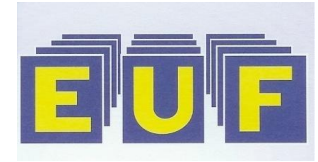


# General Market Data

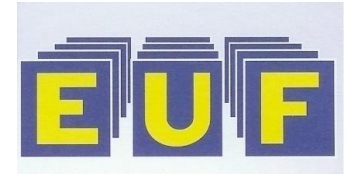
- Netherlands -



	2013	2014	2015
Population (in 1,000's)	16,829	16,901	16,979
Unemployment rate (%)	7.3	7.4	6.9
Economic growth (%)	-0.2%	1.4%	2.0%
GDP (in EUR billions)	596.5	605.8	623.6
GDP per inhabitant (Euro)	38,900€	39,300€	40,000€
Price changes (%)	2.6%	0.3%	0.2%

# Residential construction

(in new residential buildings)  
- Netherlands -

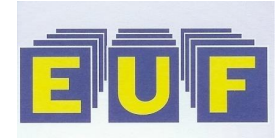


	2014	2015	2016	2017	2018
	in 1.000 dwellings				
Housing completions *	45.0	47.9	60.0	65.0	70.0

\* reference: Euroconstruct

# Tile production and consumption

## - Netherlands -



2013		2014		2015	
in million m <sup>2</sup>	in EUR	in million m <sup>2</sup>	in EUR	in million m <sup>2</sup>	in EUR

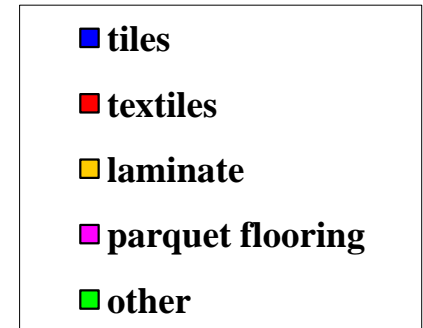
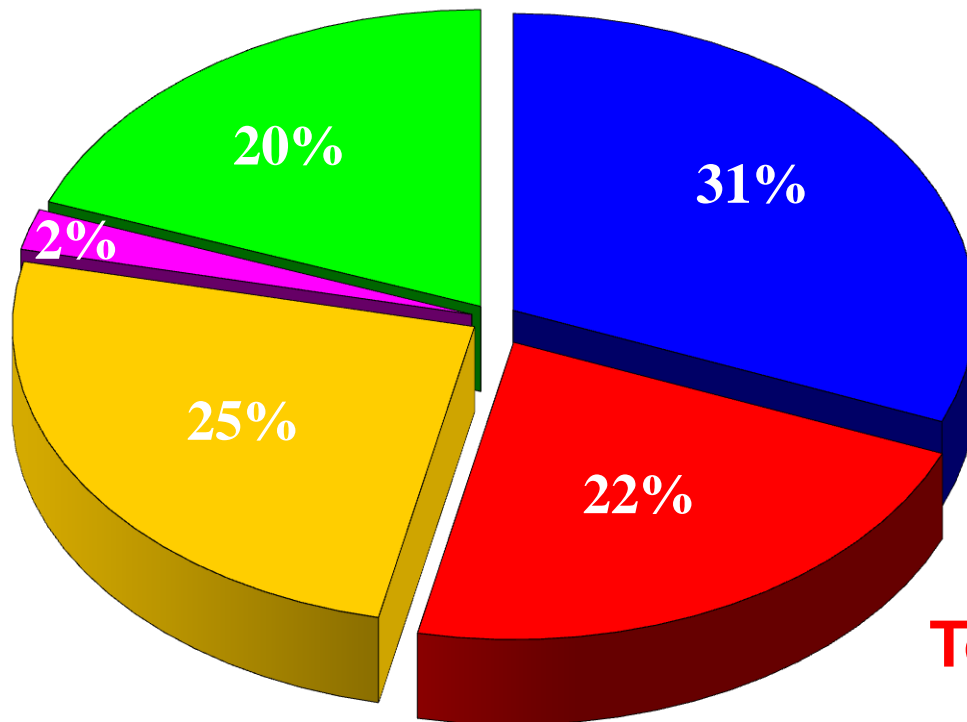
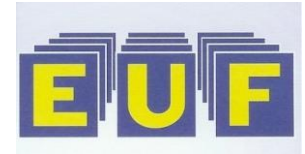
<b>Domestic production</b>	15.4		18.0		17.7	
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<b>Exports</b>	13.1		14.7		16.0	
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<b>Imports</b>	20.2		19.7		26.0	
<i>from Italy</i>	4.4		4.8		5.5	
<i>from Spain</i>	2.2					
<i>from Turkey</i>	1.3					
<i>from China</i>	1.6					

<b>Total consumption</b>	22.5		23.0		27.7	
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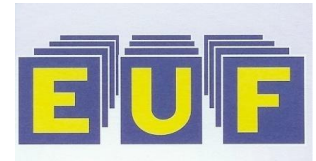
# Shares in floor coverings ( business and private ) - The Netherlands -



**Total Consumption 2015  
67.5 Mill.SQ.MT**

# Marketing channels

- Netherlands -



**2015**

in %

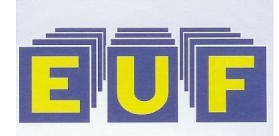
**Home improvement retailers**

**30%**

**Specialised retailing**

**70%**

**Shares in tile fixing in %**  
- Netherlands -



	<b>2015</b> in %
<b>Tile fixing companies</b>	<b>65%</b>
<b>do it yourself</b>	<b>35%</b>

# Structure of the tile fixing trade

- Netherlands -



<b>Number of tile fixing companies</b>	
• <i>&lt; up to 10 employees</i>	288
• <i>11 to 50 employees</i>	52
• <i>&gt; over 50 employees</i>	7
• <b>Association members</b>	<b>348</b>
<b>Number of tile fixers</b>	<b>3.925</b>
• <i>Masters</i>	320
• <i>Journeymen</i>	3.380
• <i>Apprentions</i>	225