

FOR IMMEDIATE RELEASE

Retailers and Manufacturers unite in new Consumer Goods Forum

The new association unites not only the world's leading consumer goods retailers and manufacturers, but also many regional specialists and independents. It has a mandate from its members to develop common positions on key strategic and practical issues affecting the consumer goods industry, to focus on *non-competitive collaborative* process improvement and to provide a network for thought leadership and knowledge exchange.

The organisation will be co-chaired by retailer **Pierre-Olivier Beckers**, President & CEO, Delhaize Group and by manufacturer **AG Lafley**, CEO, President & Chairman, Procter & Gamble.

The forum was created by the merger of CIES, the pre-eminent food and consumer goods industry body, with the Global CEO Forum and the Global Commerce Initiative (GCI), two global retailer and manufacturer collaborative platforms.

The Consumer Goods Forum, will be governed on a parity basis, and will have an equal number of manufacturers and retailers on its board of directors – see attached. The new forum will be headquartered in Paris.

Pierre-Olivier Beckers, former Chairman of CIES, said: "The global consumer goods industry is facing multiple challenges. We must address issues of environmental, social and food supply sustainability. We must continue to deliver affordable, safe food and useful, exciting products to consumers in an uncertain economic climate. We will continue to prioritise our industry-leading initiatives on food safety and social responsibility. We will continue to provide thought leadership and cutting edge business intelligence. But we will do so with a united focus."

AG Lafley, said: "This new industry body will allow us to address non-competitive issues together more effectively than ever by giving an equal voice to all sides. It represents a radical change in the way we as trading partners are equipped to meet the demands of the global supply chain and is a true global network for serving shopper and consumer needs."

Paul Bulcke, CEO of Nestlé Group, said: "Consumer's needs and demand continue to change at ever more increasing speed. For our industry, continuing to meet, and even exceed, consumer's expectations, is a priority. The Consumer Goods Forum offers us a fantastic opportunity to join forces to work together to do this. The Forum will also re-enforce our joint actions by working on the key aspects that contribute to enhancing and protecting the reputation and image of our industry. Our goal is continuous improvement in delivering value and quality to our consumers and shoppers."

Mike Duke, CEO & Vice-Chairman of Wal-Mart, said: "Growing sustainably in the current climate means taking responsibility, not just in our respective companies, but together as an industry. We

can only do that effectively by working together. Our customers demand more from us than ever – we are uniting to deliver it to them.”

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NOTES FOR EDITORS

BOARD OF DIRECTORS THE CONSUMER GOODS FORUM (as of 18 June, 2009)

Board RETAILER COLLEGE			Board MANUFACTURER COLLEGE		
Company	Country	Board Member	Company	Country	Board Member
AEON	Japan	Mr Motoya Okada	AJINOMOTO	Japan	Mr Masatoshi Ito
ROYAL AHOLD	The Netherlands	Mr John Rishton	BARILLA	Italy	Mr Guido Barilla
ALLIANCE BOOTS	UK	Mr Stefano Pessina	BEIERSDORF	Germany	Mr Thomas-Bernd Quaas
ALMACENES EXITO	Colombia	Mr Gonzalo Restrepo	BIMBO	Mexico	Mr Daniel Servitje
CARREFOUR	France	Mr Lars Olofsson	CAMPBELL SOUP CO	USA	Mr Douglas R. Conant
DELHAIZE GROUP	Belgium	Mr Pierre-Olivier Beckers	COCA COLA	USA	Mr Muhtar Kent
DOHLE	Germany	Mr Klaus Dohle	DANONE	France	Mr Franck Riboud
GRUPPO PAM	Italy	Mr Arturo Bastianello	GENERAL MILLS INC	USA	Mr Kendall Powell
ICA	Sweden	Mr. Kenneth Bengtsson	HEINEKEN	The Netherlands	Mr Jean-François van Boxmeer
JMR	Portugal	Mr Francisco Soares dos Santos	HENKEL	Germany	Mr Kasper Rorsted
KROGER	USA	Mr Dave Dillon	JOHNSON & JOHNSON	USA	Ms Colleen Goggins
METRO GROUP	Germany	Dr Eckhard Cordes	KAO	Japan	Mr Motoki Ozaki

MIGROS	Switzerland	Mr Claude Hauser	KELLOGG COMPANY	USA	Mr David Mackay
NTUC FAIRPRICE	Singapore	Mr Tan Kian Chew	KIRIN HOLDINGS LTD	Japan	Kazuyasu Kato
PICK'N PAY	South Africa	Mr Gareth Ackerman	KRAFT FOODS INC	USA	Ms Irene B. Rosenfeld
SOBEY'S	Canada	Mr Bill McEwan	L'ORÉAL	France	Mr Jean-Jacques Lebel
SUPERVALU	USA	Mr Jeff Noddle	NESTLÉ	Switzerland	Mr Paul Bulcke
TARGET	USA	Mr Gregg Steinhafel	PEPSI INC	USA	Ms Indra K. Nooyi
TESCO	UK	Sir Terry Leahy	PROCTER & GAMBLE	USA	Mr AG Lafley
THE DAIRY FARM	Hong Kong	Mr Michael Kok	RECKITT-BENCKISER	UK	Mr Bart Becht
IZUMIYA	Japan	Mr Norio Hayashi	SARA LEE CORPORATION	USA	Ms Brenda C. Barnes
WAITROSE	UK	Mr Mark Price	SC JOHNSON	USA	Mr H. Fisk Johnson
WAL-MART	USA	Mr Mike Duke	THE JM SMUCKER CO	USA	Mr Timothy Smucker
WEGMAN'S	USA	Mr Danny Wegman	UNILEVER	The Netherlands/UK	Mr Paul Polman
WOOLWORTHS	Australia	Mr Michael Luscombe	BONGRAIN	France	Mr Alexandre Bongrain