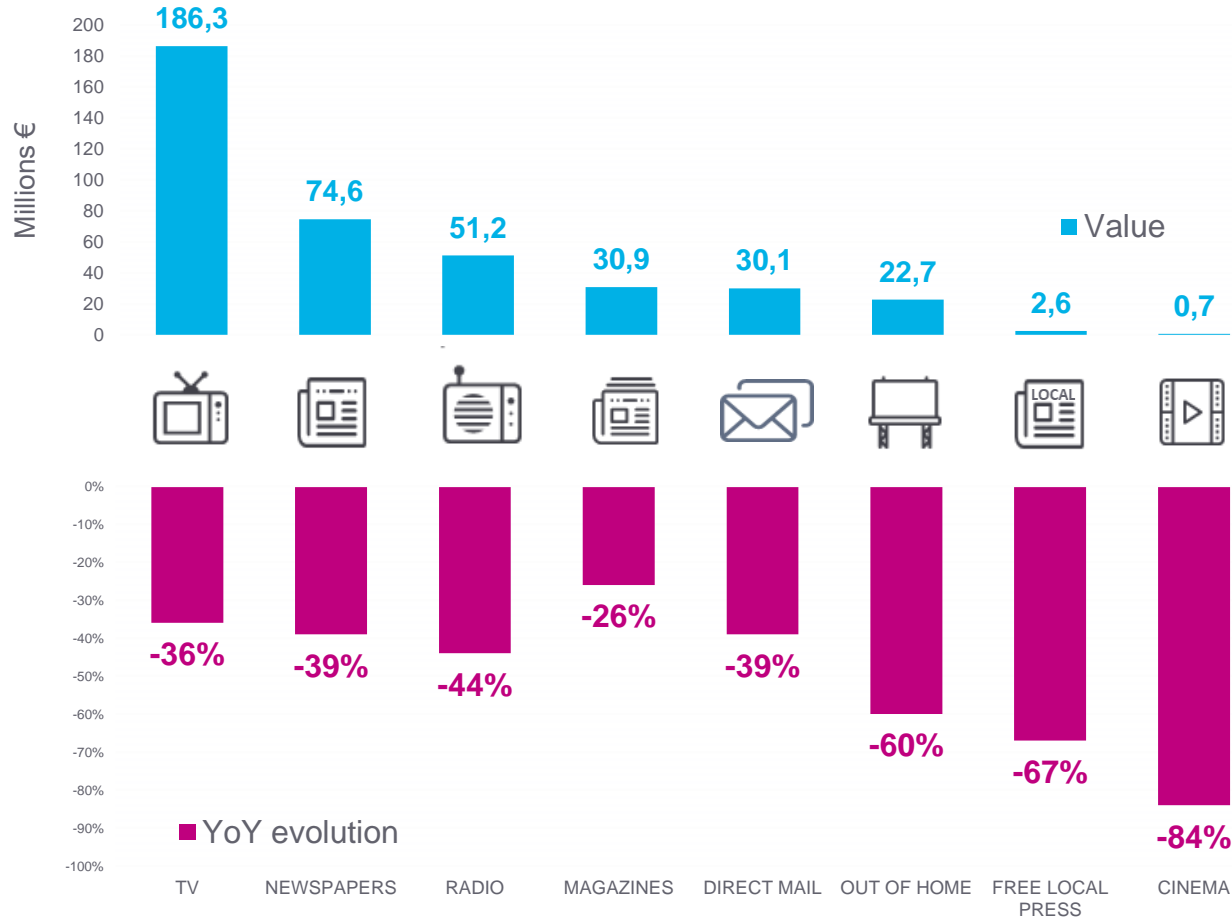


March-April 2020: evolutions media value vs previous year

Corona impact -40% vs previous year

Value March-April 2020 & evolution vs previous year



GROWING categories	Value 2020	Evol vs previous	Contribution
MEDIA	61.521	5%	1,0%
COMMUNICATIONS	1.725	225%	0,5%
SMALL APPLIANCES	3.242	53%	0,4%
CHOCOLATE - CANDY	6.339	20%	0,4%
MILK SUBSTITUTES AND DRINKS	2.163	93%	0,4%
BELGIAN PUBLIC INSTITUTION	8.643	9%	0,3%
GENERAL NUTRITION	1.300	47%	0,2%
INTERNATIONAL COURIER SERVICES	369	2439%	0,1%
MILK PRODUCTS MULTI SECTORS	478	191%	0,1%
PASTA	855	42%	0,1%
FRUIT AND VEGETABLES	467	62%	0,1%
APPLIANCES MULTI-SECTOR	206	440%	0,1%
DAIRY	391	42%	0,0%
SOUP	705	16%	0,0%
LIQUID FUELS	651	12%	0,0%

DECREASING categories	Value 2020	Evol vs previous	Contribution
TOILETRIES	7.020	-40%	-1,8%
OPERATORS [TELECOM]	14.363	-25%	-1,8%
GAMES - TOYS	3.450	-58%	-1,8%
SOFT DRINKS	6.164	-45%	-1,9%
HORECA	6.887	-49%	-2,5%
ASSOCIATED EVENT - SHOWS	1.920	-78%	-2,6%
HARDWARE [TELECOM]	3.549	-67%	-2,7%
GAMBLING - LOTTERY - CASINO	4.932	-65%	-3,4%
DISTANCE SHOPPING	15.602	-41%	-4,0%
STORE REGIONAL SALES	5.753	-68%	-4,6%
BANKS CREDIT INSURANCE	14.888	-47%	-5,0%
TOURISM SERVICES - LEISURE	3.541	-79%	-5,2%
EVENTS - SHOWS	5.806	-79%	-8,1%
AUTOMOTIVE INDUSTRY	14.122	-61%	-8,4%
STORE	60.988	-38%	-14,0%