

Attractiveness of CEE-Markets from Austrian CEE-Managers' Point of View

Vienna, February 27th, 2009

VIENNA ECONOMIC TALKS

"The Financial Market Crisis: Effects and Implications for South-Eastern Europe"

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(GfK Austria)

Study Design

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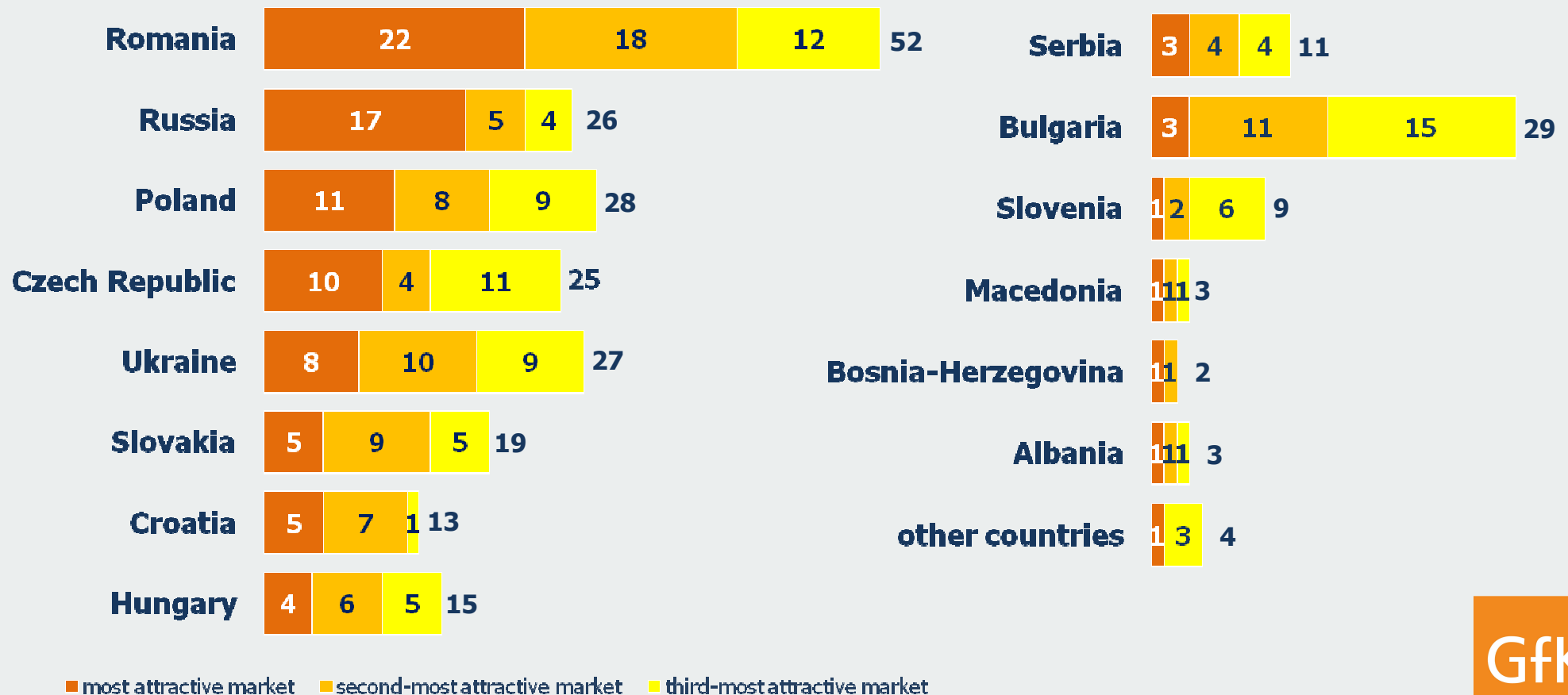
Surveying Period**December 2008****Target Group****Managers in companies, that have subsidiaries or other direct investments in CEE markets****Method****CATI (Computer Assisted Telephone Interviewing)****Number of Interviews****100 Interviews****Questionnaire****Developed by GfK in cooperation with Hochegger | Com****Project Management****Robert Madas (robert.madas@gfk.com)**

Romania and Russia are the most attractive markets in the future

Base: all, n=100

Question 7: Thinking about CEE markets: What countries are in the mid-term, which is in the coming 2 to 5 years, the most attractive ones for foreign direct investments? Please specify the 3 most attractive markets:

