

The Eurelia 'Barometer' survey Cumulated turnover on the first 8 months 2010

Overall, in the markets covered by the Barometer survey, the summer of 2010 was a good one although this was in comparison to a summer of 2009 which was often below par. It should be noted that two countries bucked the trend during the summer: Switzerland, which is moving forward once again and Poland, which conversely has embarked on a more moderate growth path.



⁽¹⁾ in local currency (zloty)

⁽²⁾ Analysed in partnership with the Retail & Trade Marketing agency of Barcelona, co-founder with Eurelia of the Eurelia Spain/Portugal / Retail & Trade Marketing retailers' federation.

> Methodological notes

The Eurelia «barometer» survey shows the prevailing turnover trends of the 90 member retail chains based on a comparable perimeter (for the current year compared to the previous year). According to the level of maturity of the retail infrastructure in the countries studied, from 12 to more than 30 leading retail sites (streets, shopping centers) are included in the barometer. The performances on these sites are collected on a monthly basis, analyzed and further enhanced thanks to commentary from members. The Eurelia Barometer is published every quarter.

Founded 19 years ago by Michel Pazoumian, General manager of Procos and Emmanuel de Labarre, Eurelia enables specialised retail chains to learn more about new countries offering potential sites for their businesses, providing a thorough analysis of the retail dynamics of the European markets, studies of the major European cities in addition to a database of retail projects.

In 2010, Eurelia represents 90 specialised retail chains expanding internationally, and more than 25,000 sales outlets around the world.

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