

UNILEVER
Fourth Quarter 2004

Change in Volume, Price, Acquisition/Disposal and Sales

Q4 2004	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Volume	2.7	2.1	5.3	3.6	9.2	3.6
Price	(1.6)	1.9	(1.2)	(0.8)	0.3	(0.4)
Underlying Sales	1.1	4.0	4.0	2.7	9.5	3.2
Acq. / Disp.	(2.1)	(1.4)	(2.0)	(4.2)	(4.1)	(2.5)
Sales	(1.0)	2.5	1.9	(1.6)	4.9	0.6

Cum	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Volume	(2.1)	0.1	5.0	2.7	5.8	0.5
Price	(0.7)	1.5	(1.8)	(1.3)	1.4	(0.2)
Underlying Sales	(2.8)	1.5	3.1	1.4	7.2	0.4
Acq. / Disp.	(2.2)	(2.0)	(3.0)	(3.3)	(3.1)	(2.5)
Sales	(4.9)	(0.5)	0.0	(2.0)	4.0	(2.1)

Change in Operating Margin BEIA and Advertising & Promotions
Basis points increase/(decrease) as a percentage of sales

Q4 2004	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Margin BEIA	(20)	(780)	(600)	(460)	290	(270)
A&P change	110	230	(90)	170	140	130
Cum	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Margin BEIA	(20)	(140)	(120)	(190)	230	(60)
A&P change	30	(40)	(40)	40	50	10