

RANK 2012	COUNTRY	% OF RETAILERS TARGETING COUNTRY IN 2
1	Italy	47%
2	Germany	37%
3	Russia	35%
4	Spain	34%
5	France	33%
6	United Kingdom	32%
7	Czech Republic	28%
7	Switzerland	28%
9	Austria	27%
10	Poland	26%
10	Belgium	26%
12	Netherlands	24%
13	Portugal	22%
14	Bulgaria	19%
15	Turkey	17%
15	Saudi Arabia	17%
17	Sweden	17%
18	Qatar	16%
19	Slovakia	15%
19	Croatia	15%
19	Kuwait	15%
22	Hungary	14%
23	Romania	13%
23	Ukraine	13%
23	Greece	13%
23	United Arab Emirates	13%
27	Serbia	12%
28	Denmark	10%
29	Bahrain	8%
30	Ireland	8%
30	Norway	8%
32	South Africa	7%
32	Finland	7%
34	Kazakhstan	6%
35	Morocco	5%
36	Egypt	4%
36	Oman	4%
36	Israel	4%
36	Lithuania	4%
40	Libya	2%

% OF RETAILERS TARGETING COUNTRY IN 2 RANK IN 2011

27%	8
41%	1
28%	6
30%	4
33%	3
29%	5
28%	7
23%	12
27%	9
33%	2
25%	10
24%	11
16%	17
19%	14
16%	16
7%	30
12%	22
7%	30
15%	19
14%	20
7%	30
22%	13
17%	15
16%	17
12%	22
12%	22
9%	28
11%	25
N/A	N/A
10%	27
8%	29
4%	37
N/A	N/A
11%	25
13%	21
7%	30
6%	34
5%	35
N/A	N/A
3%	38

