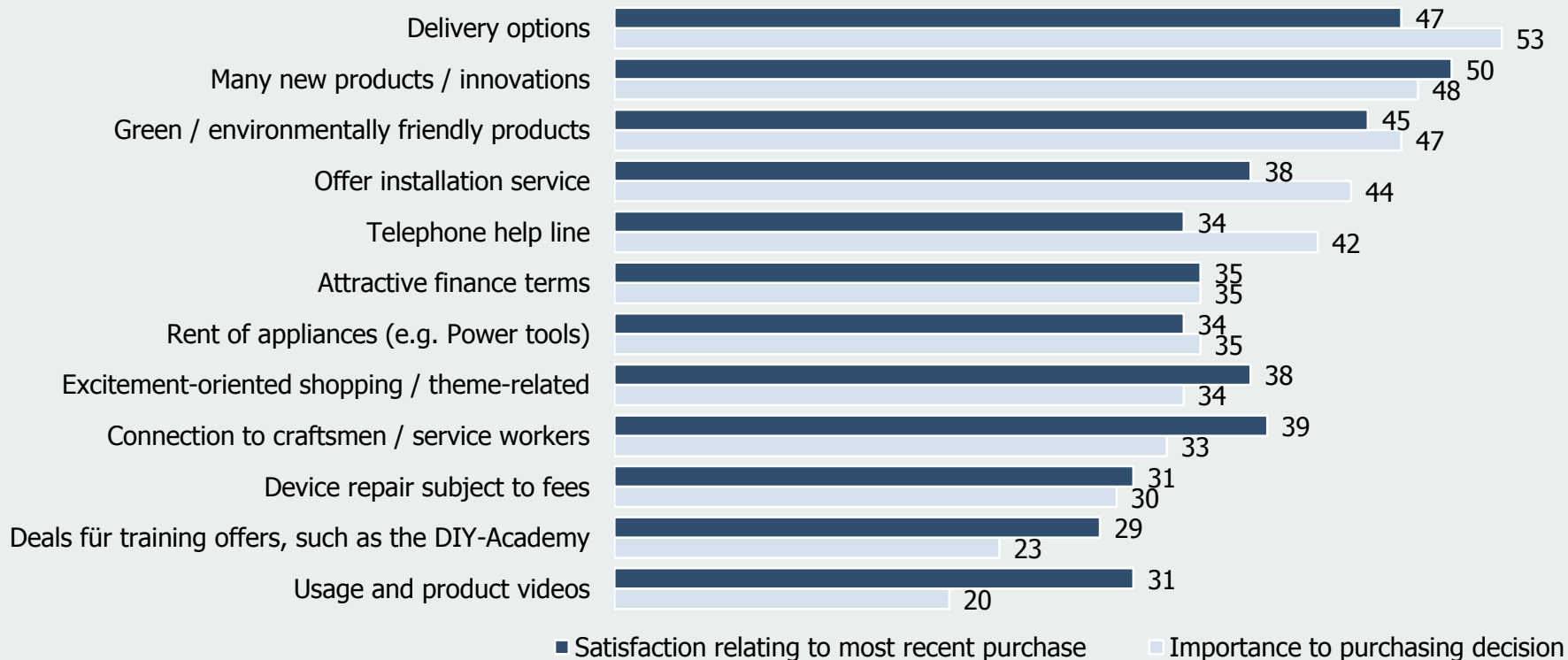
Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey of several European countries, April 2010  
(n = 500 per country, total = 3,000)

## Customer expectations are evidently well fulfilled by many additional offers

Satisfaction versus importance in relation to most recent purchase

- Top box in % -



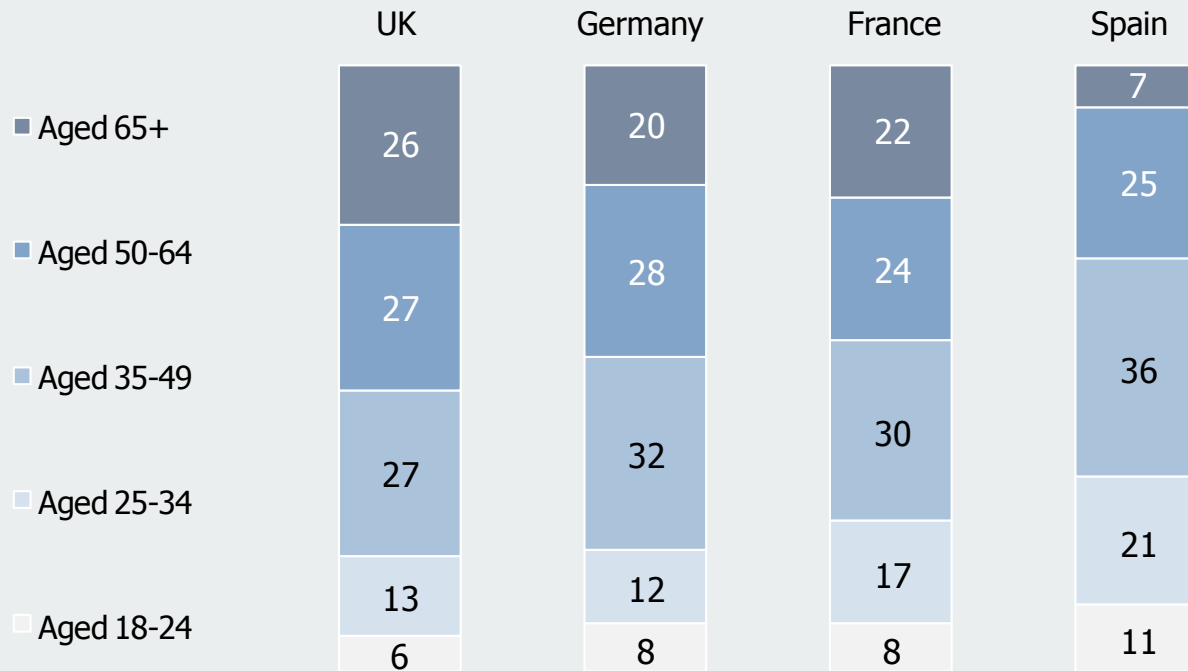
Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey of several European countries, April 2010  
(n = 500 per country, total = 3,000)

