QUARTER 2, 2012

CONSUMER CONFIDENCE, CONCERNS AND SPENDING INTENTIONS AROUND THE WORLD

nielsen

91 Global consumer confidence index declined three points to 91

- Discretionary spending and saving **decreased** globally across all sectors
- More than **two-thirds** (67%) of respondents changed spending habits to save on expenses
- Concern for the economy and job security remained **top worries** among global respondents
- More than **half** (57%) of global respondents said they are in recession and half of those believe it will continue for another year
- Indonesia reported the **highest** consumer confidence index in the survey

Global consumer confidence declined three index points to 91 in Q2 2012 amid a worsening Euro zone crisis, lackluster U.S. job growth and China's downward GDP revision for 2012, according to consumer confidence findings from Nielsen, a leading global provider of information and insights into what consumers watch and buy.

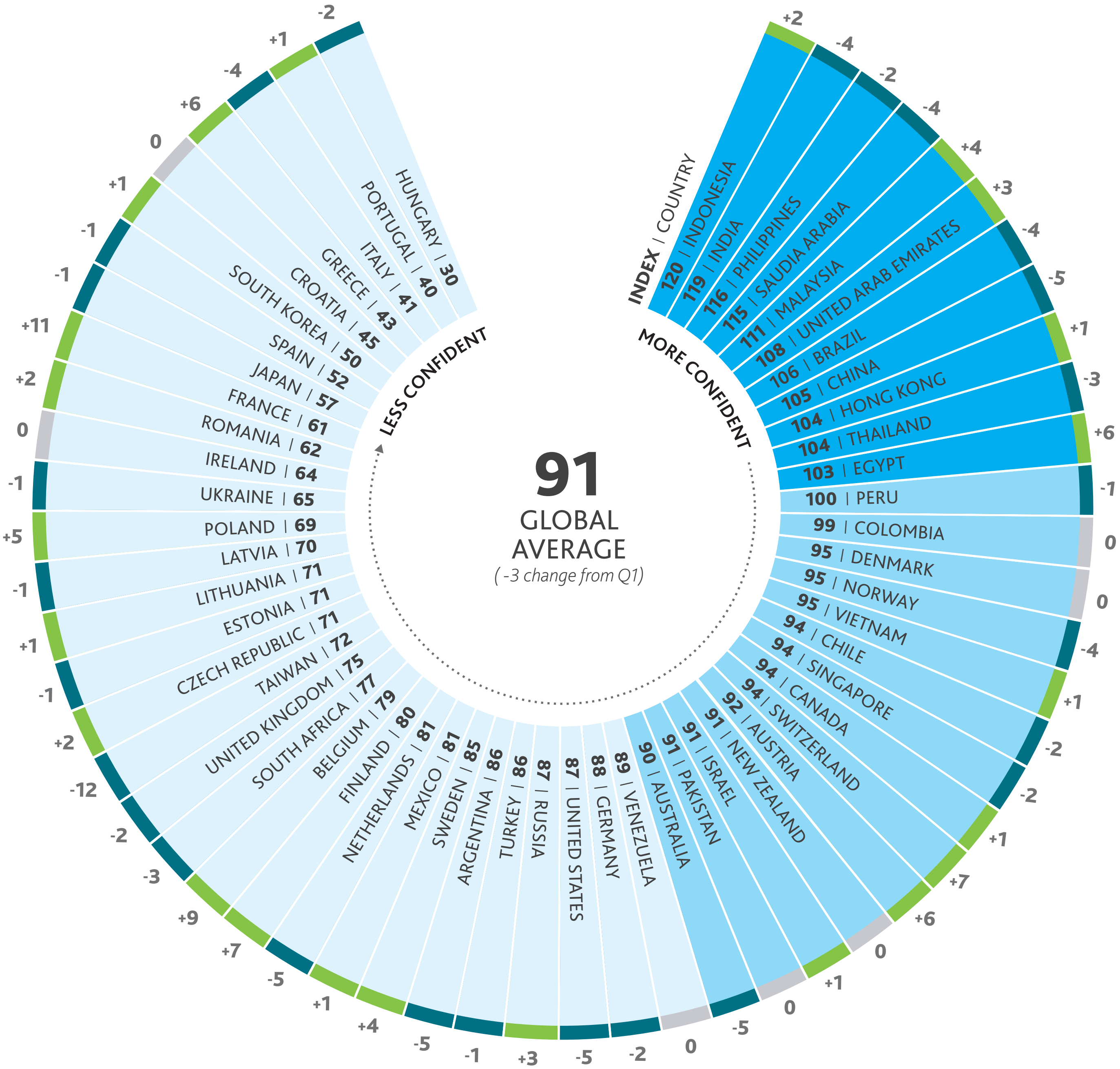
"Consumers are clearly proceeding with caution in relation to their spending intentions," said Dr. Venkatesh Bala, chief economist at The Cambridge Group, a part of Nielsen. "Consumer confidence lost momentum in the second quarter as global events, including a worsening Euro zone crisis coupled with slowing growth rates in China and India, impacted financial markets and consumer sentiment in many parts of the world. As renewed volatility entered global markets, consumers reacted by reining in spending and consumption intentions."

