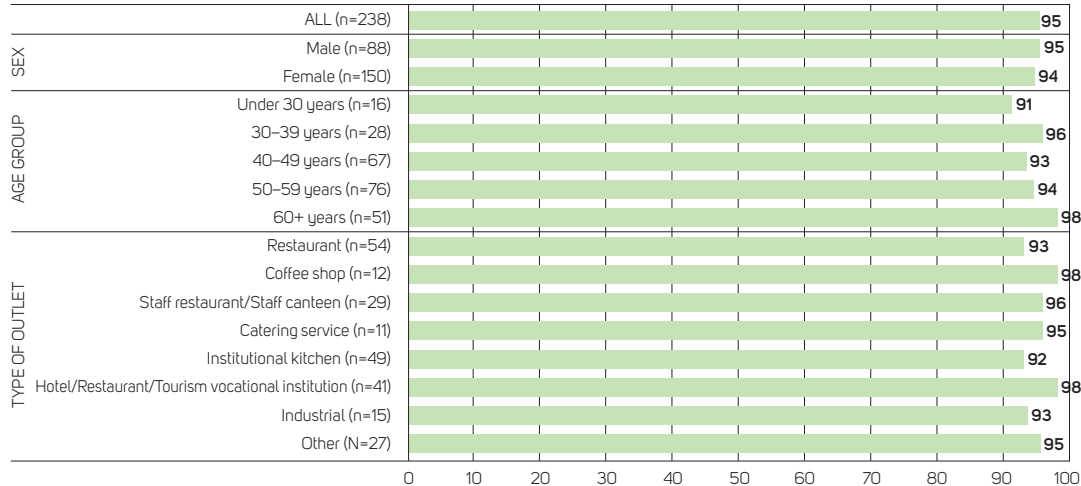


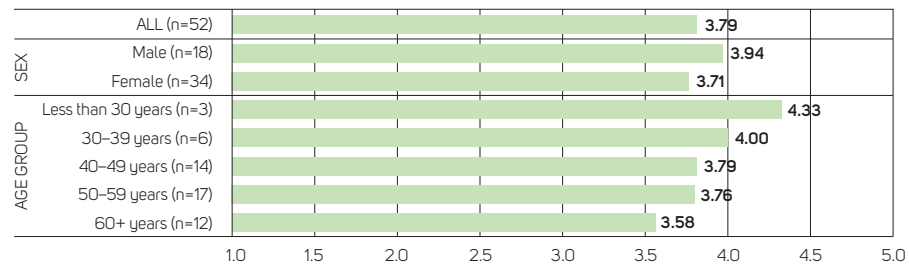
READING AROMI MAGAZINE Reader Coverage, Weighted



How would you rate the new improved Aromi magazine home pages?

(Answers requested from people who have visited the home pages during the past 6 months)

Averages 1-5: 1 = Very poor ... 5 = Very good



Survey Results in Brief

Nearly all of the respondents (98%) recalled having received Aromi magazine 5/2015 and 96% of these had at least browsed the magazine. One in every three (33%) had read Aromi magazine 5/2015 completely. Most of the respondents (88%) had read all four of the last published Aromi magazine issues. Readers spend an average of 56.6 minutes reading Aromi magazine (5/2013: 52.00 min) and each copy is read by an average of 2.6 persons (5/2013: 2.9 persons). The respondents have been Aromi magazine readers for an average of 7.6 years (5/2013: 7.0 years). Nearly half of the readers (46%) keep all Aromi magazine issues.

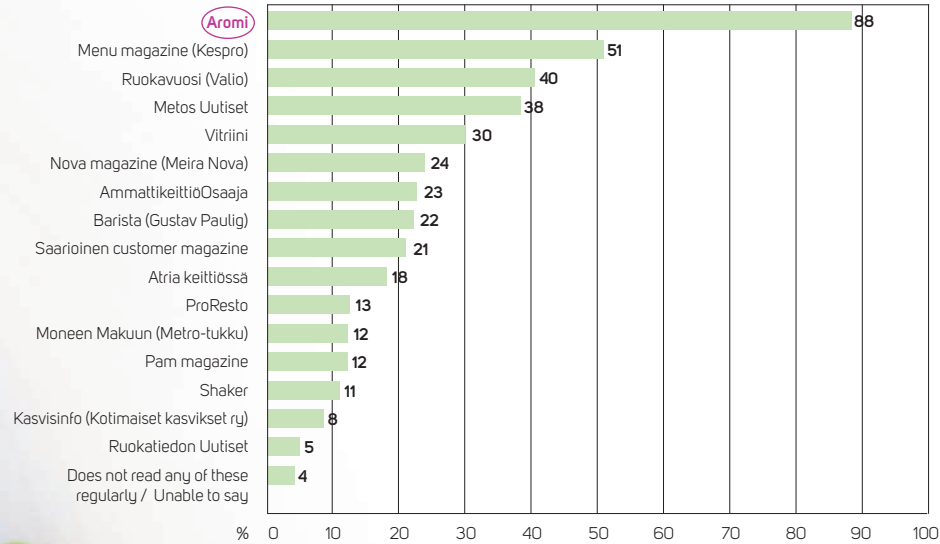
By comparison with previous years, satisfaction in the content, layout and illustration of Aromi magazine has remained almost the same. Of the respondents, 95%, 92% and 88% were satisfied with the layout, illustration and content respectively. Readers also respond very positively to Aromi magazine: 94% of the respondents say, for instance, that the magazine carries interesting articles concerned with their own professions and 94% feels that that the content of the magazine is timely.

