

UNILEVER
First Quarter and Cumulative

Change in Volume, Price, Acquisition/Disposal and Sales

Q1 2002	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Volume	1.4	(0.7)	(1.3)	(2.9)	(7.4)	(1.2)
Price	1.0	0.7	6.6	3.4	11.8	3.0
Underlying Sales	2.4	(0.0)	5.2	0.4	3.5	1.8
Acq/Disp	(4.6)	(3.4)	(1.1)	(0.1)	(2.1)	(3.0)
Sales	(2.2)	(3.5)	4.1	0.3	1.3	(1.3)

Change in Operating Margin BEIA and Advertising & Promotions

Basis points increase/(decrease) as a percentage of sales

Q1 2002	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Margin BEIA	190	390	(100)	300	200	250
A&P change	0	(140)	50	(60)	(40)	(50)

Note:

Reported associated costs and advertising/promotions are slightly lower in comparison with the guidance given at our pre-close teleconference, March 25.

This is due to a re-phasing into the second quarter which contributed 50 basis points to operating margin and some 6 percentage points to the earnings per share (beia) growth of 37%, and is split equally between associated costs and advertising/promotions.

Whilst advertising and promotions are 50 basis points lower versus the prior year, the overall market place investment behind our brands is higher in real terms. We continued to enjoy some 50 basis points of benefits from lower media rates and media efficiencies and furthermore we have seen some € 150 million of higher investment in trade and consumer price promotions. We deduct this above the line expenditure in order to arrive at reported sales.