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2015 GDP GROWTH

GDP Growth Rate vs LY, %

2011: XX% Nominal Growth, XX% Physical Volume, XX% Deflator
2012: XX% Nominal Growth, XX% Physical Volume, XX% Deflator
2013: XX% Nominal Growth, XX% Physical Volume, XX% Deflator
2014: XX% Nominal Growth, XX% Physical Volume, XX% Deflator
2015: XX% Nominal Growth, XX% Physical Volume, XX% Deflator

2015 Forecast: XX%
KAZAKHSTAN GDP STRUCTURE

- 2010
- 2011
- 2012
- 2013
- 2014

0% 20% 40% 60% 80% 100%

XXXXXX XXXXXX

Comment
STRUCTURE OF FOREIGN TRADE TURNOVER

EXPORT

Category X

IMPORT

Category X

Category X

Category X

Category X

Category X

Category X

Category X

Category X

Category X

Category X
GOVERNMENT BUDGET SPENDING

Spending Share, 2014 | Change vs LY, %

Comment
ANTI-CRISIS PROGRAM OF GOVERNMENT

The overall package of measures is ~ $XX
DE-DOLLARIZATION PLAN OF THE ECONOMY FOR 2015-2016

The plan includes three main strategic directions:

• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
• XXXXXXXXXXXXXXXXXXX
AVERAGE NOMINAL INCOME PER CAPITA

Source: Agency of Statistics of Kazakhstan
CONTEMPORARY SHOPPER
SHOPPER PORTRAIT: “XXXXXXX”

SHOPPER ROLES

• Comment X
• Comment X
• Comment X

AGE OF A MAIN SHOPPER

Source: Nielsen Shopper Trends
Base: All shoppers (n=1000)
We have identified 6 Global Shopper Segments

Source: Nielsen Shopper Trends survey 2014
FMCG MARKET DEVELOPMENT
VALUE SHARE AND GROWTH RATES, MAT TY vs MAT LY | URBAN KAZAKHSTAN

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 54 product categories
FMCG MARKET DYNAMICS
URBAN KAZAKHSTAN

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 54 product categories
REGIONS IMPORTANCE

VALUE SHARE AND CHANGE MAT TY vs MAT 2YAGO, % | URBAN KAZAKHSTAN

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 54 product categories
CHANNELS IMPORTANCE

VALUE SHARE AND CHANGE MAT TY vs MAT 2YAGO, % | URBAN KAZAKHSTAN

Large Stores (>100 sq. m.)
Medium and Small Store (<100 sq. m.)
Drug Stores
Open markets
Kiosk and Pavilions

XX%  XX%  XX%  XX%  XX%

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 54 product categories
TOP FMCG MANUFACTURERS

VALUE SHARE, MAT TY | URBAN KAZAKHSTAN

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 54 product categories.
TOP CATEGORIES IN FOOD AND BEVERAGES
VALUE SHARE AND GROWTH RATES, MAT TY vs MAT LY | URBAN KAZAKHSTAN

Source: Nielsen retail audit data in cities with a population of more than 10 thousand people; based on data for 37 product categories
KEY TRENDS TO WATCH IN 2015

- ECONOMY DRIVES
- RETAIL SLOW DOWN

- SAVINGS VS. LOYALTY

- BACK TO MEDIUM & SMALL STORES