3

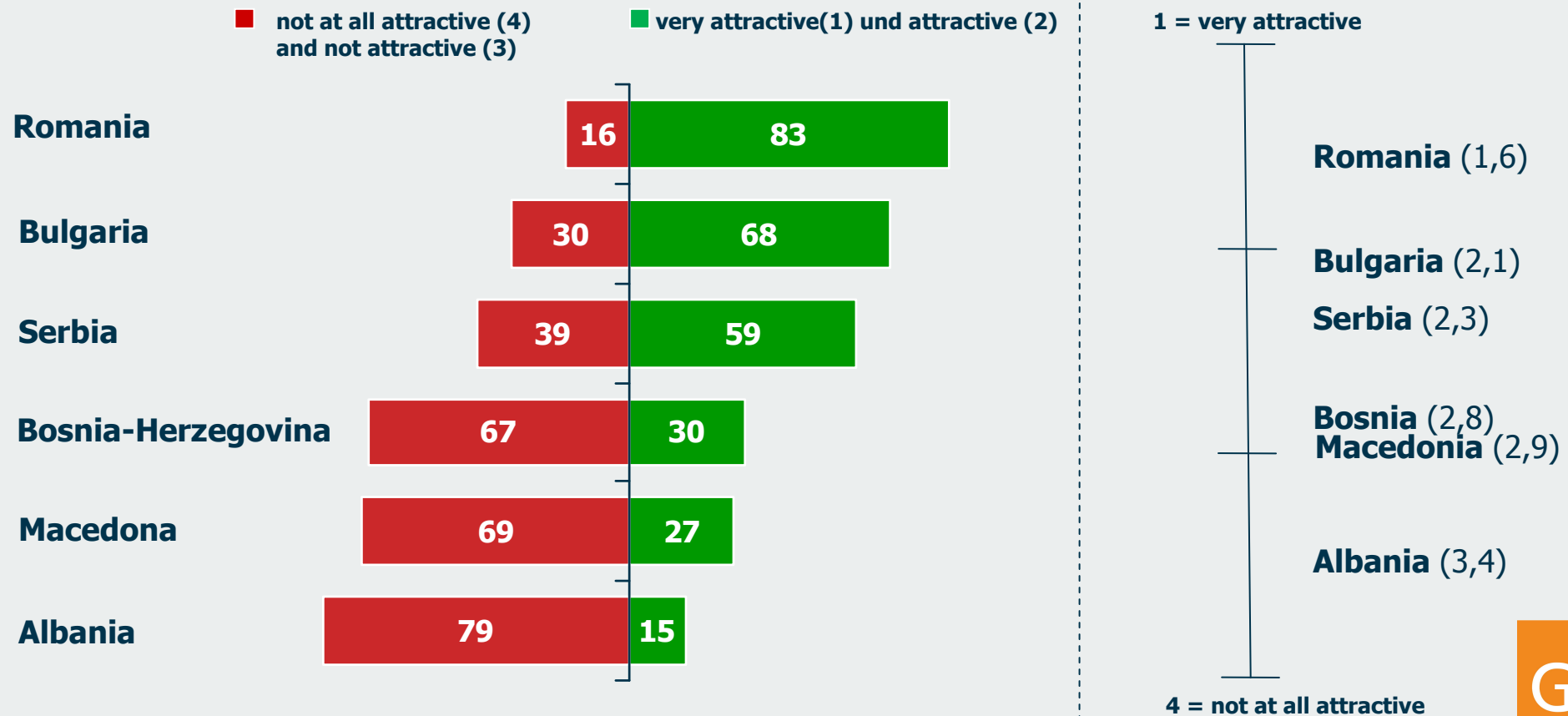


Romania most attractive. In the Balkans-region Bulgaria in the lead

Base: all, n=100

4

Question 9: Let's talk about some Balkan states. How do you rate the overall attractiveness of following markets for foreign direct investments in the coming 2 to 5 years?