In the latest round of the survey, conducted between May 4 and May 21, 2012, consumer confidence declined three points to 100 in Asia Pacific, four points to 88 in North America, and two points to 96 in Latin America. An increase of one point each in Middle East/Africa (98) and Europe (73) was reported. Overall, consumer confidence rose in 41 percent of global markets measured by Nielsen in Q2, compared to a 68 percent increase in the previous quarter. Confidence declined in 26 of 56 markets, increased in 23, and remained flat in seven.

The Nielsen Global Survey of Consumer Confidence and Spending Intentions, established in 2005, tracks consumer confidence, major concerns and spending intentions among more than 28,000 Internet consumers in 56 countries. Consumer confidence levels above and below a baseline of 100 indicate degrees of optimism and pessimism.

Global Consumer Confidence*
56 Countries – 3-Month Trend

Q2-2012 Nielsen Consumer Confidence Index



Top Tier Countries | 101 And Higher
Mid Tier Countries | 100 To 90
Low Tier Countries | 89 To 30

INCREASE
DECREASE
NO CHANGE

Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

**Survey is based on respondents with Internet access. Index levels above and below 100 indicate degrees of optimism/pessimism*

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Job outlook and personal finances declined globally

According to the latest survey, job optimism declined one point globally in Q2 to 47 percent. Latin American respondents reported the biggest drop of four points to 48 percent. A favorable job outlook also declined three points in Asia-Pacific (58%), two points in Middle East/Africa (46%) and three points in North America (36%). While Europe's job outlook increased by two points, only 27 percent were optimistic about job prospects over the next 12 months.

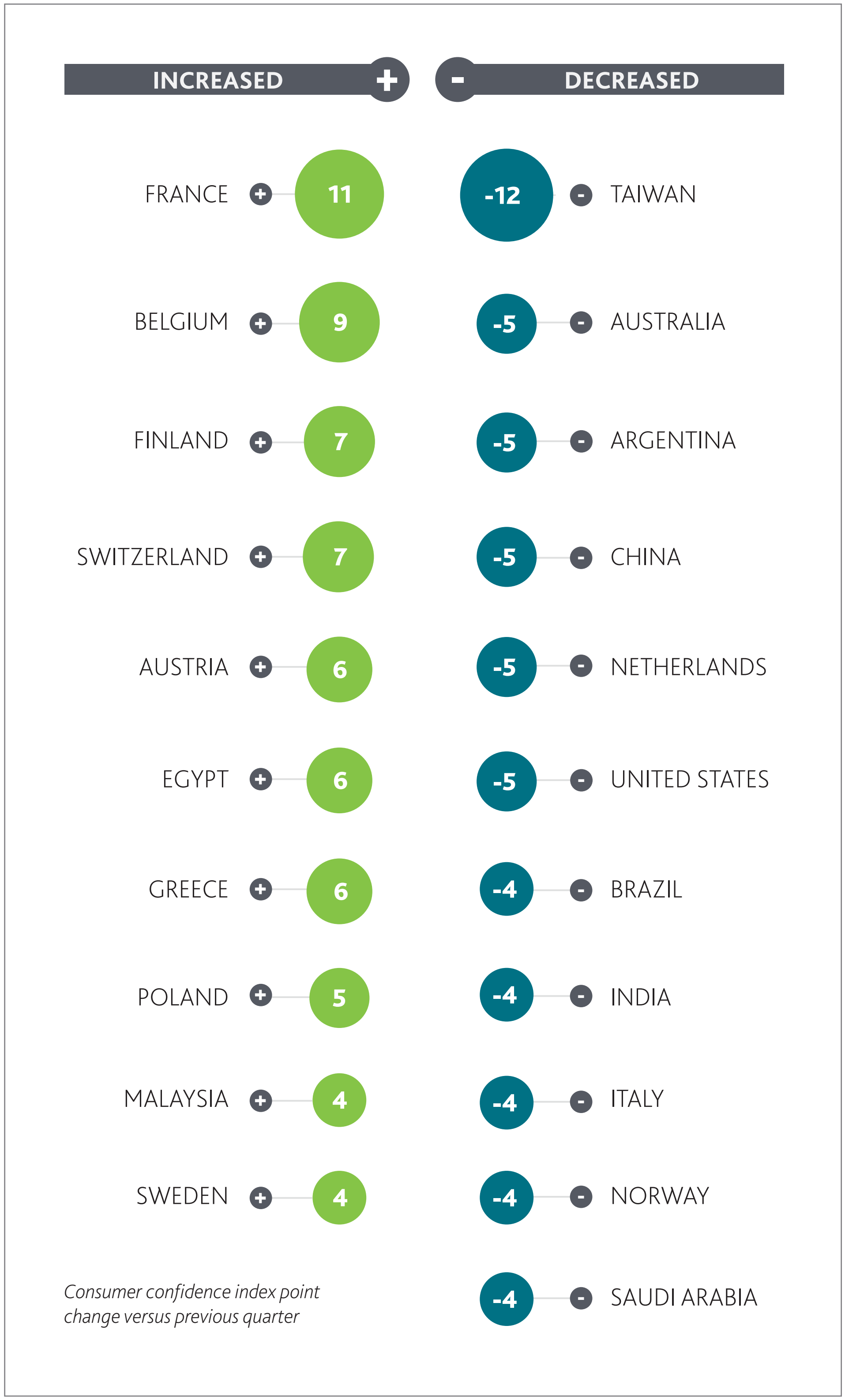
"The worsening job picture globally stems from multiple vulnerabilities in global growth," said Dr. Bala. "It has been simultaneously battered by the European debt crisis, slowing domestic demand and lower exports in China, spluttering personal income growth combined with fiscal and political uncertainty in the U.S., weaker export demand and rising consumer debt defaults in Brazil and currency devaluation in India. Companies small and large are reluctant to hire in such an atmosphere of worldwide uncertainty."

