

News Release

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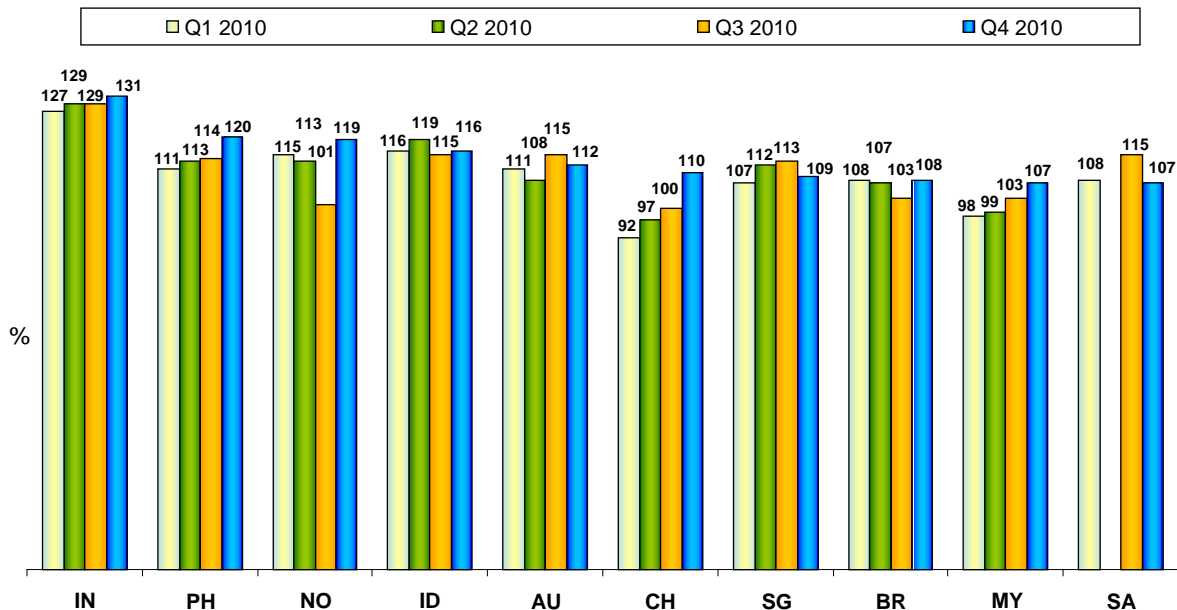
FOR IMMEDIATE RELEASE

NIELSEN: CONSUMER CONFIDENCE IN MALAYSIA HITS 4-YEAR HIGH IN FOURTH QUARTER 2010

Malaysia Ranked 9th globally in consumer confidence as consumers feel more positive about local job prospects and the state of their personal finances

Kuala Lumpur, January 24, 2010– Consumer Confidence in Malaysia rose 4 points in December 2010 to 107 and reached its highest level since the third quarter of 2006, according to the latest findings of Nielsen Global Consumer Confidence Index. This strong sentiment also positioned Malaysia in the 9th place globally in terms of consumer confidence, along with Saudi Arabia, ahead of Sweden and Vietnam (both at 103), Thailand (102), China (100), Hong Kong and New Zealand, (both at 99)

Chart 1:



