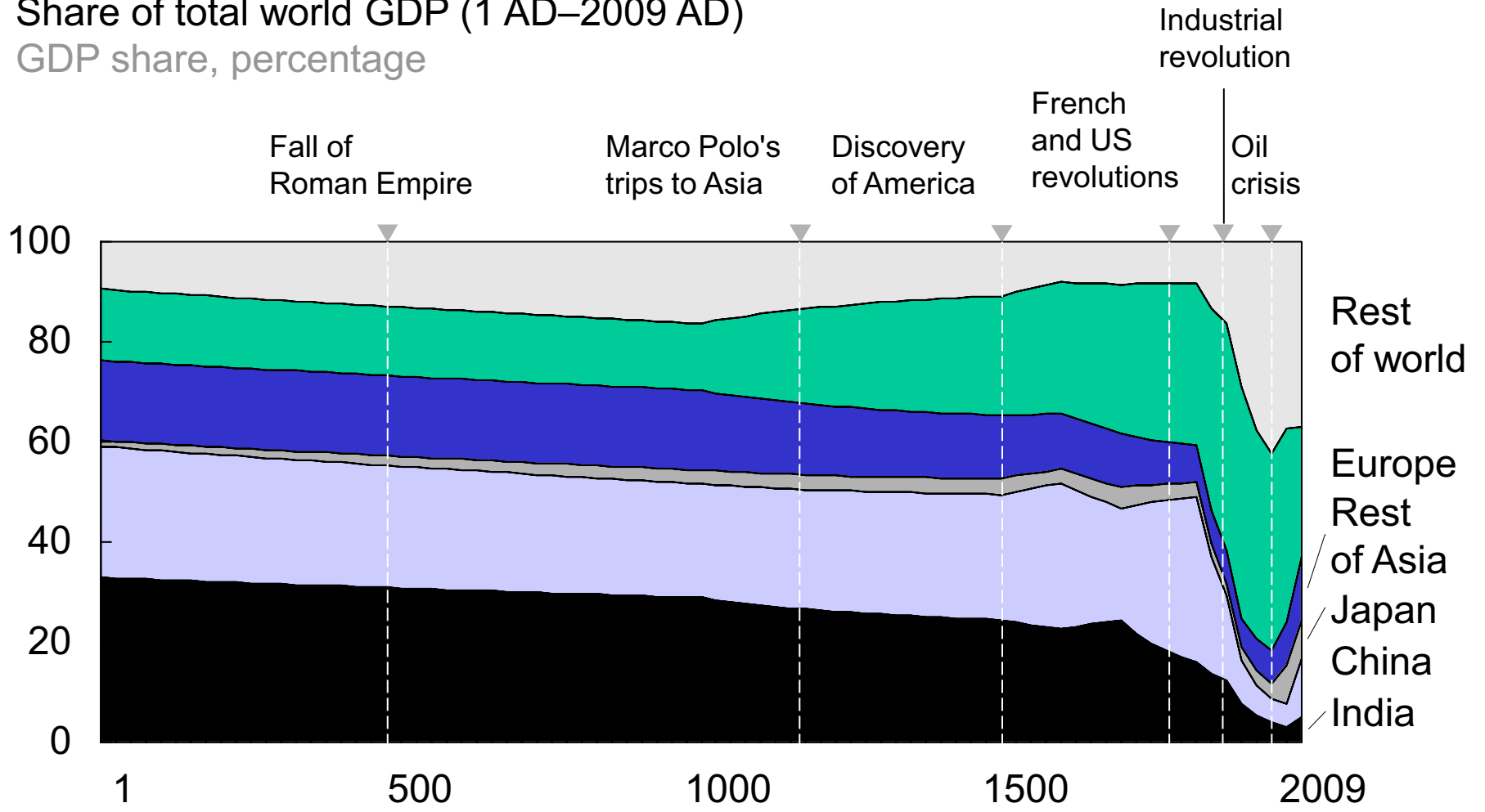


1 Asia's natural share

Share of total world GDP (1 AD–2009 AD)
GDP share, percentage



1

Massive urbanisation is underway

Old Shanghai

New Shanghai



Old Jakarta

New Jakarta



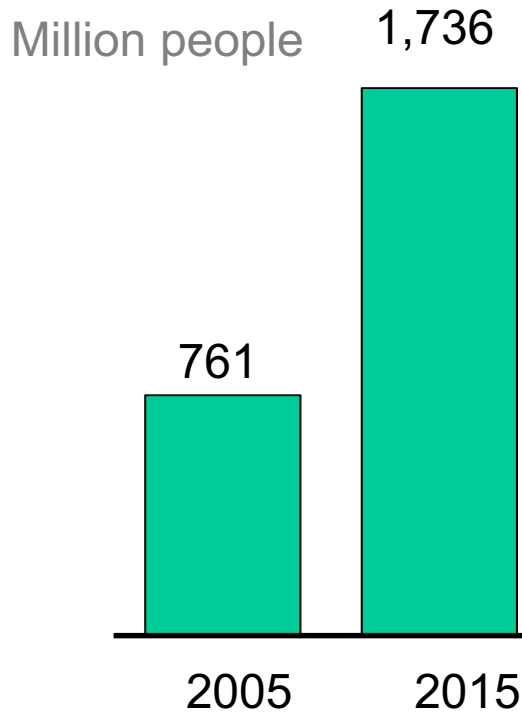
- India will add 200 million urban residents between 2005 and 2025
- Chinese cities will add 350 million people by 2025