Over half (53%) of global respondents were optimistic about their personal finances, a decline of two percentage points from Q1. Asia-Pacific respondents reported the biggest decline in favorable financial perceptions, declining four points to 59 percent. Latin Americans were most optimistic about finances at 63 percent, followed by Middle Eastern/African respondents (61%), North Americans (51%) and Europeans (36%).

The biggest quarterly consumer confidence gains last quarter were reported in France, Belgium, Finland, Switzerland, Austria, Egypt, Greece, Poland, Malaysia, and Sweden.

The biggest quarterly declines were reported in Taiwan, Argentina, Australia, China, Netherlands, United States, Brazil, India, Italy, Norway, and Saudi Arabia.

Countries with biggest consumer confidence index increases/decreases Q2 vs. Q1 2012



Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

Spending intentions declined across all sectors

Intended discretionary spending and saving decreased globally in Q2 across all sectors reviewed. The biggest spending intention declines were reported for new technology products, down five points to 23 percent; out-of-home entertainment, down four points to 28 percent; and holidays/vacations, down three points to 30 percent. Saving intentions also waned, dropping from 50 percent of global respondents who said they put spare cash into savings in Q1 to 47 percent in Q2.

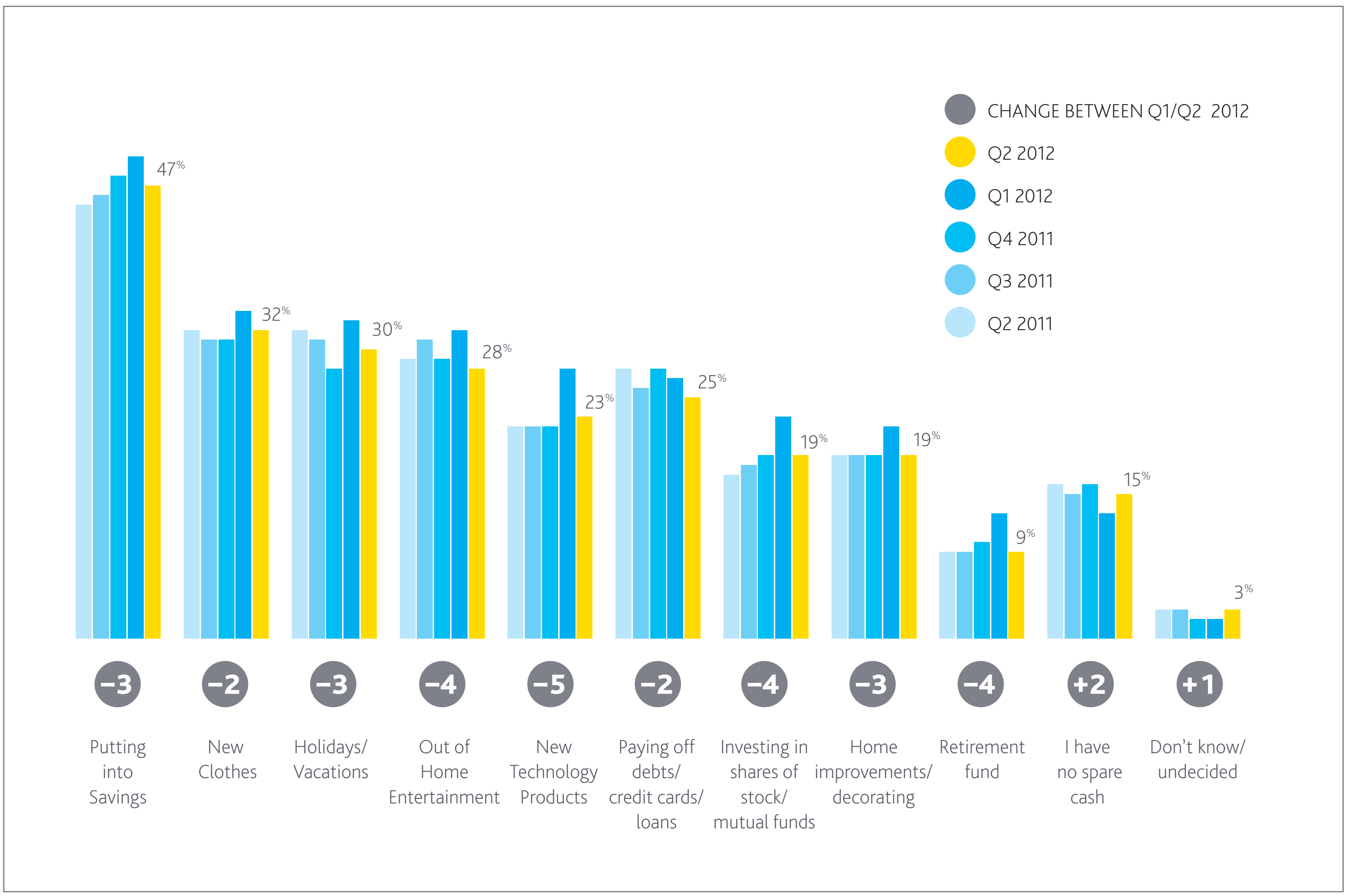
Additionally, investing in shares of stocks/mutual funds and saving for retirement declined four points each to 19 percent and nine percent, respectively.