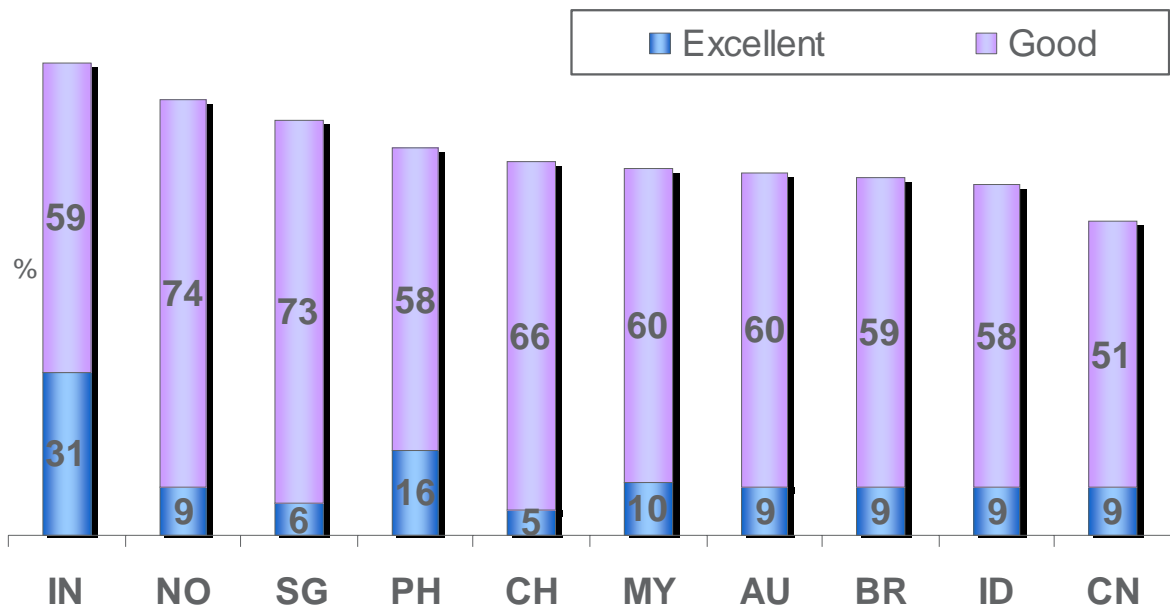
Source: Nielsen Consumer Confidence Index (Q4 2010)

Better job prospects and state of personal finances ahead

Malaysia's 4-points surge in Nielsen's Consumer Confidence index in the last quarter of 2010 was driven by consumer's improved sentiments towards local job prospects and the state of their personal finances. 7 in 10 (70%) online consumers surveyed in Malaysia described their job prospects as excellent or good over the next 12 months; this is the highest percentage for year 2010 (up from 63% in Q3 2010). Malaysian consumers also ranked sixth globally in terms of their optimism over job prospects. (see Chart 2). The average figure was 55% across Asia Pacific region.

"Although Malaysia registered a moderate 5.3% growth in Gross Domestic Product (GDP) for the third quarter of 2010 amid slowing external demand, the nation is optimistic about meeting the 6% to 7% GDP growth target for 2010," said Kow Kuan Hua, Managing Director of The Nielsen Company in Malaysia. "We believe that growth in private sector will remain relatively robust. The GDP announcement in November 2010 has also boosted consumer confidence in Malaysia, leading to a more positive outlook on local job prospects."

Chart 2: Perceptions of local job prospects over the NEXT 12 Months (Global: Top 10 Optimistic)



