

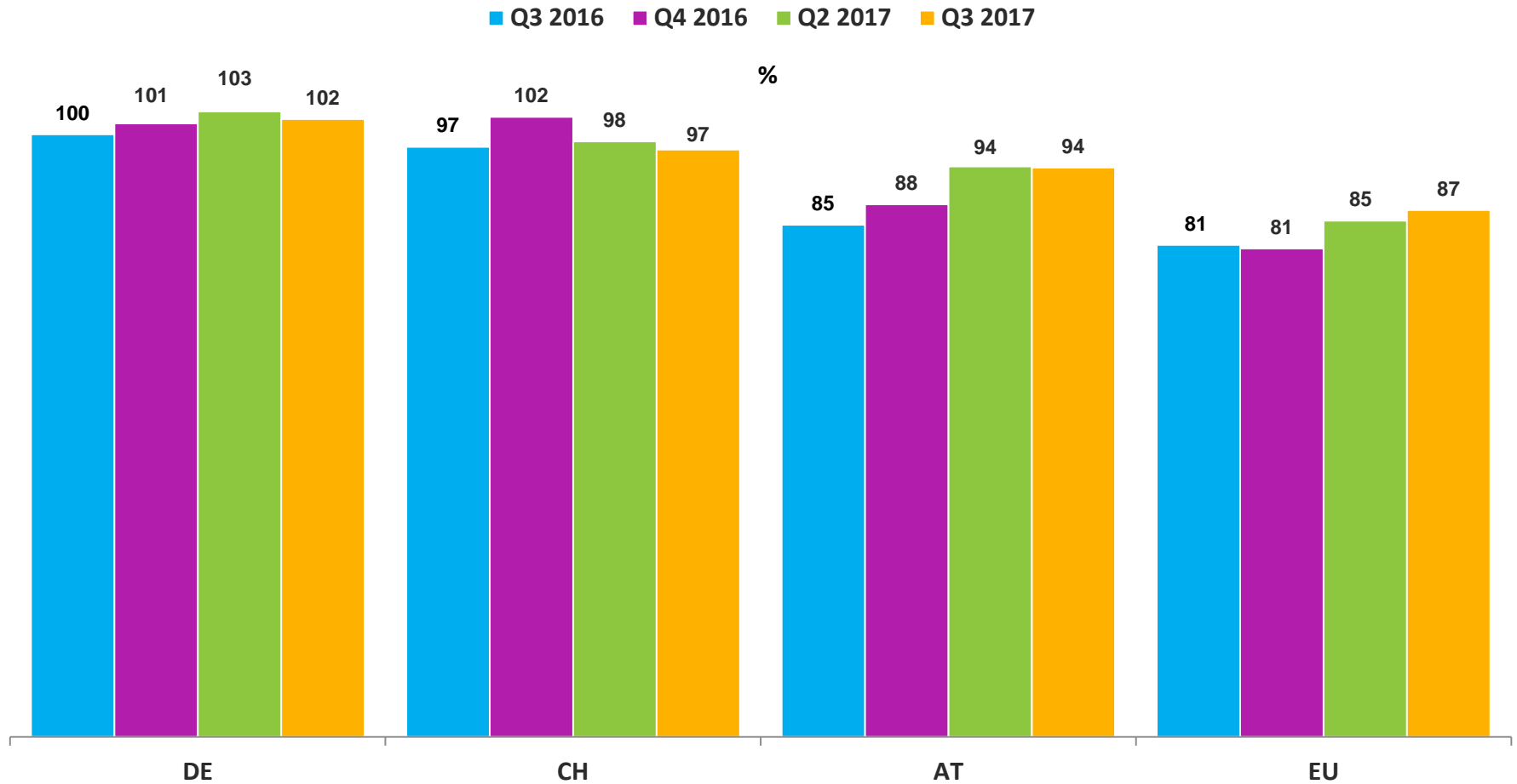


NIELSEN GLOBAL SURVEY CONSUMER CONFIDENCE SECTION

Europe Region Average - Quarterly Trend

Q3 2017

CONSUMER CONFIDENCE INDEX