Two-thirds (65%) of global respondents indicated that purchasing of discretionary and necessary items is now restrained. Sixteen percent reported concern about the economy, 14 percent about job security and 10 percent reported stress about balancing both work and life responsibilities.

In Q2, there was no increase in the number of global respondents who said they were in recession, which remained at 57 percent, the same as the previous quarter. "Things are not necessarily getting worse for the average consumer, they just aren't getting better. That number, however, could change depending particularly on how the situation in Europe evolves," said Dr. Bala.

Discretionary spending and saving decreased across all sectors

How to utilize spare cash after covering essential living expenses
(global average)



Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

Asia-Pacific consumers reined in spending intentions

Spending intentions among Asia-Pacific respondents declined in Q2 across all sectors: holidays and new clothes (-7 percentage points), new technology and out-of-home entertainment (-8), and home improvements (-6). Saving strategies also declined as 60 percent of respondents indicated they put spare cash into savings (from 66% in Q1), 31 percent invested in stock/mutual funds (from 38%), and 11 percent saved for retirement (from 17%). However, despite a cut back on discretionary spending last quarter, Asia-Pacific respondents remained the most enthusiastic spenders and savers compared to the other regions.

Indonesia reported the highest consumer confidence index at 120, topping India's score of 119. Indonesians were the most optimistic about their personal finances (82% were optimistic compared to the global average of 53%), while Indians remained the most confident consumers for job prospects at 77 percent, despite a seven point quarterly decline.

"While there is no doubt the Indian economy is slowing down a bit and the country is adjusting to that new reality, the nominal GDP growth rates are still the envy of the developing world given the size and scale of the market," said Piyush Mathur, president, Nielsen India Region. "India's consumer confidence remains amongst the highest of the countries tracked in the survey and while Indian consumers are getting more anxious about job prospects, rising inflation and a slowdown in the economy, when we look around the world, they still seem to be among the most optimistic."

"In Indonesia, consumer optimism has been evident all year fueled by investment rating upgrades from Moody's and Fitch," said Catherine Eddy, managing director, Nielsen Indonesia. "The market is very buoyant among consumers and investors right now and with a population of 240 million, Indonesia is possibly the next big bastion after China and India."

Malaysia's consumer confidence index increased four points to 111 in Q2 as optimism in personal finances gained six points quarterly. "Several developments have prompted an upbeat attitude among Malaysians," said Richard Hall, managing director, Nielsen Malaysia. "Inflation grew at a slower pace since February, the ringgit outperformed Asian currencies in the first four months of the year, corporate earnings showed a favorable outlook for 2012, and manufacturing output picked up pace in February, March and April. However, this optimism does not necessarily translate into spending, as Malaysians are among the highest savers in world."

Consumer confidence in China (105) and Australia (90) declined five index points each in Q2. "After several consecutive quarters of increases in China's consumer confidence, it is reasonable to see a slight pullback," said Yan Xuan, president, Nielsen Greater China. "In spite of the decline, China's consumer confidence remains one of the most optimistic relative to their counterparts in other major economies. Confidence cannot increase indefinitely especially in light of the impact of the current global economy and the ongoing European financial crisis on China's export growth. Over time, the Chinese government's efforts to transform China into a consumption-led economy will pay off for the country."

"Australian consumer confidence hit its lowest level since the Nielsen Consumer Confidence Index was established in 2005, sinking lower than levels previously recorded at the height of the global financial crisis," said Chris Percy, managing director, Nielsen Pacific. "Continued frustration over interest rates and ever-increasing utility and living expenses are impacting discretionary spending, as consumers opt to keep their wallets firmly in their pockets."

Asia-Pacific consumers cut back on spending in Q2, but most levels exceed the global average

	How to utilize spare cash after covering essential living expenses	ASIA-PACIFIC [CHANGE VS. Q1 2012]		GLOBAL AVERAGE
SAVING	Putting into savings	60%	[-6]	47%
	Investing in shares of stock/mutual funds	31%	[-7]	19%
	Retirement fund	11%	[-6]	9%
SPENDING	New clothes	35%	[-7]	32%
	Holidays/vacations	37%	[-7]	30%
	Out-of-home entertainment	34%	[-8]	28%
	New technology products	30%	[-8]	23%
	Paying off debs/credit cards/loans	21%	[-4]	25%
	Home improvements/decorating	18%	[-6]	19%
	I have no spare cash	7%	[+3]	15%

Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

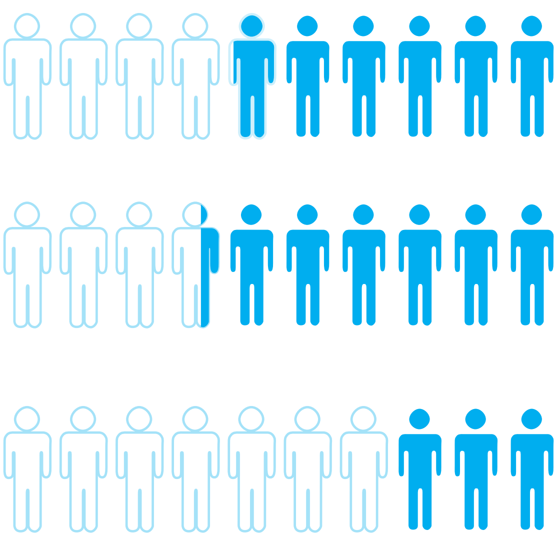
U.S. consumers emphasized more saving than spending

U.S. consumer confidence declined five index points to 87 in Q2 after a promising nine point increase in Q1. Nearly six-in 10 Americans (59%) were pessimistic about job prospects over the next 12 months, 63 percent indicated spending will be restrained and 30 percent reported they have no spare cash, a rise of seven points from Q1.