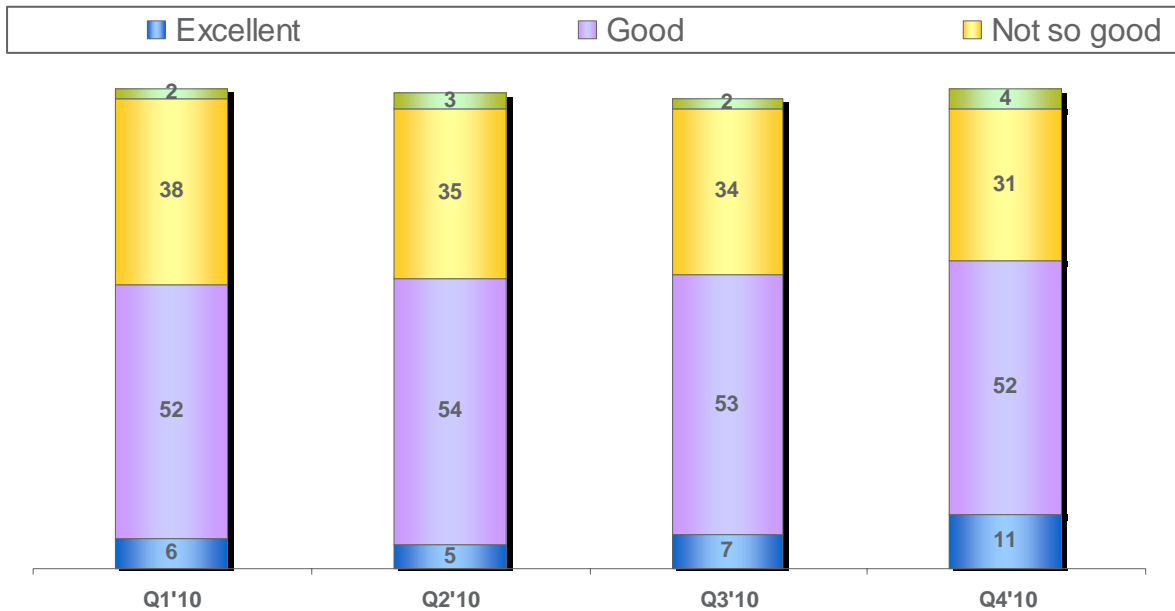
Source: Nielsen Consumer Confidence Index (Q4 2010)

The number of cash-strapped consumers globally has peaked at 14% at the end of 2010 to its highest level on record. However, the impact was minimal in Malaysia. 63% of the respondents (up 3%) indicated that they are positive about their state of personal finances in the coming 12 months. (see Chart 3). Stronger Ringgit has also raised their purchase power overseas or on the internet.

"Malaysian economy has gradually turned into a consumption-driven economy; private consumption accounted for 54.4% of GDP in the third quarter of 2010 and it will continue to dominate. It is an

encouraging fact to see consumers are getting more comfortable with their financial status,” said Kow.

Chart 3: Perceptions of state of personal finances over the NEXT 12 Months



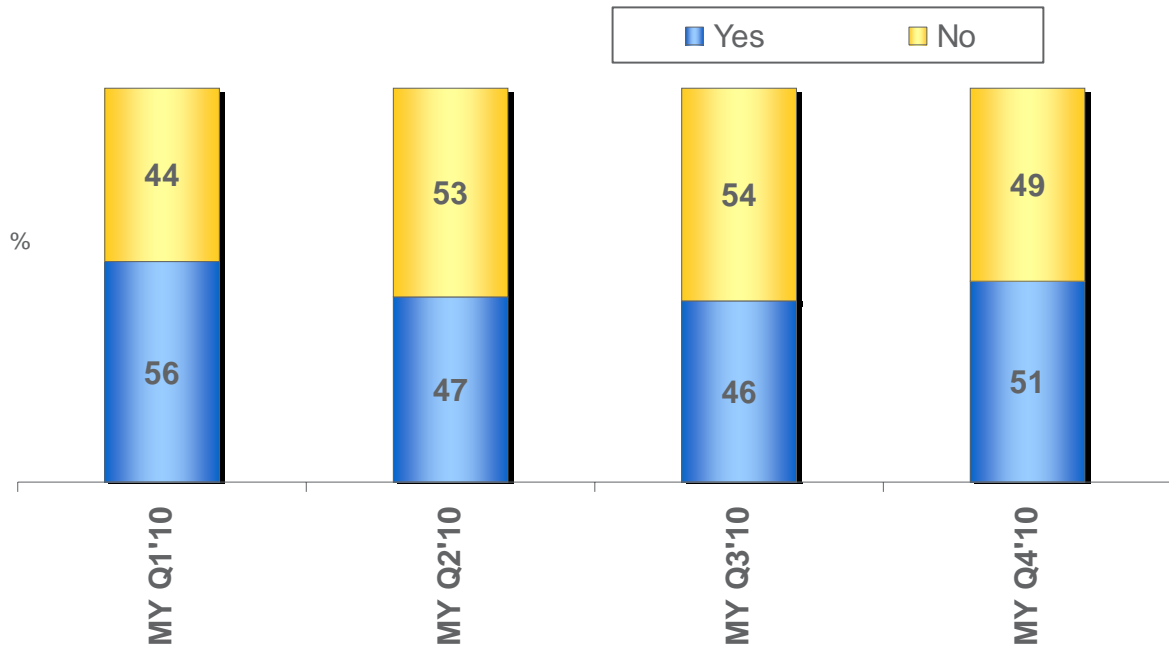
Source: Nielsen Consumer Confidence Index (Q4 2010)

