

Results by operating segment- 2009								
€ ML	Italy	UK & Ireland	Western Europe	Russia	Eastern Europe	International	Costs not allocated	Total
Revenues	459.6	718.4	558.7	372.1	375.8	128.4	0	2,613.0
Segment result	57.1	76.5	29.2	65.2	18.3	13.6	-141.6	118.6
<i>% on revenues</i>	<i>12,4%</i>	<i>10.6%</i>	<i>5.2%</i>	<i>17.5%</i>	<i>4.8%</i>	<i>10.2%</i>		<i>4.5%</i>

Results by operating segment- 2008								
€ ML	Italy	UK & Ireland	Western Europe	Russia	Eastern Europe	International	Costs not allocated	Total
Revenues	480.2	788.4	585.0	619.2	512.7	169.5	0	3,154.9
Segment result	42.2	15.8	2.0	139.8	31.3	13.3	-103.9	140.6
<i>% on revenues</i>	<i>8.8</i>	<i>2.0%</i>	<i>0.3%</i>	<i>22.6%</i>	<i>6.1%</i>	<i>7.8%</i>		<i>4.5%</i>

The Group's operating segments consist of geographical areas. Pursuant to IFRS 8, these were determined with reference to the availability of separate financial information and consistent with the principal way in which the results are periodically reviewed by the chief operating decision makers, in order to evaluate performance and the effect of strategic decisions.

For further information please read our 2009 Annual Report- Note 7