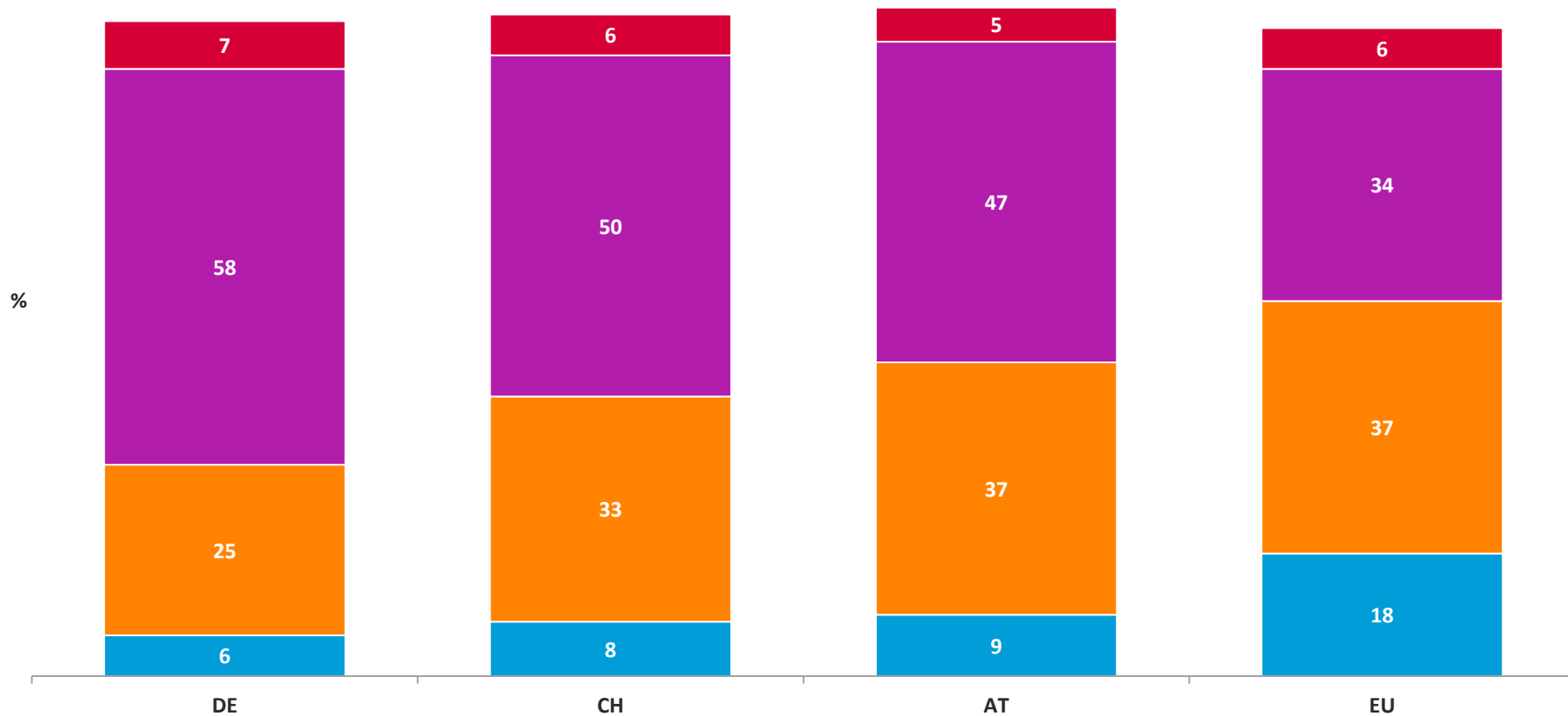
Base : All respondents n=16923

Consumer Confidence Survey – Q3– 2017
For the trended view, please compare current quarter results with Q4, 2016 and Q2, 2016