Data given in %, „don't know“ not displayed

means



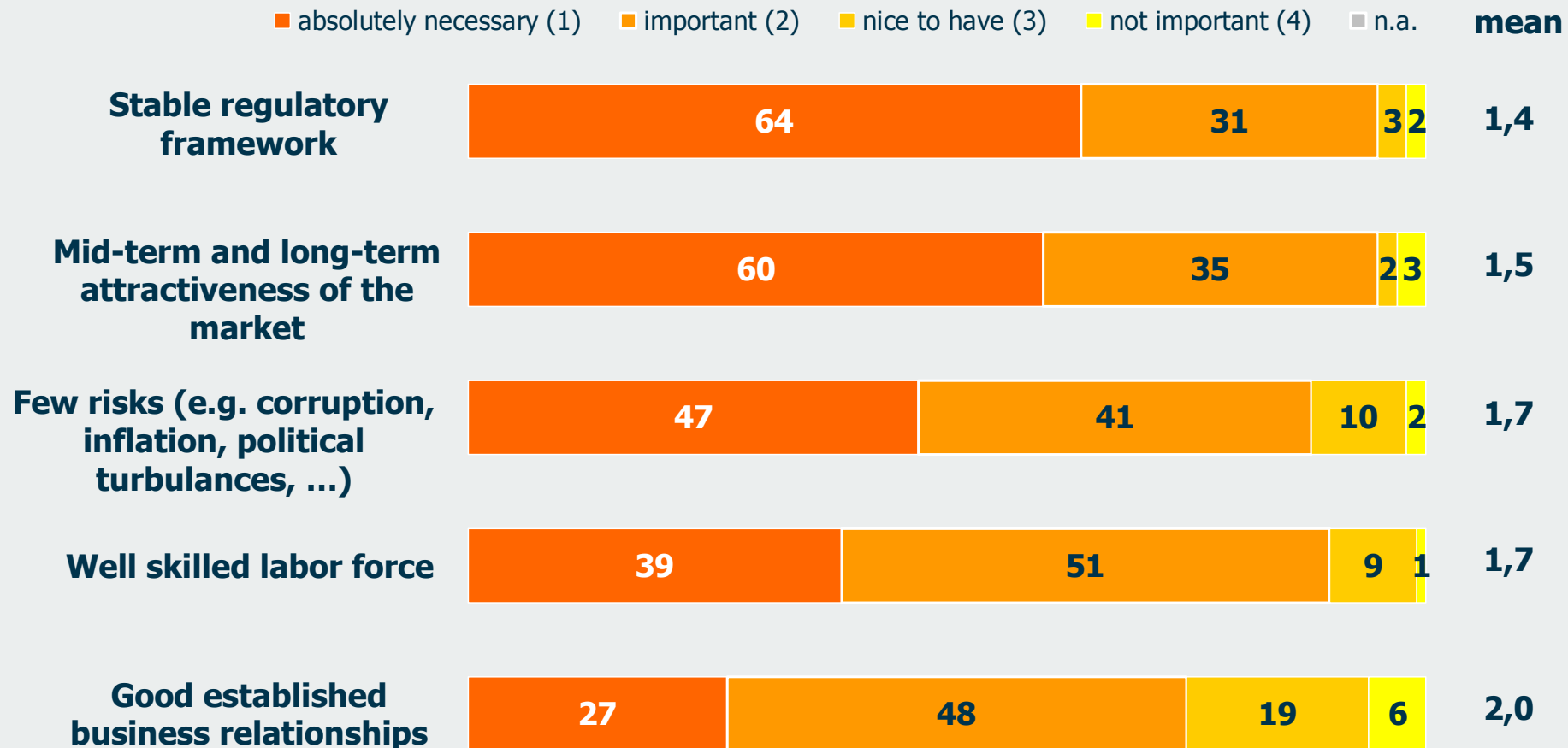
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Stable regulations and attractive market are most important criteria

Base: all, n=100

5

Question 8: How important do you rate following criteria for foreign direct investments in CEE markets?



