



NEWS RELEASE

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Aussie males gripped by appearance and image

- ***Over two million Aussie males (aged 14+) try to look stylish at all times***
 - ***One in three purchasing designer shoes, sunglasses and wallets***
 - ***Significant sales growth for male skincare (up 75%), men's lifestyle magazines, premium and low-joule beer and top-shelf spirits***
- ***Ad spend for toiletries and hair care in five leading men's magazines worth over \$3million***

Sydney, 5 October 2006: Latest research from leading marketing information companies ACNielsen and Nielsen Media Research has revealed that Australian males are increasingly splurging on items designed to improve their image and better their appearance. Over two million Aussie males aged over 14, claim to try and look stylish at all times and around one in three say they purchase designer shoes, sunglasses and wallets. Furthermore, latest sales data shows that male skincare products, men's lifestyle magazines, premium and low-joule beer and top-shelf spirits are all achieving strong double-digit growth.

According to Nielsen Media Panorama data collected in May – July 2006, 29.1 percent of Australian males (2.4million) claim to try and look stylish at all times and this is highest among males that are single or have never been married (37%).

This trend is reflected in the increase in the number of males portraying a certain image when it comes to clothing. Results from ACNielsen's Global Online Consumer Confidence and Sentiment survey conducted in November 2005, show that once they have covered essential living expenses, over one in four (26%) Aussie males choose to spend their spare cash on clothing – an increase of six percentage points on the

previous year. The November results also indicate that around one in three Aussie males splurge on designer shoes (31%), designer sunglasses (38%) and designer wallets (29%) – refer to *Chart 1*.

When it comes to choice of drink – are the image conscious driving up the value of beer and spirits? The latest data from ACNielsen | ScanTrack *Liquor* show that the total beer market is growing at 3.9 percent in the 12 months to August 2006 – fairly modest when compared to growth in premium beer of 10.9 percent. And the growing demand for beer that won't show around the middle is reflected in the 310 percent increase in sales of low-joule beer driven by the launch of Carlton Pure Blonde.

Premium spirits are also performing strongly with 11.2 percent annual sales growth (compared to total spirits growing at 5.8%), brought about by Jack Daniels, Johnnie Walker Black, Absolut and Wild Turkey.

The latest ACNielsen | ScanTrack data also shows that sales for the male skincare market is booming with national supermarket sales of around \$9.2million in the 12 months to July 2006, and growing at a phenomenal 75.4 percent. Category innovation and a swarm of new product ranges including L'Oreal Men's Experts, Nivea for Men, Adidas Active and Rexona Essentials for Men, have all contributed to the strong growth of the sector.

So where does the transforming Aussie male go to get advice on all of these areas? Not surprisingly, men's lifestyle magazines have also seen a significant jump in supermarket sales (up 25% in the 12 months to July 2006), with strong performance in Men's Health and new-comers Alpha and Zoo. And it appears that cosmetic, hair care and toiletry manufacturers are embracing and capitalising on the rise of the more image conscious male, with a total of \$3.1million spent on advertising their products in five leading men's lifestyle magazines in the 12 months ending August 2006 – refer to *Chart 2*.

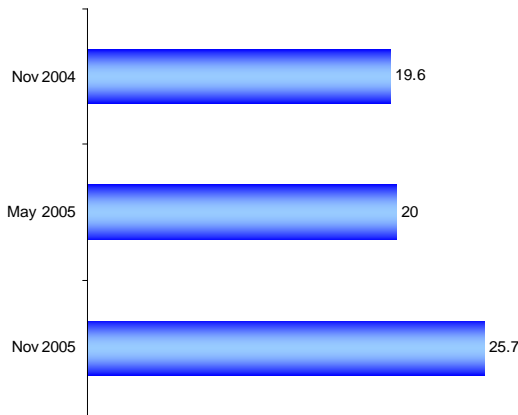
“It is clear that there is an increasing demand for male oriented products that offer solutions or assistance when it comes to looking good and portraying a favourable

image,” says Johnny Panagiotidis, Director, Customised Research, ACNielsen.
 “Manufacturers are taking notice of this sizeable opportunity and are responding by investing in developing new products that aim to gratify this trend.”

Chart 1:

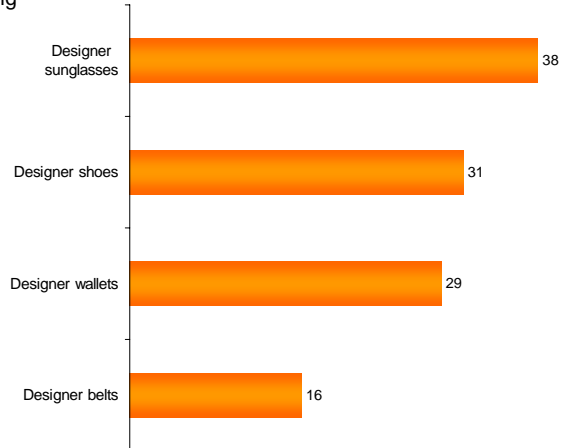
Once you have covered your essential living expenses, which of the following statements best describes what you do with your spare cash:

% of Australian males spending their spare cash on new clothing



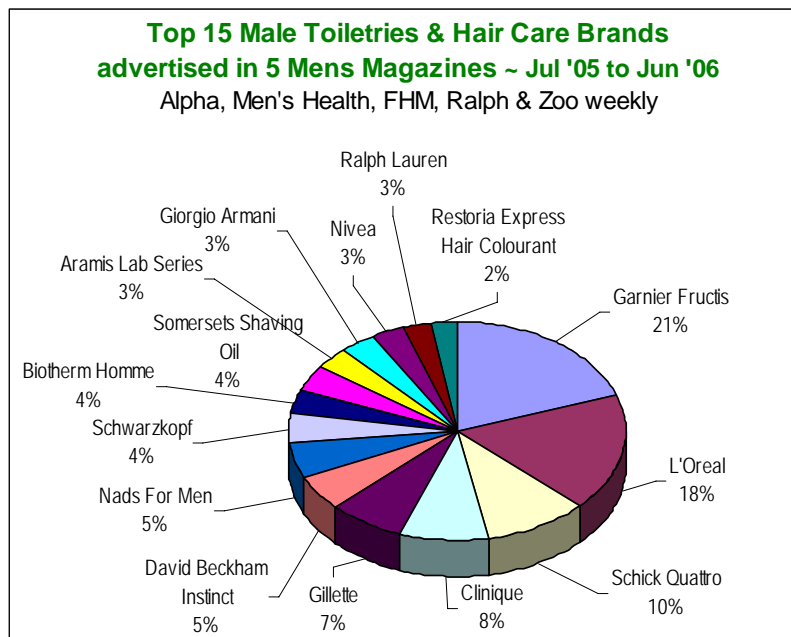
Which of the following designer accessories do you buy?

% of Australian males purchasing designer accessories



Source: ACNielsen Global Online Consumer Confidence and Sentiment Survey, Nov 2005, n = 265 (Australian Males)

Chart 2: Percentage share of ad spend for top 15 brands in five leading men’s lifestyle magazines



Source: Nielsen Media Research AdEx data Jul'05 – Jun'06

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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