

UNILEVER
First Quarter 2004

Change in Volume, Price, Acquisition/Disposal and Sales

Q1 2004	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Volume	(1.0)	(2.4)	1.5	3.1	7.3	0.4
Price	(0.4)	0.6	(1.0)	(1.3)	2.9	(0.0)
Underlying Sales	(1.4)	(1.8)	0.4	1.8	10.4	0.4
Acq. / Disp.	(3.4)	(2.3)	(3.6)	(0.8)	(1.7)	(2.6)
Sales	(4.7)	(4.1)	(3.2)	1.0	8.6	(2.2)

Change in Operating Margin BEIA and Advertising & Promotions
Basis points increase/(decrease) as a percentage of sales

Q1 2004	Europe	North America	Africa & Middle East	Asia & Pacific	Latin America	Total
Margin BEIA	(50)	(10)	120	(110)	500	30
A&P change	110	(150)	110	70	10	20