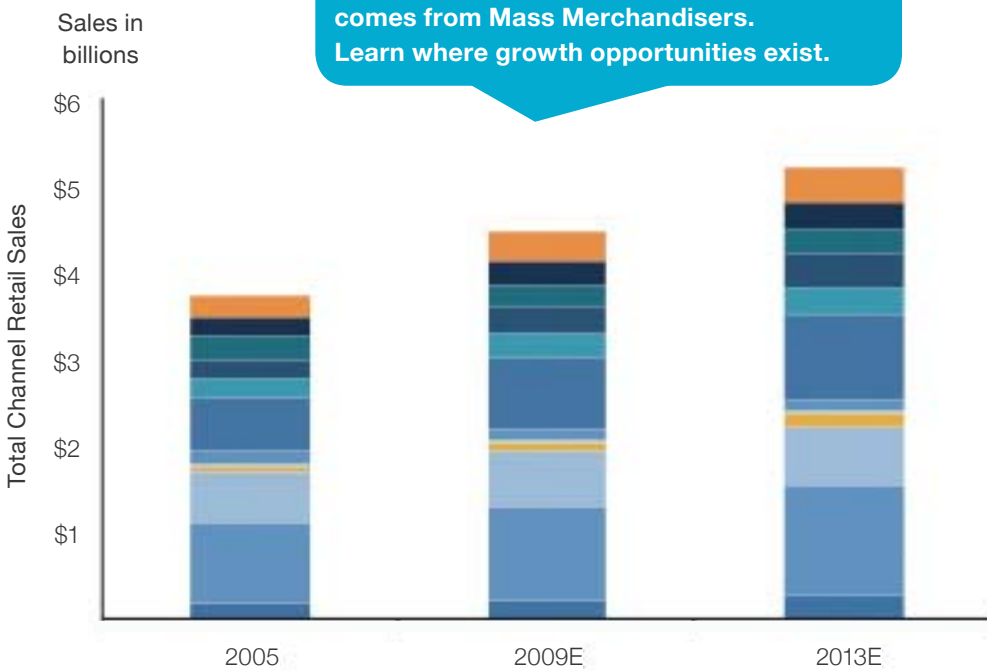


Expanded Consumer Electronics & Online Coverage

In July 2009 MVI-Insights will unveil new Retailer and Channel Insights Centres, expanded retailer content and new estimates for CE and Online sales.

Connect to in-depth, actionable insights through accurate and consistent data on the CE and Online channels. Gain a competitive advantage with access to deeper, more applicable data on some of the fastest growing formats, globally.

Find out how much of CE and online sales comes from Mass Merchandisers. Learn where growth opportunities exist.



The Benefits




- Sales across key retailers**
 Identify the growth potential in non-pure play retailers with MVI's new CE and Online estimates
- CE & Online trends**
 Make informed decisions or uncover NBD opportunities
- Fact-based analysis**
 Manage and allocate resources and plan more effectively
- Expert MVI advice**
 Understand the impact of the changing retail trends has on your business
- Retailer summaries**
 Prepare briefings for meetings and market visits
- 24/7 Access**
 Be connected to the best retail insights

Global Format	CAGR (09E-13E)	Global Format	CAGR (09E-13E)
CE Specialty	5%	Mass Merch (no SC)	-4%
Convenience	3%	Office Superstore	1%
Department	1%	Online Retail	11%
Discounter	6%	Other Specialist	3%
Drug	4%	Supermarket	4%
Hypermarket	5%	Warehouse Club	5%




Consumer Electronics

The world of CE no longer includes just Best Buy or Media Markt. We provide in-depth analysis on all retailers operating in this space including Walmart, Carrefour, Sears, Costco and more. We also look at regional players and put a spotlight on how their world has changed.

MVI answers these key CE questions to keep you ahead of the curve:

-  How is the changing economic climate altering the nature of the CE industry and affecting your customer's profitability and growth?
-  How are retailers balancing increasing complexity of products and services with profitability?
-  As leading retailers create new service oriented models and alter the in-store environment – is an educated, commissioned labor model the way to go?




PLUS in the US new CE Shopper analysis from our sister company, Retail Forward. Understand CE shopper profiles and behaviours. Find out:

-  Who is winning and losing shoppers
-  What categories shoppers bought recently
-  What retailers' shares of preference are for categories and how is that changing and more.

Online Retail

Online retail is evolving rapidly with Amazon.com leading the way. MVI tracks Amazon.com strategy, forecast and data. Plus we look at the online strategy for other retailers such as Walmart, Carrefour, Target and others to capture multi-channel dynamics.

MVI answers these key questions on the online channel:

-  How fast will the online retail market grow over the next five years and what its size will be?
-  How is merchandising different in an online environment?
-  Why does online retail work better for some store-based retailers vs. others? Understand how by taking a look at MVI's online retailer scorecard.

Find out how you can benefit from MVI-Insights...

Contact your Customer Development Manager today or email us at CustomerService@mventures.com for a demo.

About MVI

For 20 years, MVI-A Kantar Retail Company, has provided forward-thinking, strategic insights and education focused on the leading retailers around the world. MVI's insights are based on robust data-driven research models. MVI's renowned analysts provide an understanding of retailers' growth and deliver guidance for businesses to improve profitability and success. MVI's expansive knowledge of over 1,000 retailers can be customized to fit your needs through our comprehensive product lines.

About Retail Forward

Retail Forward is a management consulting firm focused exclusively on retailers and their suppliers and helping companies grow by translating retail knowledge and customer insights into strategy and action plans.

About Kantar Retail

Kantar Retail combines the resources and capabilities of MVI, Glendinning, Cannondale, Retail Forward, and Red Dot Square to create a world leader in retail insight and consulting solutions. With operations in 15 countries, Kantar Retail provides expertise to over 300 of the world's leading retail-related businesses and organizations, helping them achieve a competitive advantage in the marketplace through unique insights and winning solutions.