"Given the continued slowdown in hiring, which has been steady since January, consumers are concerned that the economy is stalling again," said James Russo, vice president, Global Consumer Insights, Nielsen. "Three years after the official bottom of the recession was called in June 2009, 78 percent of Americans still believe they are currently in are in a recession and in the wake of renewed global volatility, they are keeping their spending levels in check."

While spending intentions were restrained in Q2, saving strategies increased. In the latest findings, four-of-10 U.S. respondents said they put spare cash into savings, a rise of three points from Q1 and seven points from a year ago. More Americans also indicated they were investing in stocks/mutual funds (10% in Q2, compared to 7% a year ago). While debt was still a top concern among 11 percent of U.S. consumers, it was down from 13 percent in Q1.

"Savings and paying down debt continue to be a focus for consumers once they cover their essential living expenses," said Todd Hale, senior vice president, Consumer & Shopper Insights, Nielsen U.S. "Consumer-packaged goods unit sales declined 1.3 percent in the latest quarter ending 5/12/2012, but as inflationary pressures eased, the quarterly 2.9 percent dollar sales growth was off from the 3.9 percent growth level for the 52-week period ending 5/12/2012."



59% have a pessimistic job outlook

63% indicate restrained spending

30% don't have spare cash

Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

Amid the debt crisis, Europe showed some positive developments

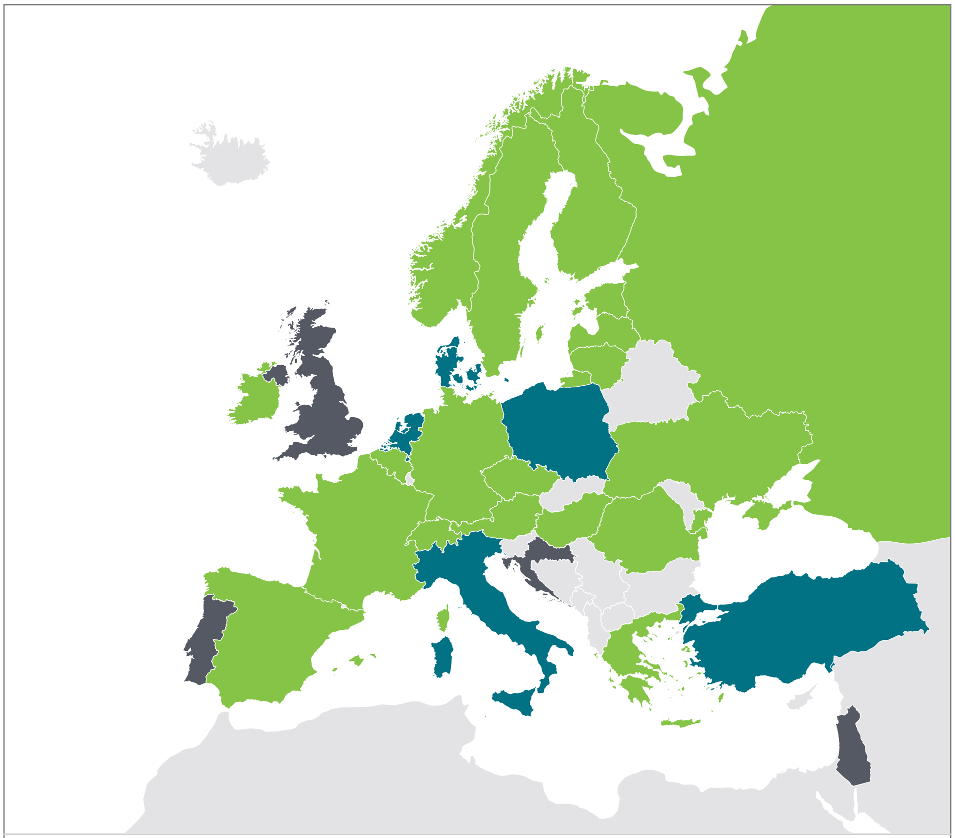
There was some positive news in Europe last quarter despite the debt crisis and fears of Greece's potential departure from the Euro. Of 28 European markets measured, job confidence rose in 19, fell in five and remained flat in four. Eight of the top 10 biggest consumer confidence increases in second quarter hailed from Europe, with France (+11) and Belgium (+9), rising the most. Greece, despite reporting a low consumer confidence score of 43, increased six points since Q1.