The Global Consumer Confidence Index across 52 markets remained unchanged at 90 index points but fell 2 points compared to the first quarter of 2010. Globally, consumer confidence fell in 25 out of 52 countries in Q4 2010 as hope for global economic recovery evaporated at the end of last year. In contrast, Asia Pacific is the second most confident region in the world with an index of 97(+6 points year on year). Consumer Confidence Index levels above and below a baseline of 100 indicate degrees of optimism and pessimism respectively.

Less optimistic about full economy recovery

Although consumer confidence in Malaysia recorded 4 year high in Q4 2010, Malaysian consumers are still skeptical about the recovery of the economy. Slightly more than half (51%) of the online consumers surveyed feel that the nation is still in an economic recession. (see chart 4) In addition, three in ten (30%) of the respondents projected that the recession would last for another 12 months, compared to the average of 23% across Asia Pacific. This concern is shared by the world consumers with 54% in North America, 56% in Europe and 47% in Asia Pacific.

Chart 4: Do you think your country is in an economic recession at the moment?



Source: Nielsen Consumer Confidence Index (Q4 2010)

Economy remains top concern

The State of the economy remains the top concern for Malaysian consumers in Q4 2010 (17% compare to 12% in Q3 2010). Apart from the economy, one of the most pressing concerns is the increase of food prices. Widespread reports on climate changes around the world which led to fears of food shortage and lower supply caught the attention of Malaysian consumers. 10% said this is their second biggest concern. Concerns about higher food prices are also shared by consumers across the Asia Pacific, with an average of 13% citing this as a top concern.

Malaysians continue to save and spend prudently

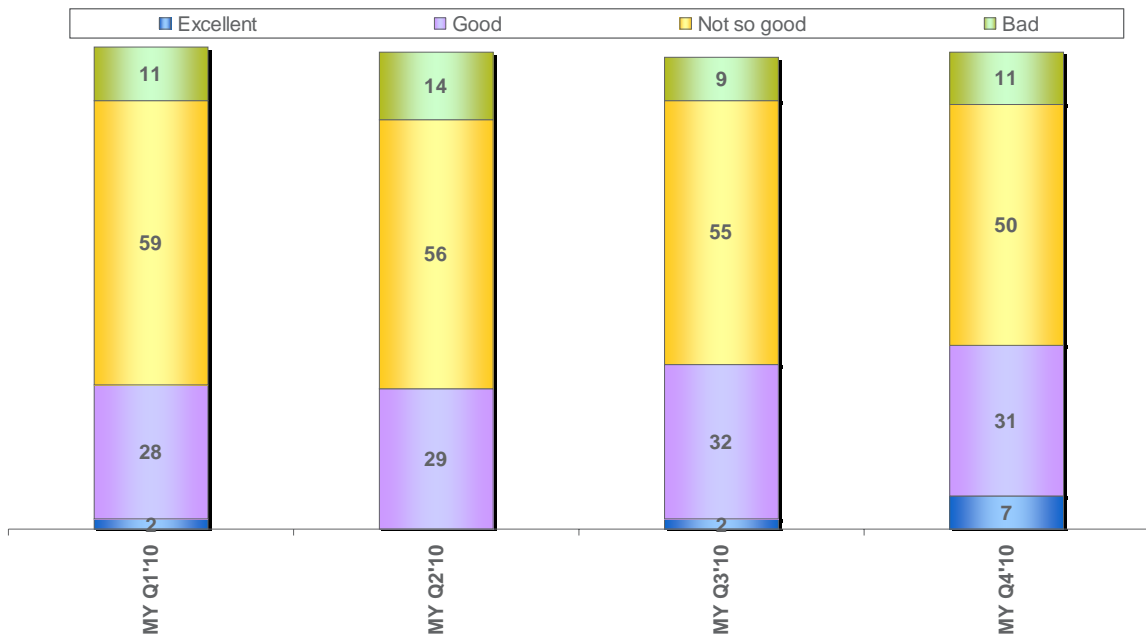
Despite their optimistic view on the state of their personal finances, the uncertainties in the global economy, worries of inflation, price hikes in food, transport and utilities have prompted Malaysians to remain cautious when it comes to spending. The Consumer Price Index in Malaysia for the period of January to December 2010 grew by 1.7%