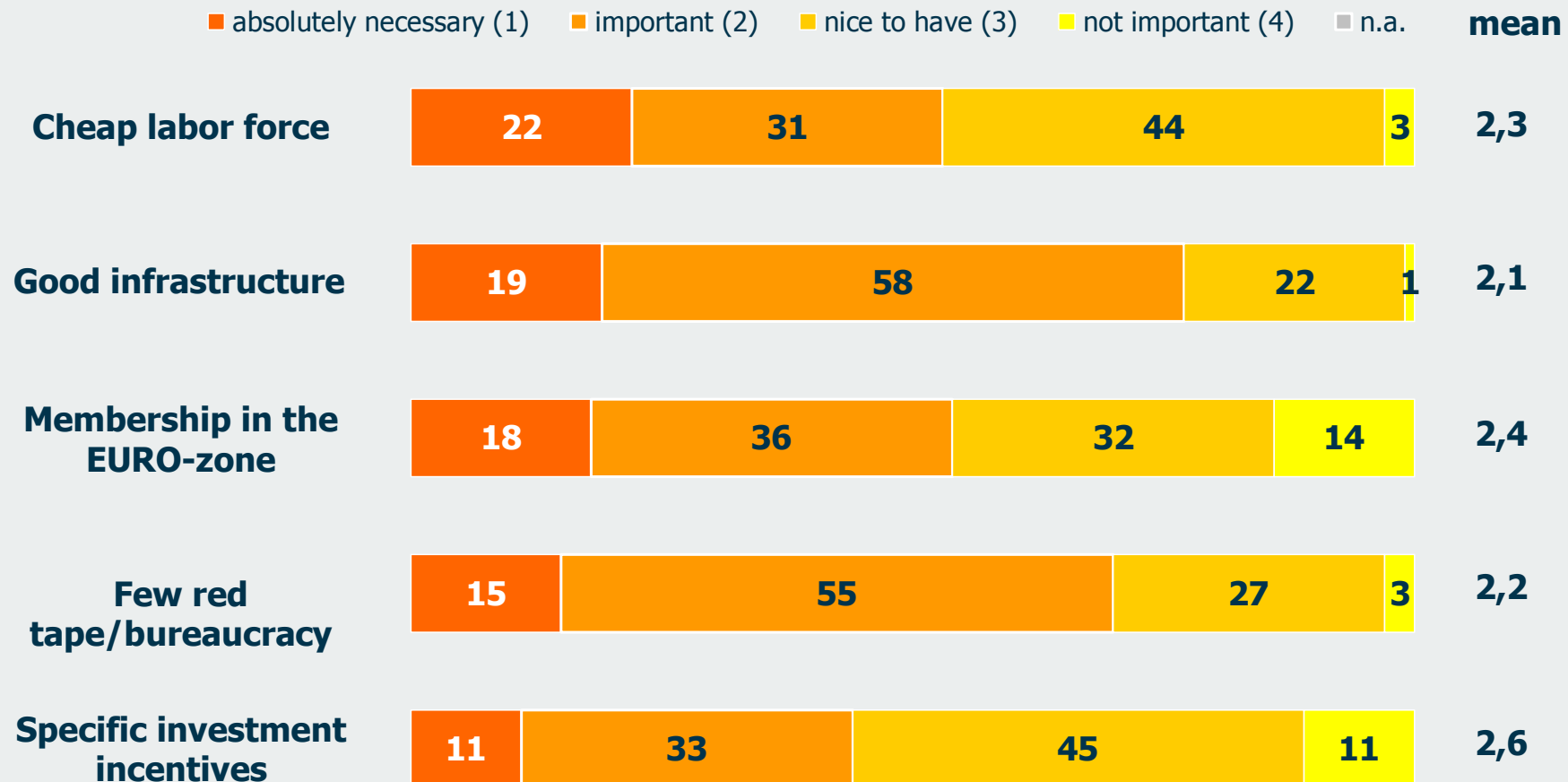
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Investment incentives and the EURO-Zone are of lowest importance

Base: all, n=100

6

Question 8: How important do you rate following criteria for foreign direct investments in CEE markets?

