

Prospects of mass consumption

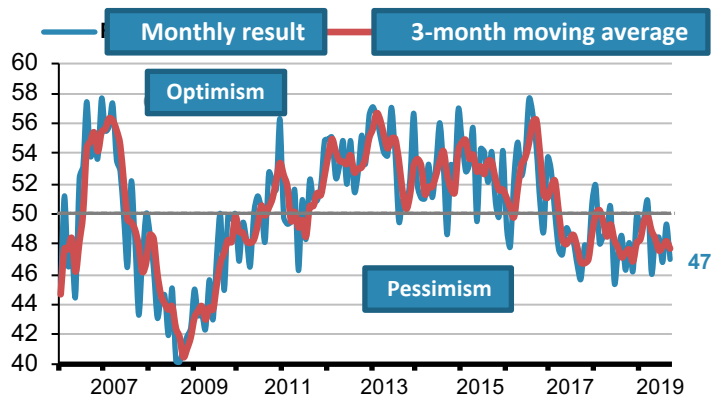
December 2019

CONSUMER CONFIDENCE

Households perceive a deterioration of their financial situation

CONSUMER CONFIDENCE INDEX¹

Lima Metropolitan area, percentage points

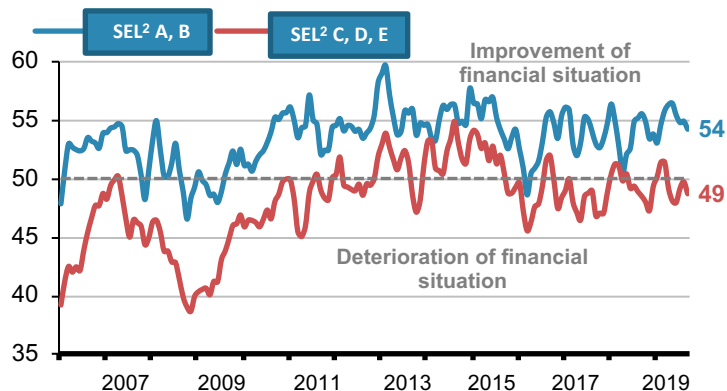


¹ Until September 2019.

SOURCE: Ipsos
DRAFT OF REPORT: APOYO Consultoría

INDICCA: CURRENT FINANCIAL SITUATION BY SEL¹

Lima Metropolitan area, percentage points



¹ Until September 2019.
² Socio-economic levels.

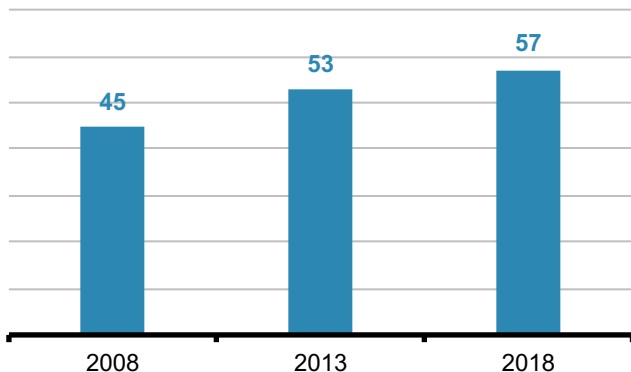
SOURCE: Ipsos
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FOOD TRENDS

Higher growth of dining outside the home and products perceived as healthy

POPULATION THAT REGULARLY HAS LUNCH IN A RESTAURANT¹

% of the population aged 14 años or over that has lunch outside the home

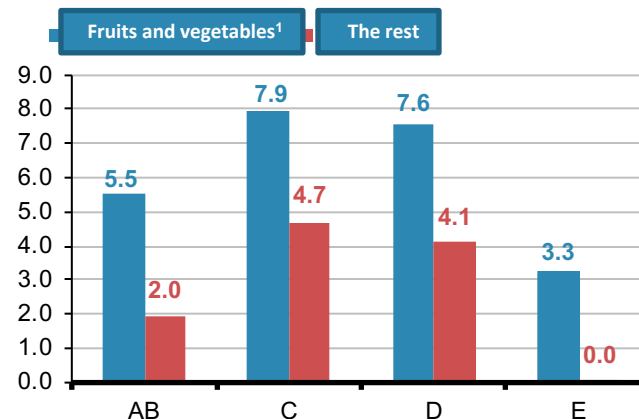


¹ Urban Peru. Considers a frequency of at least once a week.

SOURCE: Enaho-INEI, APOYO Consultoría

PERU: CONSUMPTION OF FOODS IN HOUSEHOLDS BY CATEGORY, 2013-2018

% annual change, in soles



¹ Considers fruits, vegetables and legumes.

SOURCE: Enaho-INEI, APOYO Consultoría



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This is an extract from a presentation prepared for the clients of APOYO Consultoria's Business Advisory Service (SAE, for its acronym in Spanish).

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