*The 50+ age group is the a very important target group to DIY marts, home furnishing stores, etc.*

Age groups of household members mainly responsible for implementing renovation work

- Figures in % -



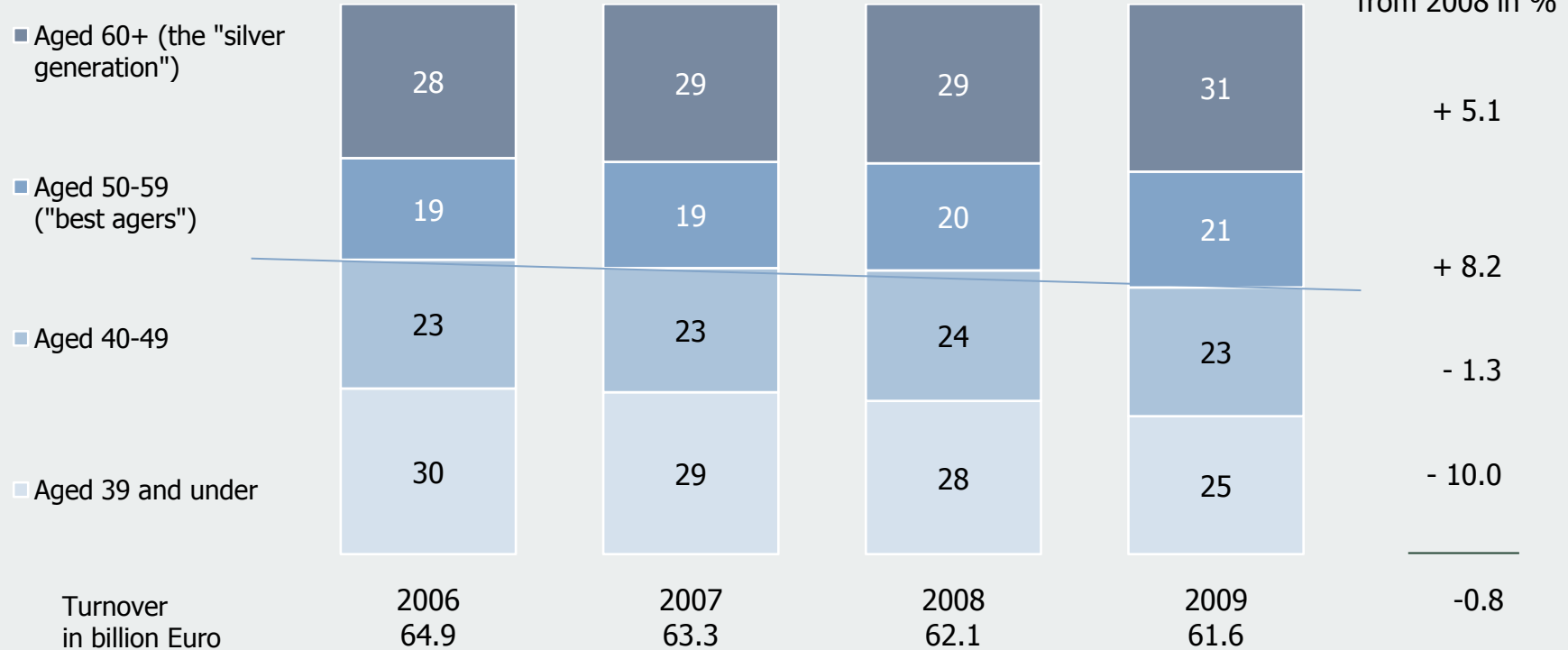
Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey of several European countries, April 2010  
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## *In Germany, more than half the sales generated by home maintenance and home improvements come from older households*

Expenditure on home maintenance and home improvement  
by age group of the main member of the household in Germany

