

COUNTRY : Finland

Nr. of Member companies	
Single level	
Multilevel	
TOTAL	21

SALES in 2008

Total sales of member companies (in €, without VAT)	147
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*growth year on year 5% calculated based on response rate of 48%

Percent of total sales per selling methods	
Person to person	58 %
Party plan	42 %

Percent of total sales by compensation structure	
Multilevel	n/a
Single level	n/a

Nr. of orders received by member companies from salepeople	20 %
Average order value	300€

Salesforce	
Total nr. of salespeople	
Proportion of self-employed	100 %
Proportion of women	80 %
Proportion of part-timers	92 %

Total nr. of employees working in administration, distribution, marketing, research, factories, etc	200
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Information on non member companies	
Nr. of non member companies operating in your country	20
Best estimate of their total sales	20M

Total retail sales in your country in 2008 (or 2007)	33.5bn€
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inc foodstuff

Codes Administration	
Nr. of complaints received by the DSA and forwarded to the CA (or other mechanism) for resolution	0

SALES PER PRODUCTS CATEGORIES (in%)	
Cosmetics & personal care (fragrances, toiletries & other related products)	26 %
Household goods (Cookware & tableware, kitchenware & houseware, electrical goods, cleaning products, energy saving/water treatments, cleaning products)	38 %
Clothes & accessories (Women & children clothes, fashion jewellery, fashion watches & accessories & other personal items)	1 %
Wellness (Nutritional supplements & juices, diet plans, aromatherapy, magnets, fitness & other related products)	30 %
Books, toys, stationery & audiovisual material	%
Foodstuff & beverages (Wine, frozen food, other related products (sales of food & beverages with "wellness" properties should be accounted in the "Wellness" category))	%
Home improvement (Fitted kitchen, window frames, refurbishing works, doors, security systems, heating systems and other related products)	%
Utilities (Telecoms, energy, water)	%
Financial services (Bank, insurances, credit facilities)	%
Others	5 %
TOTAL	100 %

please note the categories calculation is somewhat affected by the sample composition.

Please complete this form as precisely as possible and return it to Marie Lacroix (marie.lacroix@fedsa.eu) before 15 April 2009