Field Dates: Sept 13 – Sept 22, 2017

PERCEPTIONS OF LOCAL JOB PROSPECTS OVER THE NEXT 12 MONTHS

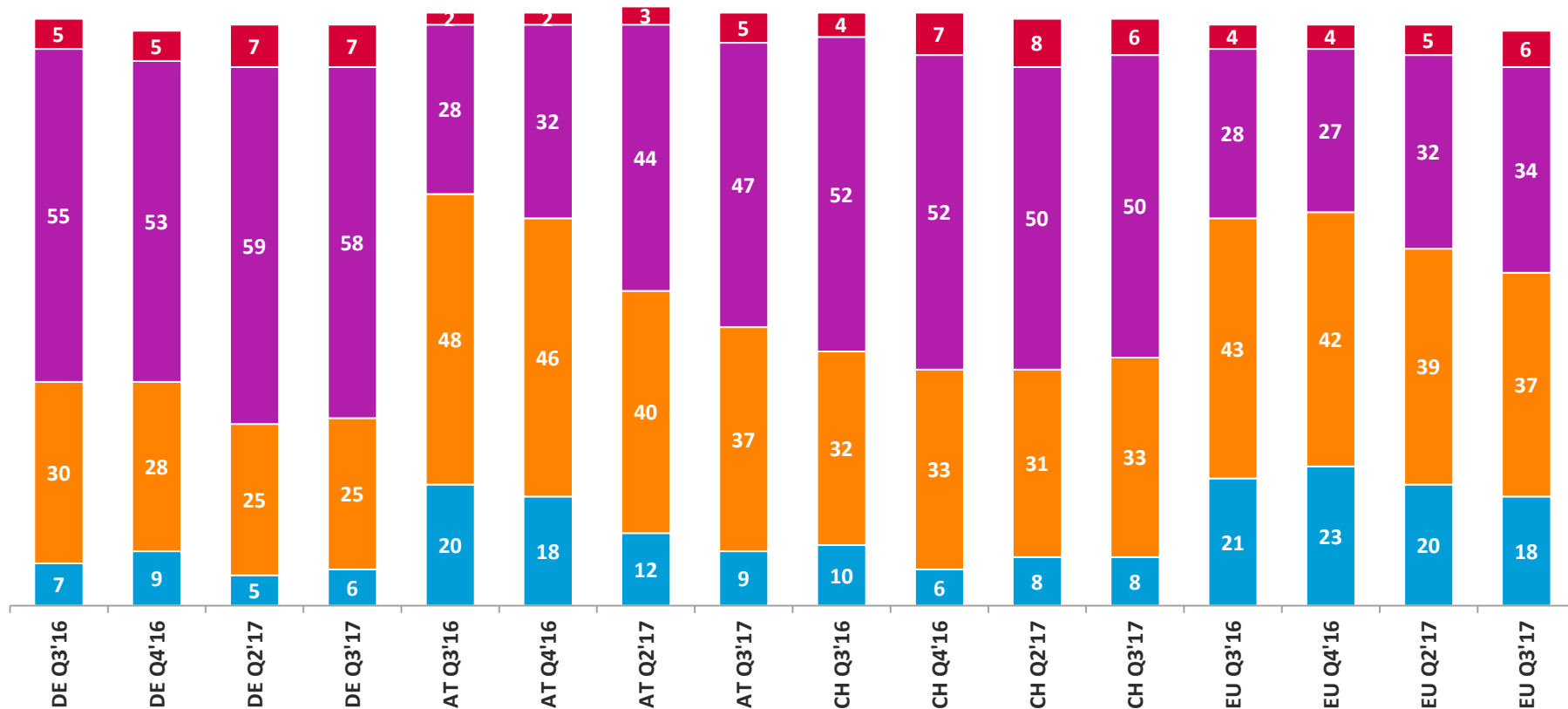
■ Bad ■ Not so good ■ Good ■ Excellent



Base : All respondents n=17073

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■ Bad ■ Not so good ■ Good ■ Excellent



