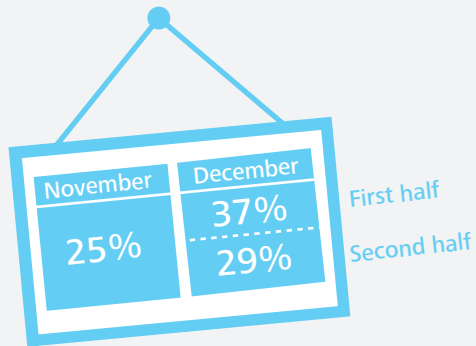


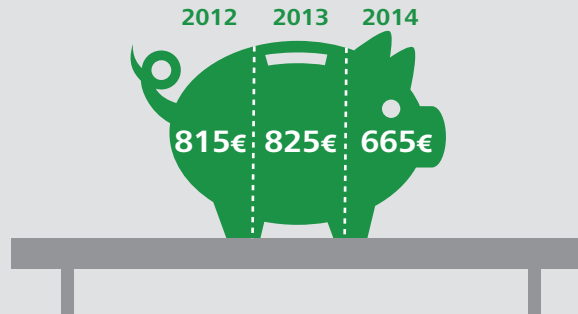
Year-end spending survey 2014

<http://www2.deloitte.com/lu/christmas-survey-2014>

TIMEFRAME FOR SHOPPING



PREDICTED HOUSEHOLD BUDGET



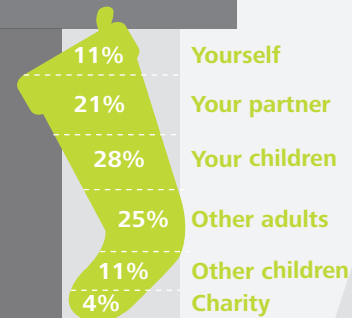
SHOPPING HABITS PURCHASE



AVERAGE BUDGET/GIFT



SHARE OF BUDGET



TOP GIFTS (adults)



Books



Cosmetics/
Perfumes



Chocolates

ALLOCATED AMOUNT FOR

Food

28%

Gifts

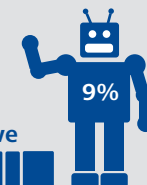
61%

Socialising

11%

TOYS SELECTION CRITERIA

Innovative



9%

Traditional



20%

Green

10%

Trendy

15%

Educative

47%