

# General Market Data

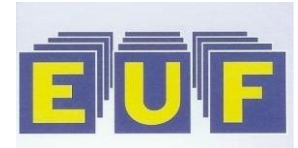
## - Belgium -



	2013	2014	2015
Population (in 1,000's)	11,162	11,204	11,209
Unemployment rate (%)	8.4%	8.5%	8.5%
Economic growth (%)	0.0%	1.3%	1.4%
GDP in EUR billions	355.4	362.8	378.4
GDP per inhabitant (EUR)	35,400€	35,900€	36,500€
Price changes in %	1.2%	0.5%	0.6%

# Residential construction

(in new residential buildings)  
- Belgium -



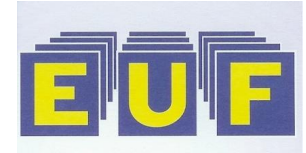
2014	2015	2016	2017	2018
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	in 1.000 dwellings				
Housing completions *	47.1	48.1	42.7	42.9	43.4

\* reference: Euroconstruct

# Tile production and consumption

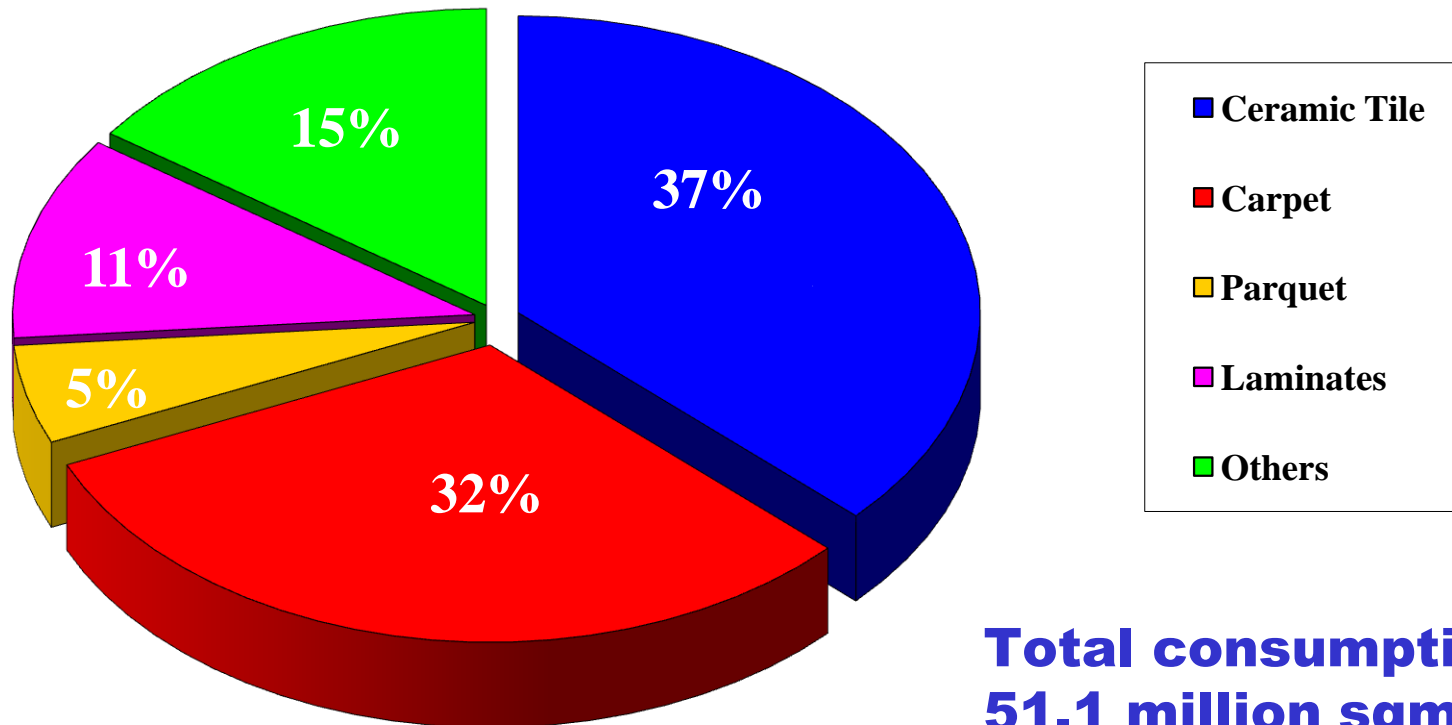
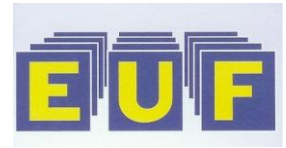
## - Belgium -



2012		2013		2014	
in million m <sup>2</sup>	in EUR	in million m <sup>2</sup>	in EUR	in million m <sup>2</sup>	in EUR

<b>Domestic production</b>	3.7		4.2		5.1	
<b>Exports</b>	2.6		2.1			
<b>Imports</b>	22.8		22.6			
<i>from Italy</i>	9,2				9.6	
<i>from Portugal</i>						
<i>from France, Germany...</i>						
<i>from China</i>						
<i>from Spain</i>						
<i>from Turkey</i>						
<b>Total consumption</b>	24.9		24.4		24.7	

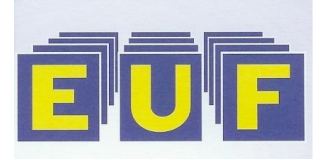
# Shares in floor coverings ( business and private) - Belgium -



**Total consumption 2015  
51.1 million sqm**

# Marketing channels

- Belgium -



**2015**

in %

**Home improvement retailers**

**30%**

**Specialised retailing**

**70%**

**Shares in tile fixing in %  
- Belgium -**



**2015**  
in %

**Tile fixing companies**

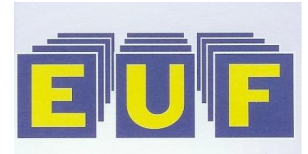
**40%**

**do it yourself**

**60%**

# Structure of the tile fixing trade

- Belgium -



<b>Number of tile fixing companies</b> <ul style="list-style-type: none"><li>• <i>&lt; up to 10 employees</i></li><li>• <i>11 to 50 employees</i></li><li>• <i>&gt; over 50 employees</i></li></ul>	<b>1.599</b> <b>68</b> <b>3</b>
• <b>Association members</b>	<b>450</b>
<b>Number of tile fixers</b> <ul style="list-style-type: none"><li>• <i>Masters</i></li><li>• <i>Journeymen</i></li><li>• <i>Apprentions</i></li></ul>	<b>~ 6.500</b>