- There will be more than 220 Chinese cities by 2025 with more than a million inhabitants (6x Europe today)



Determined to be different

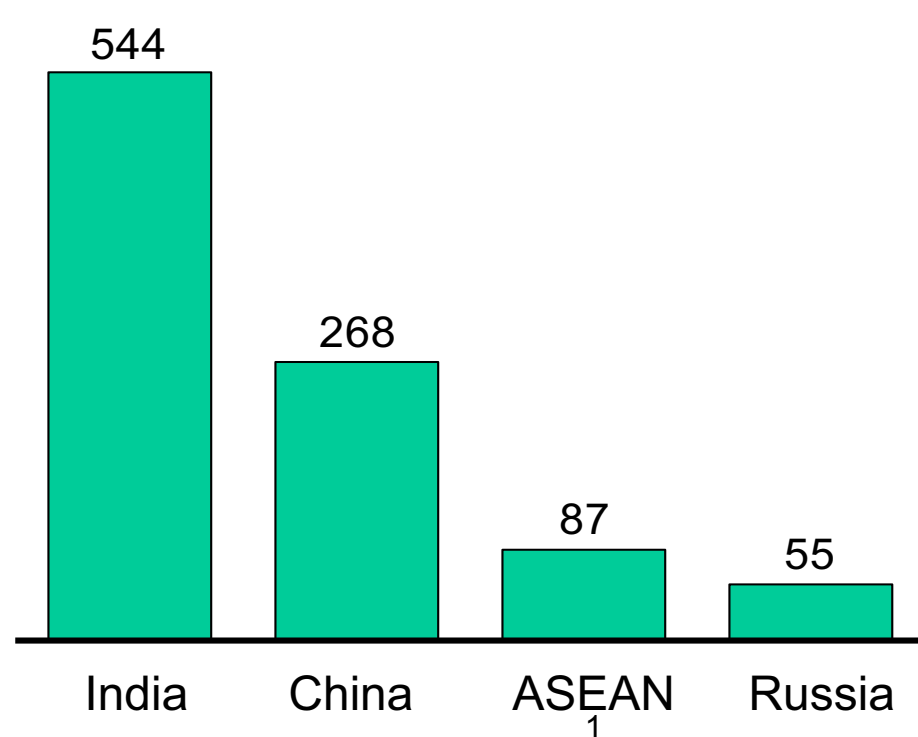
1 900 million new consumers

Middle class in developing countries



Income of US\$ 5,000 p.a. - change

Million people, 2005–15



¹ Thailand, Singapore, Malaysia, Philippines and Indonesia

