1st Quarter	
Western Europe*	
United States	
Emerging Markets**	
of which Eastern Europe and Turkey	
of which Asia (excluding the Pacific region)	
of which Latin America	
of which Africa	
of which Middle East	
Rest of the world***	
of which Japan	
TOTAL	

Q1	Q1	
2008	2009	
Reported	Reported	
	-	
2626	2492	
2170	2295	
1586	1616	
461	455	
365	394	
393	389	
186	6 189	
146	147	
555	704	
341	510	
6937	7107	

Q1	Q1	
2010	R10/R09	
Reported	% CER	
2411	-3.6%	
1947	-8.8%	
2274	40.9%	
641	39.8%	
468	21.3%	
753	92.5%	
196 2.6%		
193	34.7%	
753	3 5.8%	
509	5.5%	
7385	5.8%	

2nd quarter	

Q2	Q2	
2008	2009	
Reported	Reported	

Western Europe*
United States
Emerging Markets**
of which Eastern Europe and Turkey
of which Asia (excluding the Pacific region)
of which Latin America
of which Africa
of which Middle East
Rest of the world***
of which Japan
TOTAL

2573	2487	
1979	2438	
1598	1854	
472	593	
354	419	
440	448	
177	189	
130	165	
539 659		
339	442	
6689	7438	

June YTD	June YTD	June YTD
	2008	2009
	Reported	Reported
Western Europe*	5199	4979
United States	4149	4733
Emerging Markets**	3184	3470
of which Eastern Europe and Turkey	933	1048
of which Asia (excluding the Pacific region)	719	813
of which Latin America	833	837
of which Africa	363	378
of which Middle East	276	312
Rest of the world***	1094	1363
of which Japan	680	952
TOTAL	13626	14545
2rd quarter	Q3	Q3
3rd quarter	2008	2009
	Reported	Reported
	Reported	Reported
Western Europe*	2470	2443
United States	2216	2441
Emerging Markets**	1656	1888
of which Eastern Europe and Turkey	488	607
of which Asia (excluding the Pacific region)	380	418
of which Latin America	447	494
of which Africa	177	187
of which Middle East	130	150
Rest of the world***	511	628
of which Japan	313	400
TOTAL	6853	7400

September YTD	Sept. YTD 2008 Reported	Sept. YTD 2009 Reported
Western Europe*	7669	7422
United States	6365	7174
Emerging Markets**	4840	5358
of which Eastern Europe and Turkey	1421	1655
of which Asia (excluding the Pacific region)	1099	1231
of which Latin America	1280	1331
of which Africa	540	565
of which Middle East	406	462
Rest of the world***	1605	1991
of which Japan	993	1352
TOTAL	20479	21945
Ath augustor	Q4	Q4
4th quarter	2008	2009
	Reported	Reported
Western Europe*	2520	2371
United States	2244	2252
Emerging Markets**	1700	1998
of which Eastern Europe and Turkey	486	611
of which Asia (excluding the Pacific region)	387	379
of which Latin America	459	582
of which Africa	185	210
of which Middle East	150	185
Rest of the world***	625	740
of which Japan	415	492
TOTAL	7089	7361

December YTD		

Dec. YTD	Dec. YTD
2008	2009
Reported	Reported

Western Euro	ppe*	
United States		
Emerging Ma	rkets**	
of which East	tern Europe and Turkey	
of which Asia (excluding the Pacific region)		
of which Latir	n America	
of which Afric	ca	
of which Midd	dle East	
Rest of the v	vorld***	
of which Japa	an	
TOTAL		

•	
10189	9793
8609	9426
6540	7356
1907	2266
1486	1610
1739	1913
725	775
556	647
2230	2731
1408	1844
27568	29306