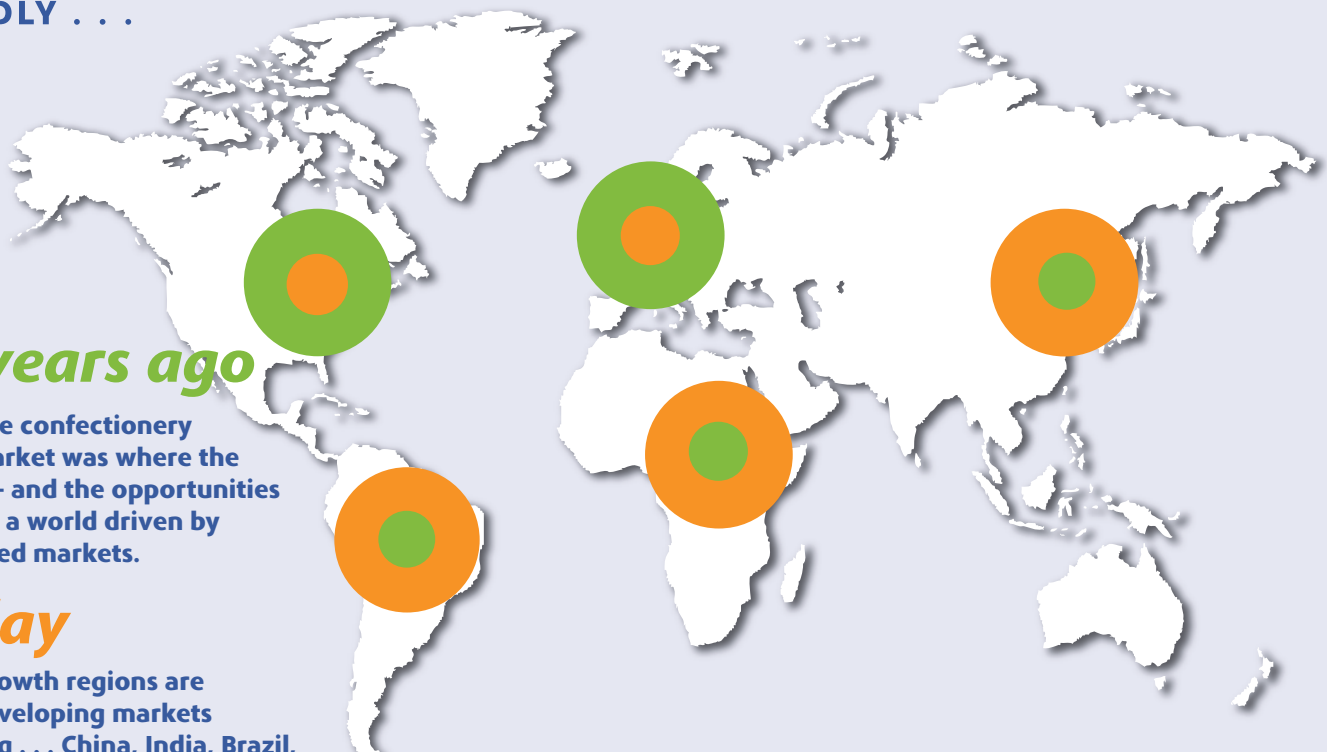


SPECIAL REPORT



Global Confectionery

THE WORLD IS CHANGING . . .
RAPIDLY . . .



30 years ago

The confectionery market was where the money - and the opportunities were . . . a world driven by developed markets.

Today

Growth regions are developing markets including . . . China, India, Brazil, just to name a few.

GROCERY LEADS SALES GLOBALLY . . .

Grocery includes supermarkets, hypermarkets, convenience as well as discounters.

Discounters is the fastest growing channel.

Grocery makes up

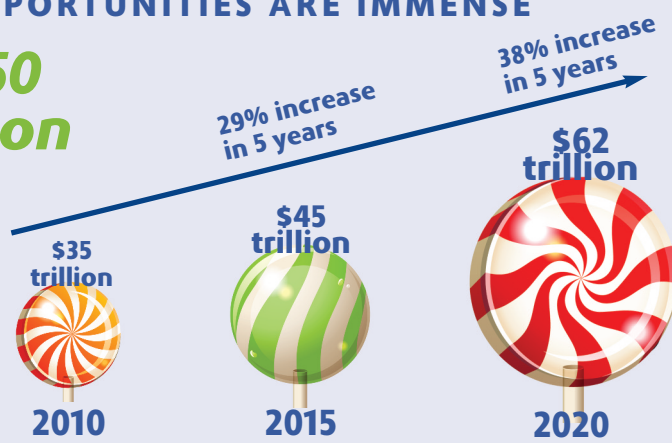
87%

of global dollar sales



DEVELOPED AND NEW MARKETS: THE OPPORTUNITIES ARE IMMENSE

\$450 trillion



CONTINUED ON PAGE 00