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Consumer Confidence Survey – Q3– 2017
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PERCEPTIONS OF STATE OF PERSONAL FINANCES OVER THE NEXT 12 MONTHS

■ Bad ■ Not so good ■ Good ■ Excellent



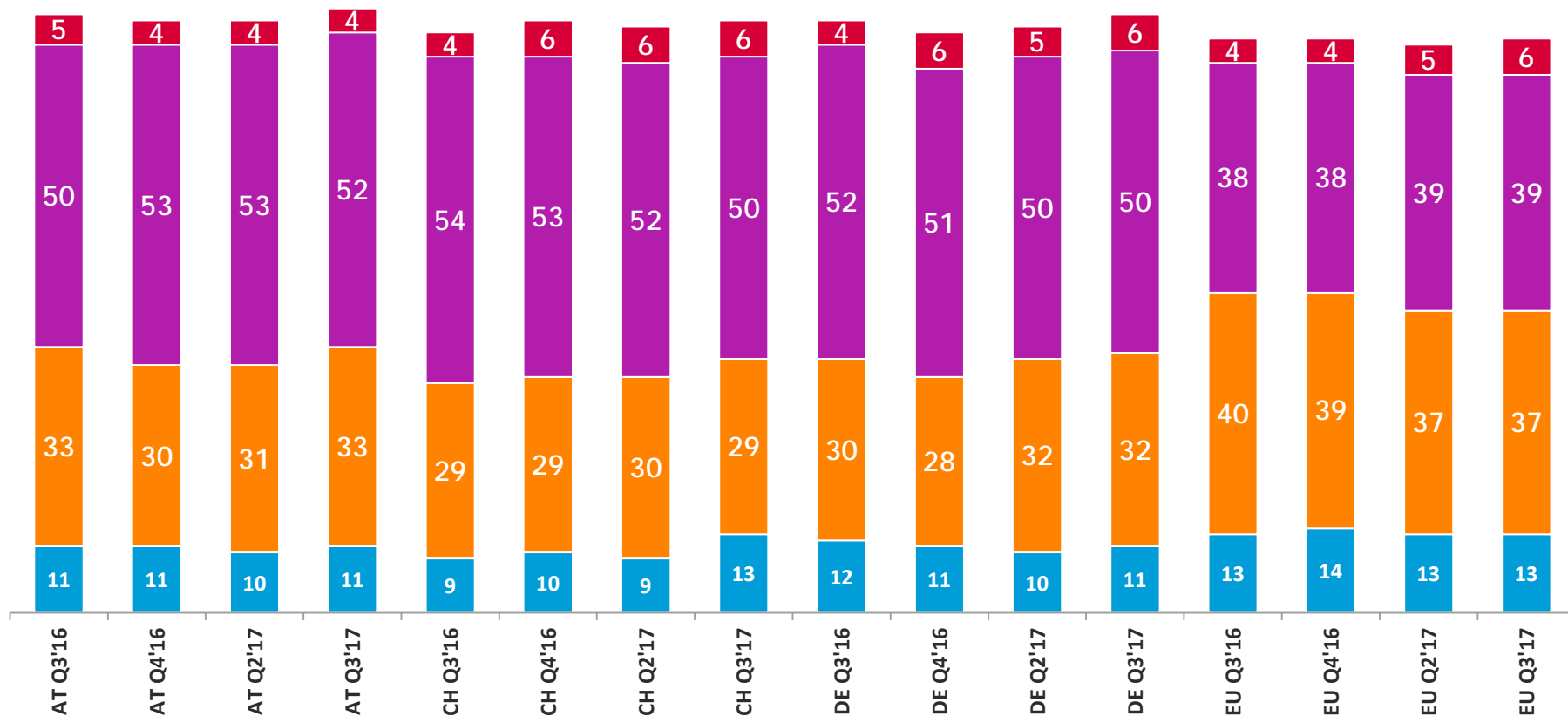
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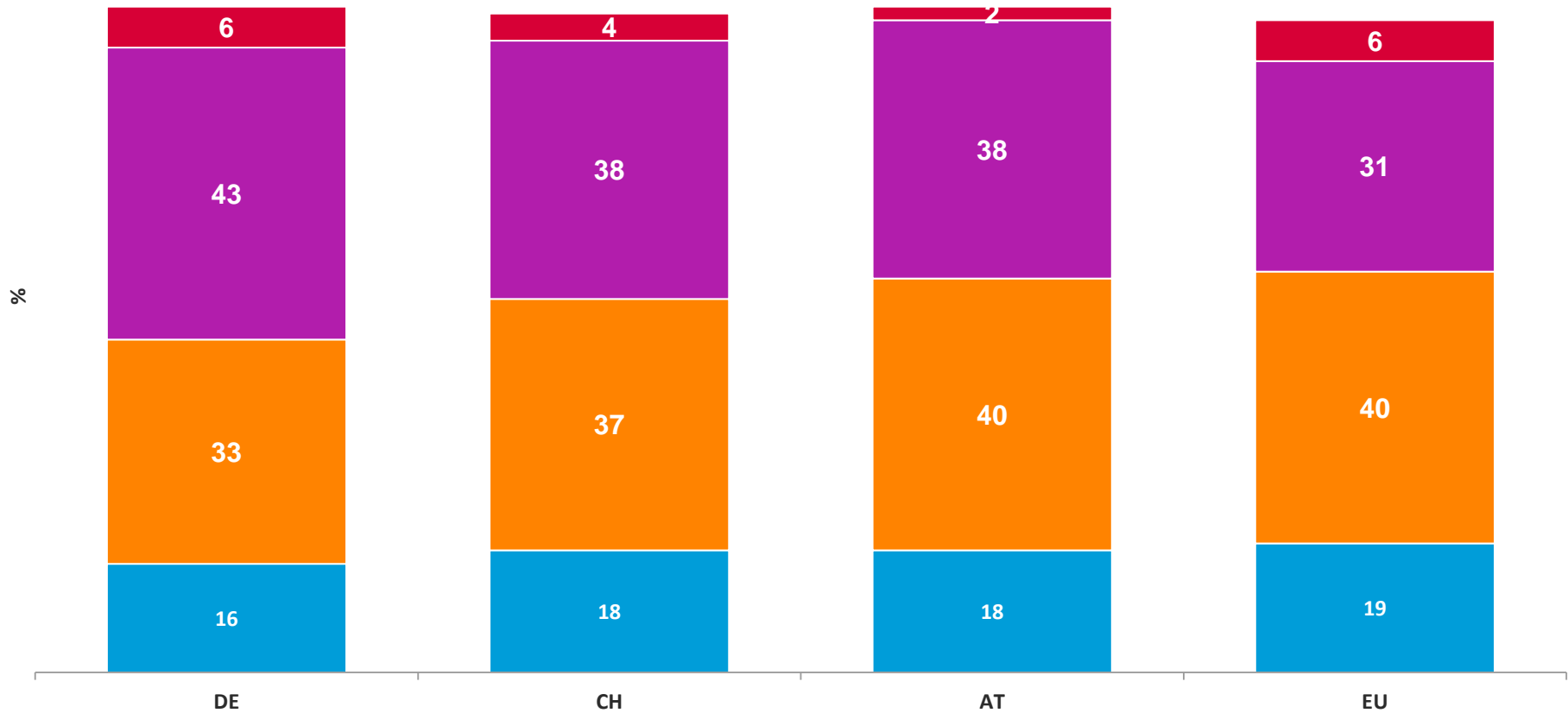
Base : All respondents n=17073