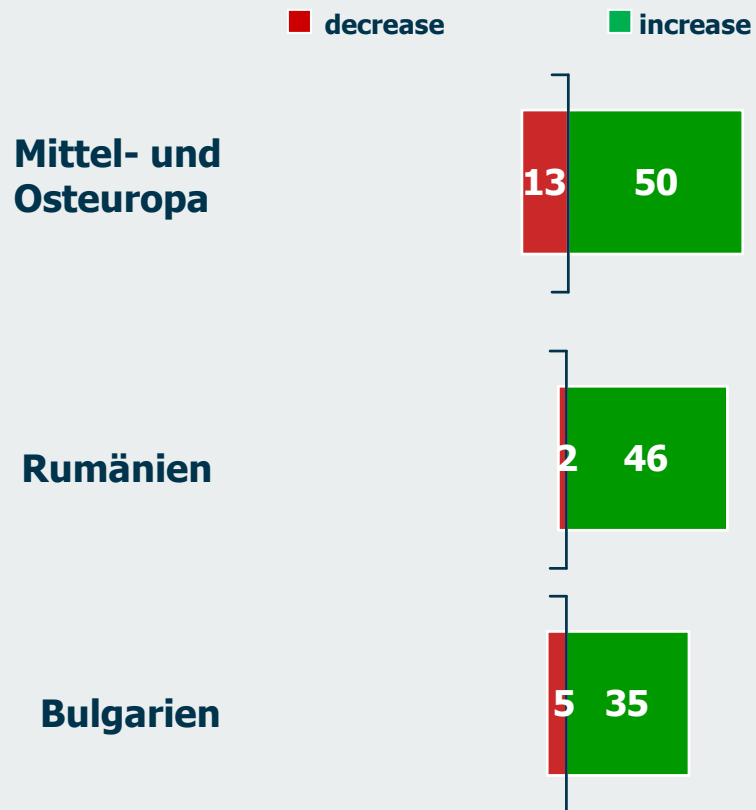



Investments in CEE region will increase in the mid-term

Base: all, n=100

7

Question 11: How do you estimate the development of foreign direct investments of your company overall in CEE markets in the mid-term?
Will foreign direct investments in the coming 2 to 5 years ...



Data given in %, „stay the same“ and „neither have investments been made nor are they planned for the future“ not displayed

Q. 1 - Is your household's financial situation better, worse or about the same as it was 12 months ago?

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	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
much better	0	<i>1</i>	2	<i>3</i>
somewhat better	7	<i>8</i>	16	<i>26</i>
the same	42	<i>38</i>	37	<i>36</i>
somewhat worse	25	<i>26</i>	28	<i>20</i>
much worse	22	<i>24</i>	16	<i>11</i>
no opinion	4	<i>4</i>	1	<i>1</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %



Q. 2 - What are your household's financial expectations for the upcoming 12 months?

9

	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
will get much better	0	<i>1</i>	2	<i>3</i>
get somewhat better	7	<i>10</i>	19	<i>28</i>
stay about the same	36	<i>37</i>	37	<i>45</i>
get somewhat worse	21	<i>19</i>	24	<i>15</i>
get much worse	23	<i>20</i>	11	<i>6</i>
no opinion	13	<i>12</i>	7	<i>6</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %



Q. 6 - What are your expectations concerning the prices for the next 12 months?

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	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
I expect prices will rise much faster	29	<i>32</i>	39	<i>35</i>
will rise steadily	38	<i>40</i>	40	<i>45</i>
will rise a bit slower	16	<i>14</i>	8	<i>10</i>
will stay the same	6	<i>4</i>	6	<i>5</i>
will be somewhat lower	0	<i>0</i>	1	<i>1</i>
no opinion	11	<i>11</i>	5	<i>5</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %



Q. 7 - What is your opinion about the situation of the unemployment in your country for the next 12 months?

11

	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
much more	35	<i>13</i>	52	<i>15</i>
more	34	<i>19</i>	31	<i>26</i>
the same	11	<i>30</i>	8	<i>31</i>
somewhat less	1	<i>12</i>	2	<i>14</i>
much less	0	<i>1</i>	0	<i>1</i>
no opinion	18	<i>25</i>	7	<i>13</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %



Q. 9 - Do you intend to buy more, the same or less durables in the next 12 months (compared to last year)?

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	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
much more	9	<i>12</i>	4	<i>5</i>
more	12	<i>11</i>	11	<i>15</i>
the same	11	<i>13</i>	27	<i>27</i>
somewhat less	4	<i>5</i>	19	<i>16</i>
much less	31	<i>29</i>	31	<i>30</i>
no opinion	32	<i>31</i>	7	<i>6</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %

Q. 12 - What is your household's present financial situation?

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	Bulgaria		Romania	
	January 09	<i>MW 08</i>	January 09	<i>MW 08</i>
we can save considerably	0	<i>0</i>	0	<i>1</i>
we can save a bit	13	<i>13</i>	20	<i>21</i>
we can barely make ends meet	65	<i>64</i>	57	<i>56</i>
we have to touch regularly our savings	4	<i>4</i>	5	<i>6</i>
we need to borrow in order to cope	9	<i>11</i>	16	<i>15</i>
no opinion	9	<i>9</i>	1	<i>2</i>

Source: Consumer Confidence Barometer 2008, 2009 (N=1000 respondents in each country)

Data given in %



Thank you for your attention