"While the economic situation in France remains challenging as unemployment rates in April and May were the highest in 10 years, price increases for fast-moving consumer goods is slowing down and sales remain somewhat protected from the crisis," said Laurent Zeller, managing director, Nielsen France. "The rise in optimism in the second quarter was also fueled by a post-election euphoria as new President François Hollande buoyed hope for the future. The current mood was measured prior to the Parliament elections won by the socialist party, but the outlook will likely turn gloomy as the government will likely soon announce measures, such as higher taxes, to cope with public deficit and debts and to fund some social benefits."

"In Belgium, consumers were increasingly worried about potential budgetary constraint measures proposed by the new government," said Jens Ohlig, managing director, Nielsen Belgium. "While fears abated in the current quarter, purchase behavior is still very cautious. The real estate and house-building markets are suffering a significant reduction, new car sales are down and fast-moving consumer goods volume sales declined in Q1 2012.

Italy's consumer confidence index has been declining steadily over the past six quarters, and dropped to a low of 41 with a four point decline in second quarter. "In Italy, the economic situation and the lack of government measures to accelerate growth continues to impact consumer confidence," said Roberto Pedretti, managing director, Nielsen Italy. "All key indicators worsened in the latest round of the survey as virtually all Italians (98%) think the country is in a recession and one-of-four have no spare cash. Job security remains the biggest concern in the next six months, and stress over children's education and increasing fuel prices have risen."

European Job Confidence in 28 Countries



19 INCREASED

+9	Austria	+2	Latvia
+5	Belgium	+4	Lithuania
+3	Czech Republic	+3	Norway
+1	Estonia	+3	Romania
+10	Finland	+4	Russia
+9	France	+2	Spain
+3	Germany	+1	Sweden
+15	Greece	+11	Switzerland
+3	Hungary	+3	Ukraine
+2	Ireland		

5 DECREASED

-4	Denmark
-3	Italy
-1	Netherlands
-1	Poland
-3	Turkey

4 NO CHANGE

Croatia
Israel
Portugal
United Kingdom

Job confidence percentage point change Q2 vs. Q1 2012

Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

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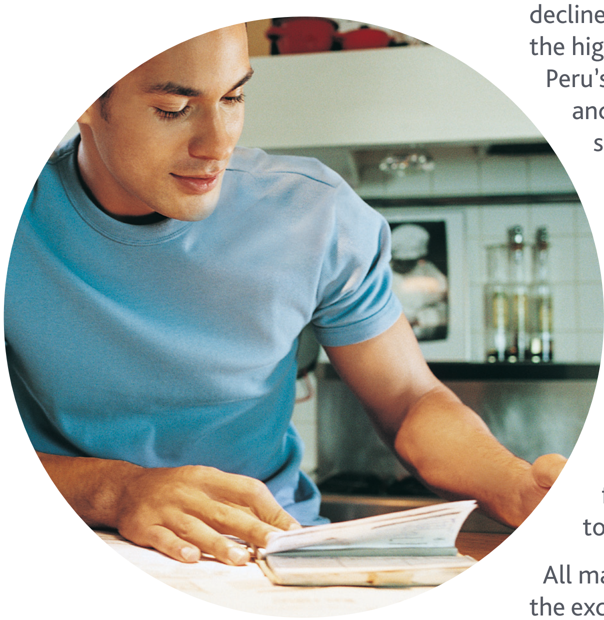
Latin Americans saved less, but paid off debt

