

Restatement of Reporting Regions



Sector Financial Restatement – FY 2011



	North America £m	Europe & Japan £m	Fast Growing & Emerging £m	Other £m ²	Total £m
2011					
Revenue	6,849	6,217	2,767		15,833
<i>Organic growth</i>	7.4%	(0.4)%	14.5%		5.4%
Operating profit	538	400	207	(54)	1,091
<i>Margin</i> ³	7.9%	6.4%	7.5%		6.9%
Cash flow	527	325	163	(322)	693
<i>Cash flow conversion</i>	98%	81%	79%		64%
<i>ROCE</i> ⁴	23.8%	12.8%	30.4%		19.9%
2010					
Revenue	6,369	5,842	2,257		14,468
<i>Organic growth</i>	5.8%	(1.6)%	9.6%		3.2%
Operating profit	491	398	168	(54)	1,003
<i>Margin</i> ³	7.7%	6.8%	7.4%		6.9%
Cash flow	535	405	119	(315)	744
<i>Cash flow conversion</i>	109%	102%	71%		74%
<i>ROCE</i> ⁴	23.1%	13.9%	32.3%		20.3%

Notes:

1. Based on continuing operations, excluding UK re-organisation, amortisation of intangibles arising on acquisition and acquisition transaction costs.
2. Other operating profit includes unallocated overheads of £60m (2010: £60m) and share of profit of associates £6m (2010: £6m). Other cash flow also includes net interest and tax.
3. Margin excludes share of profits of associates.
4. ROCE based on tax rate of 27%.

Sector Financial Restatement – HY 2011



	North America £m	Europe & Japan £m	Fast Growing & Emerging £m	Other ² £m	Total £m
2011					
Revenue	3,450	3,126	1,297		7,873
<i>Organic growth</i>	7.8%	(0.4)%	15.7%		5.7%
Operating profit	281	214	98	(26)	567
<i>Margin</i> ³	8.1%	6.8%	7.6%		7.2%
Cash flow	281	149	62	(143)	349
<i>Cash flow conversion</i>	100%	70%	63%		62%
2010					
Revenue	3,059	3,010	1,035		7,104
<i>Organic growth</i>	2.8%	(2.8)%	3.5%		0.4%
Operating profit	242	211	75	(24)	504
<i>Margin</i> ³	7.9%	7.0%	7.2%		7.0%
Cash flow	247	183	61	(140)	351
<i>Cash flow conversion</i>	102%	87%	81%		70%

Notes:

1. Based on continuing operations, excluding UK re-organisation, amortisation of intangibles arising on acquisition and acquisition transaction costs.
2. Other operating profit includes unallocated overheads of £30m (2010: £28m) and share of profit of associates £4m (2010: £4m). Other cash flow also includes net interest and tax.
3. Margin excludes share of profits of associates.