While 38% (up by 4% over Q3 2010) of the Malaysian consumers feel that the next 12 months is the right time to buy things they want and need (see Chart 5), a high percentage (83%) of consumer has changed their spending patterns to save on household expenses. In Q4 2010, consumers cut down expenses on new clothes (58%), out-of-home entertainment (51%), utilities (49%), phone bills (45%) and switched to cheaper grocery brands (44%).

After paying off for the essential living expenses, almost two thirds (63%) of consumers in Malaysia will put their spare cash into savings, almost constant over the year. Other top uses of spare cash

are: paying off debts, credit cards or loans (42%), going for holidays (38%), investing in shares or mutual funds (30%), buying new clothes (28%), purchasing new technology products (24%) and saving for retirement fund (21%)

Chart 5: Perceptions of Good / Bad time for people to buy the things they want and need over the NEXT 12 Months



Source: Nielsen Consumer Confidence Index (Q4 2010)

About the Nielsen Global Consumer Confidence Survey

The Nielsen Global Consumer Confidence Survey was conducted in November 10 and November 28, 2010 and polled over 29, 000 consumers in 52 countries throughout Asia Pacific, Europe, Latin America, the Middle East and North America about their confidence levels and economic outlook. The Nielsen Consumer Confidence Index is developed based on consumers' confidence in the job market, status of their personal finances and readiness to spend. 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%.

About The Nielsen Company

The Nielsen Company provides marketing and consumer information on “what people watch” and “what people buy”. Nielsen have the leading global market positions for marketing and consumer information, television and media measurement, online intelligence, mobile measurement, trade shows and related proprietary. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit www.nielsen.com.

Country Abbreviations

UAE	AE
Argentina	AR
Austria	AT
Australia	AU
Belgium	BE
Brazil	BR
Canada	CA
Switzerland	CH
China	CN
Columbia	CO
Czech Republic	CZ
Germany	DE
Denmark	DK
Estonia	EE
Egypt	EG

Spain	ES
Finland	FI
France	FR
UK	GB
Greece	GR
Hong Kong	HK
Croatia	HR
Hungary	HU
Indonesia	ID
Ireland	IE
Israel	IL
India	IN
Italy	IT
Japan	JP
South Korea	KO
Lithuania	LT
Latvia	LV
Mexico	MX

Malaysia	MY
Netherlands	NL
Norway	NO
New Zealand	NZ
Philippines	PH
Pakistan	PK
Poland	PL
Portugal	PT
Romania	RO
Russia	RU
Saudi Arabia	SA
Sweden	SE
Singapore	SG
Thailand	TH
Turkey	TR
Taiwan	TW
Ukraine	UA
US	US
Vietnam	VN
South Africa	ZA