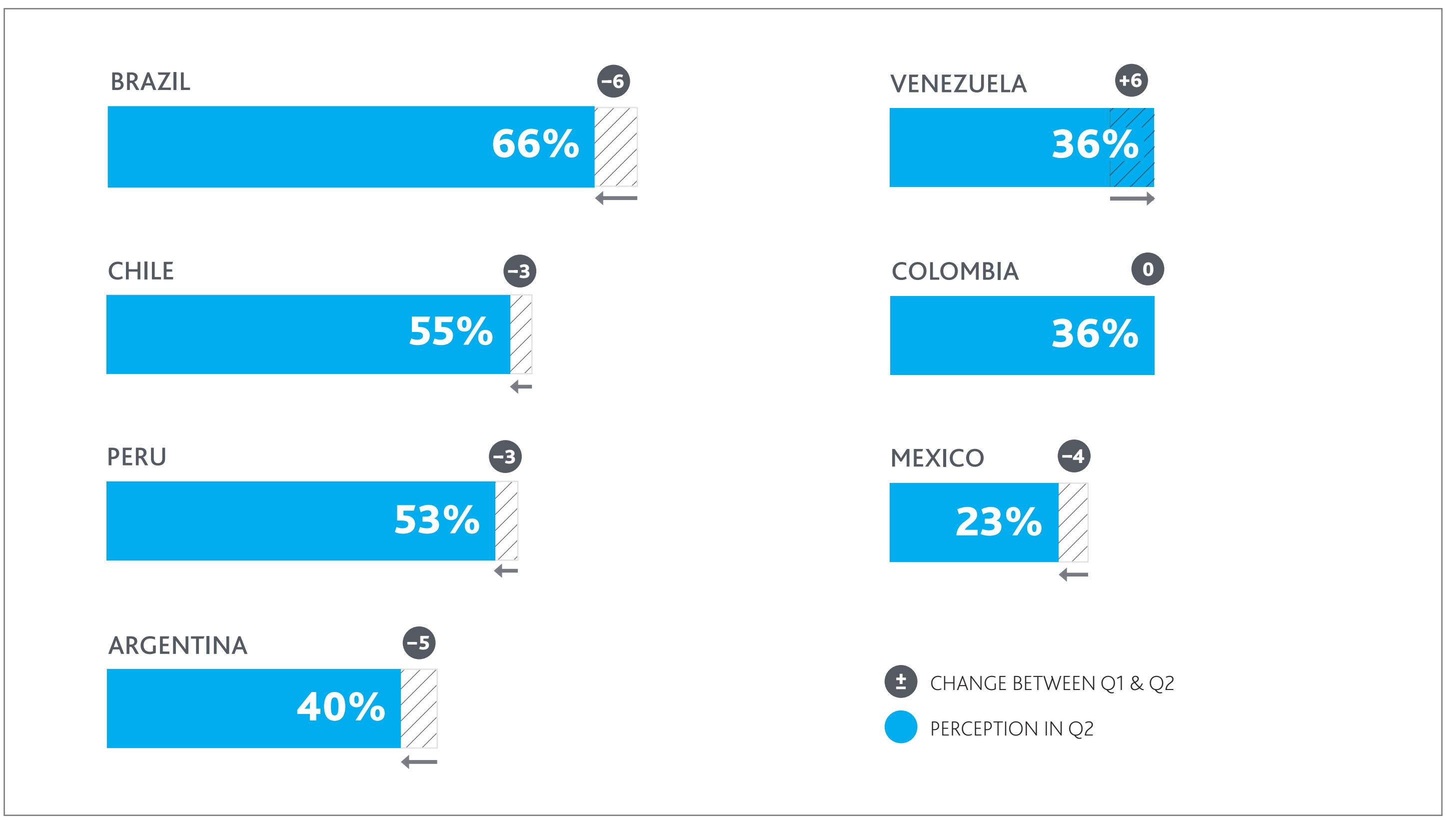


Despite a four point consumer confidence decline from last quarter, Brazil reported the highest index in the region at 106. Peru's index of 100 dropped by one point, and Colombia and Venezuela held steady at 99 and 89, respectively. Consumer confidence in Chile declined by two index points to 94 and Mexico reported the only regional increase of one point to 81. One-in-five (19%) Latin Americans said they have no spare cash and one-third (34%) indicated they are paying off debts and credit card loans. Latin Americans who utilized spare cash for savings declined by three points to 28 percent.

All markets reviewed in the region, with the exception of Venezuela and Colombia, lost confidence in the job market in second quarter, with Brazil dropping six points and Argentina declining five points. Brazil, despite the decline, remained the most optimistic about job prospects as two-thirds of respondents said the outlook will be positive over the next 12 months.

"The decrease in Brazil's score is largely attributed to a slowdown in economic activity spurred by the European crisis and a pull back in demand for commodities by China," said Eduardo Ragasol, country manager, Nielsen Brazil. "Furthermore, industrial production is experiencing a reduction and job numbers are starting to decrease. As Brazilian confidence is among the highest in the world, the situation is not alarming, but needs to be carefully watched."

Latin American excellent/good perceptions of local job prospects over the next 12 months



Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

Job security remained a top concern in the Middle East & Africa

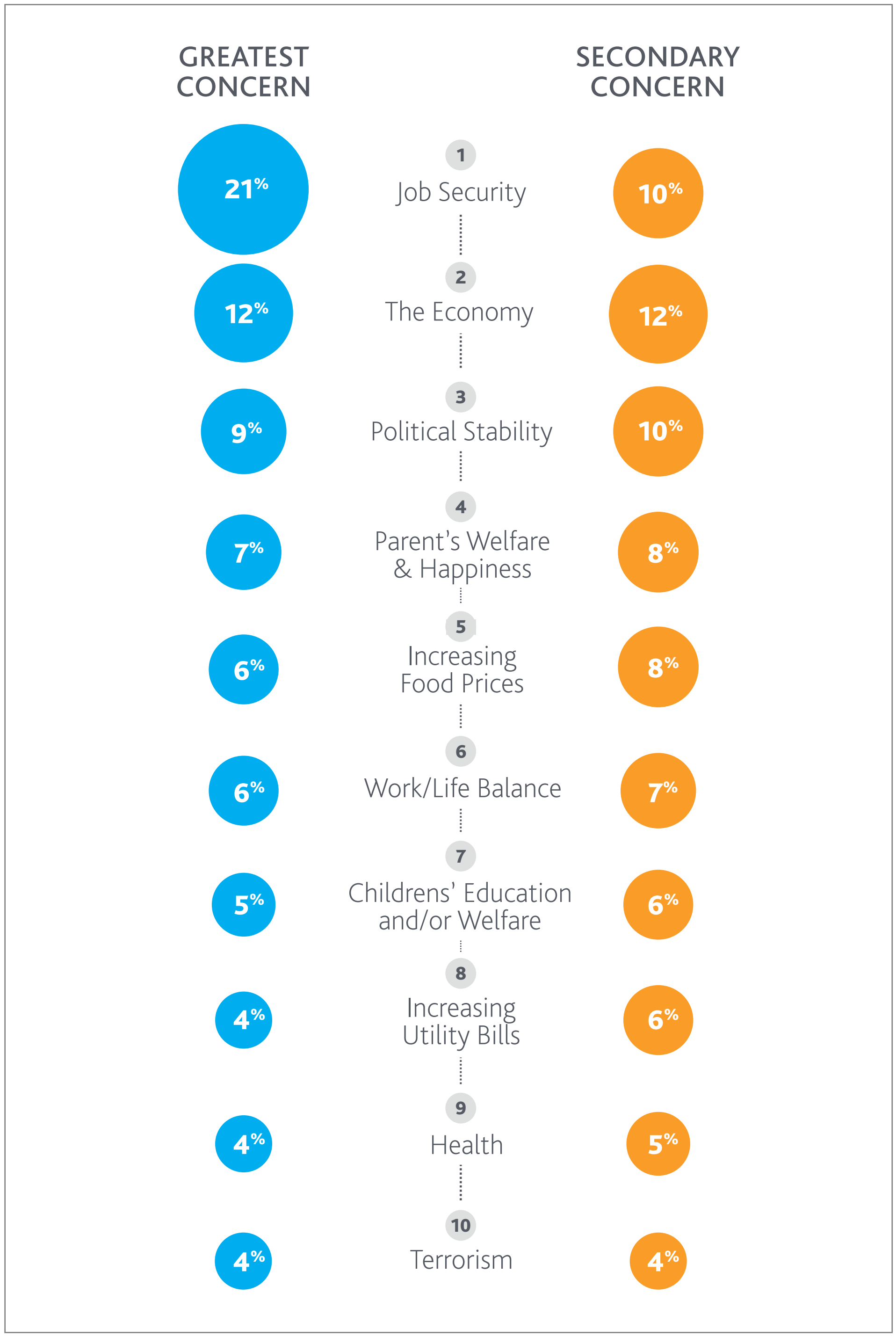
Saudi Arabia reported the highest consumer confidence score in the region, despite a quarterly decrease of four points to 115. United Arab Emirates (108) and Egypt (103) increased three and six points, respectively. Pakistan's score of 91 remained flat from the previous quarter and South Africa declined three points to 77.