Aromi magazine is highly utilized by readers in their own work: three out of every four respondents (73%) says they utilize information gleaned from Aromi magazine in their work. Of the respondents, 83% regards Aromi magazine as a useful source of information. Aromi magazine is read regularly by 88% of the respondents and 24% of the respondents regards it as their most important source of information. Respondents most commonly search for occupational information in magazines of the industry (83%), on the internet (76%) and at trade fairs/events (76%).



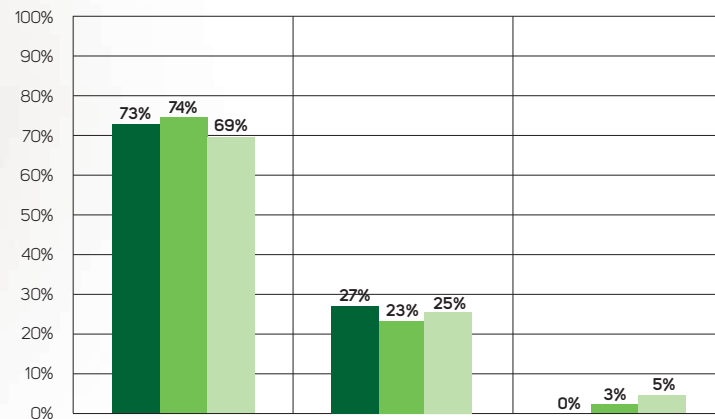
Which of the following magazines do you read regularly?

5/2015, n=238



Do you utilize Aromi magazine in your work?

5/2015 (n=238) 5/2013 (n=362) 3/2011 (n=246)



	Yes	No	Doesn't know
5/2015 (n=238)	73%	27%	0%
5/2013 (n=362)	74%	23%	3%
3/2011 (n=246)	69%	25%	6%

Data Structure

Aromi Magazine Reader Survey 2015

OUTLET SUPERVISOR/OWNER	Private	57%	
	State	2%	
	Municipality/Federation of municipalities	30%	
	Association/Foundation	3%	
	Other	8%	
OUTLET LOCATION	Uusimaa region	31%	
	Other province of Southern Finland	15%	
	Western Finland	35%	
	Eastern Finland	11%	
	Northern Finland	8%	
TYPE OF OUTLET	Restaurant	23%	
	Coffee shop	5%	
	Staff restaurant/Staff canteen	12%	
	Catering service	5%	
	Institutional kitchen	21%	
	Hotel/Restaurant/Tourism vocational institution	17%	
	Industrial	6%	
	Other	11%	
	NUMBER OF STAFF	Less than 10 persons	34%
		10-49 persons	33%
50-99 persons		10%	
100-150 persons		3%	
More than 150 persons		13%	
Unable/Unwilling to answer		7%	
NUMBER OF DAILY SERVINGS	Up to 50	15%	
	51-100 servings	12%	
	101-200 servings	15%	
	201-500 servings	22%	
	501-999 servings	9%	
	1000 servings or more	12%	
Unable/Unwilling to answer	15%		
ANNUAL FOOD AND INSTITUTIONAL KITCHEN PURCHASES	Less than 25,000 €/yr	10%	
	25,000-50,000 €/yr	10%	
	50,001-80,000 €/yr	8%	
	80,001-110,000 €/yr	11%	
	110,001-200,000 €/yr	9%	
	200,001-300,000 €/yr	10%	
	More than 300,000 €/yr	20%	
	Unable/Unwilling to answer	21%	
ALL		100%	
	n=	238	