Consumer Confidence Survey – Q3– 2017
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PERCEPTIONS OF GOOD / BAD TIME FOR PEOPLE TO BUY THE THINGS THEY WANT AND NEED OVER THE NEXT 12 MONTHS

■ Bad ■ Not so good ■ Good ■ Excellent



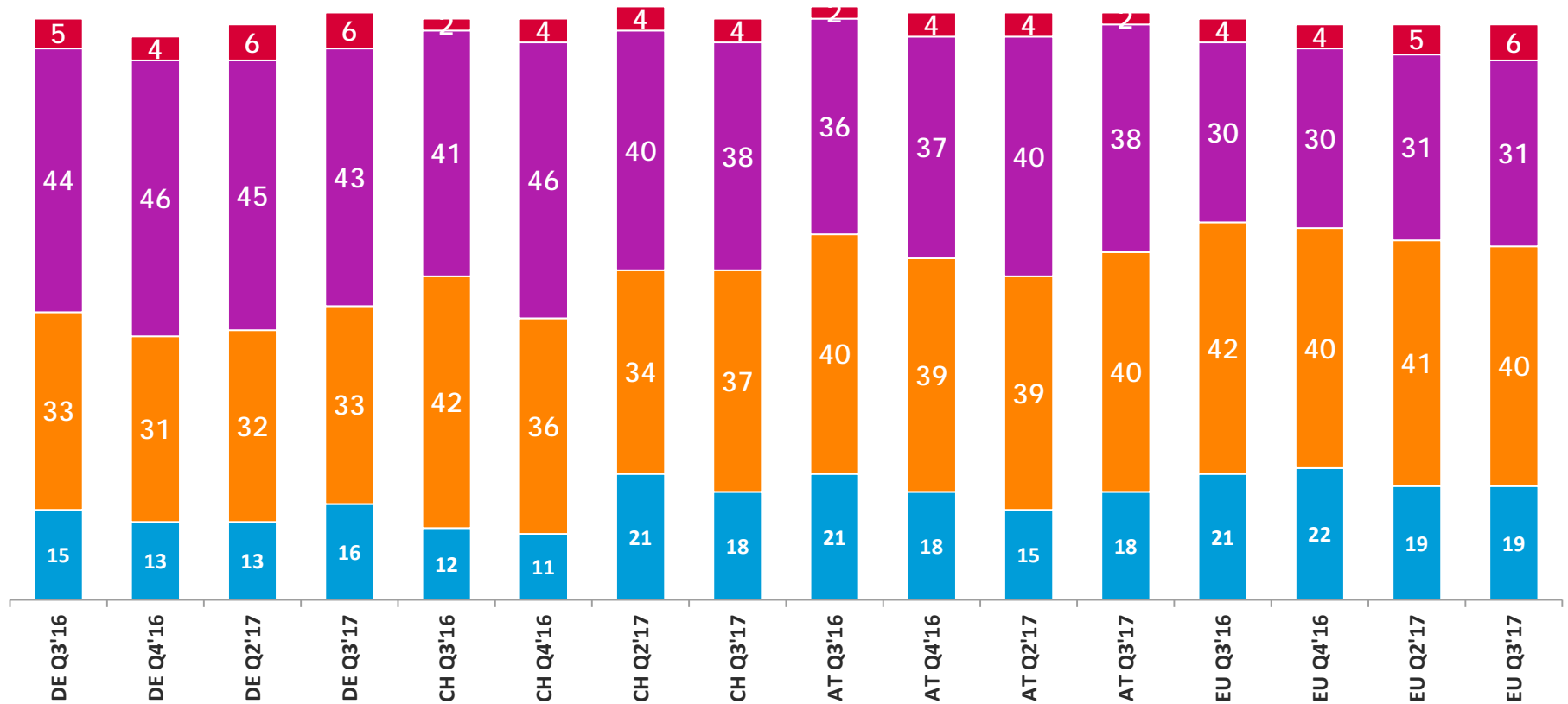
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The image features the Nielsen logo centered on a vibrant blue background with a 3D, wavy, liquid-like texture. The word "nielsen" is rendered in a white, lowercase, serif font. Below the letters, there is a horizontal line of eight white dots, each positioned directly under a letter: 'n', 'i', 'e', 'l', 's', 'e', 'n', and a final dot under the space between the last two 'e's.

nielsen
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