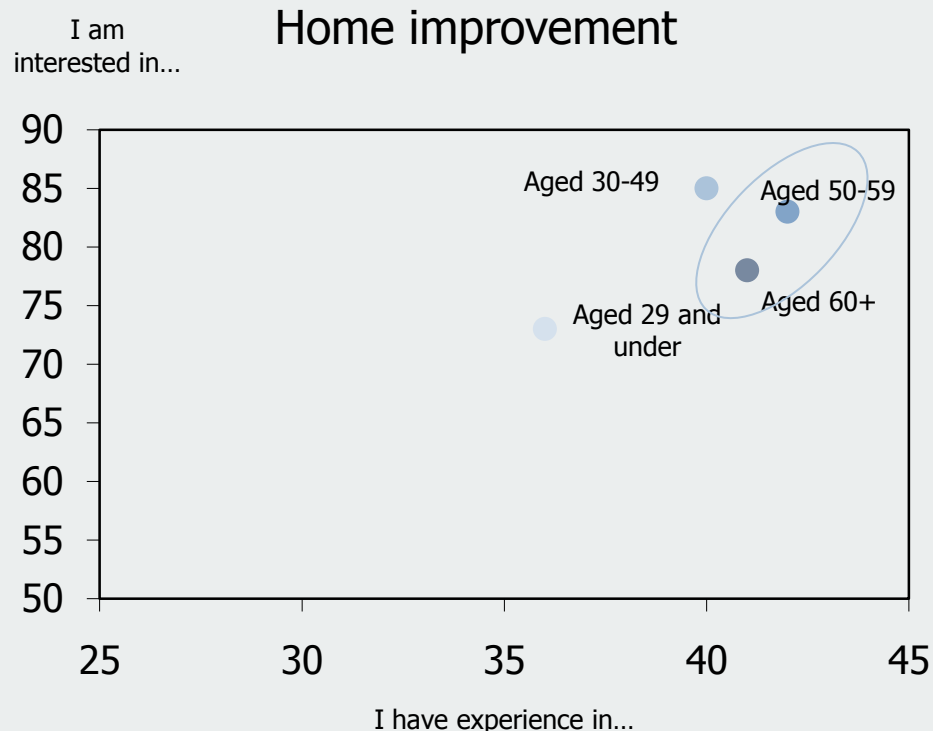
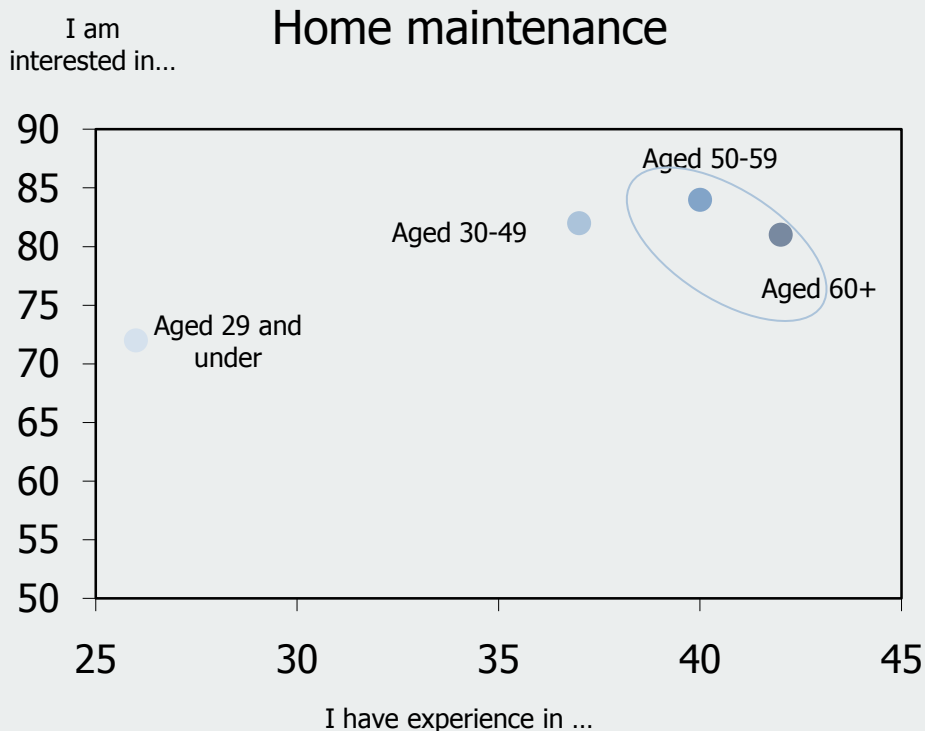
- Figures in % -



## The older age group, in particular, has experience in modernizing and renovating

Interest and experience in home maintenance and home improvement by age group

- Figures in % -



Basis: member of the household mainly responsible for renovation work (selected from country-specific household samples)

Source: International DIY Consumer Study by GfK Living & Retail, online survey of several European countries, April 2010  
(n = 500 per country, total = 3,000)