Job security remained a top concern in the region among one-of-five (21%) respondents. Optimistic perceptions of job prospects over the next 12 months declined in all countries except Egypt, which reported a seven point increase to 61 percent and South Africa, which held steady at 26 percent. The economy (12%), political stability (9%), parent's welfare and happiness (7%) were other top concerns.

"Egyptians' consumer confidence has increased since the January 2011 revolution. This is due to general optimism and determination to rebuild the society," said Ram Mohan Rao, managing director, Nielsen Egypt. "This new era carries hope and confidence not only for Egyptians, but for the entire Arab nation. Obviously expectations are now very high for the new government, and it will be interesting to observe how these expectations are met in the coming months".

"The four percent decline in Saudi Arabian consumers' sentiments is aligned with the slight (3%) decrease in global consumer confidence this quarter," said Arslan Ashraf, Managing Director, Nielsen Saudi Arabia. "Largely marked by optimism and driven by government spending, Saudi consumers continue to deliver a high consumer confidence score of 115. Accelerated efforts towards economic reform have also played their part, but are yet to bear fruit, including new measures to tackle unemployment and the passing of a long-awaited mortgage law to help solve the housing problem. Despite this, complex developments on the sociopolitical front remain across the Middle East, contributing to a general sentiment of uncertainty as to when and how the turmoil while subside and the extent of its impact."

Top 10 concerns over the next 6 months in the Middle East & Africa



Source: Nielsen Global Survey of Consumer Confidence and Spending Intentions, Q2 2012

Country Abbreviations

Argentina	AR	Israel	IL	Switzerland	CH
Australia	AU	Italy	IT	Taiwan	TW
Austria	AT	Japan	JP	Thailand	TH
Belgium	BE	Latvia	LV	Turkey	TR
Brazil	BR	Lithuania	LT	United Arab Emirates	AE
Canada	CA	Malaysia	MY	United Kingdom	GB
China	CN	Mexico	MX	Ukraine	UA
Chile	CL	Netherlands	NL	United States	US
Colombia	CO	New Zealand	NZ	Venezuela	VE
Croatia	HR	Norway	NO	Vietnam	VN
Czech Republic	CZ	Pakistan	PK		
Denmark	DK	Peru	PE		
Egypt	EG	Philippines	PH		
Estonia	EE	Poland	PL		
Finland	FI	Portugal	PT		
France	FR	Romania	RO		
Germany	DE	Russia	RU		
Greece	GR	Saudi Arabia	SA		
Hong Kong	HK	Singapore	SG		
Hungary	HU	South Africa	ZA		
India	IN	South Korea	KO		
Indonesia	ID	Spain	ES		
Ireland	IE	Sweden	SE		

Region Abbreviations:

AP	Asia-Pacific
EU	Europe
LA	Latin America
MEAP	Middle East, Africa, Pakistan
NA	North America

About the Nielsen Global Survey

The Nielsen Global Survey of Consumer Confidence and Spending Intentions was conducted between May 4 and May 21, 2012 and polled more than 28,000 online consumers in 56 countries throughout Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America. The sample has quotas based on age and sex for each country based on their Internet users, and is weighted to be representative of Internet consumers and has a maximum margin of error of ±0.6%. This Nielsen survey is based on the behavior of respondents with online access only. Internet penetration rates vary by country. Nielsen uses a minimum reporting standard of 60 percent Internet penetration or 10M online population for survey inclusion. The Nielsen Global Survey, which includes the Global Consumer Confidence Index, was established in 2005.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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