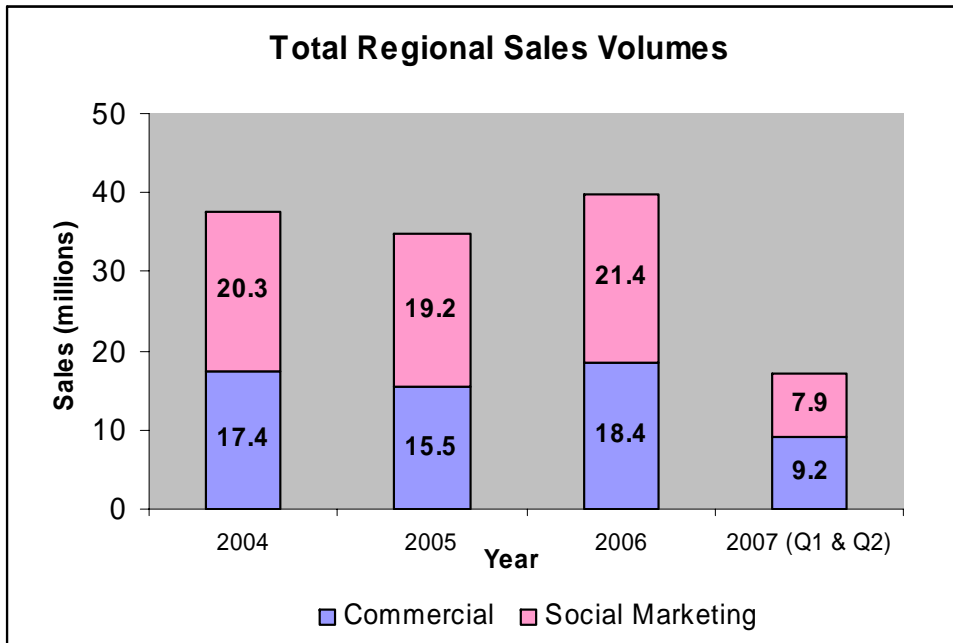


Social Marketing in the Caribbean Condom Sales Jan 2004 – June 2007

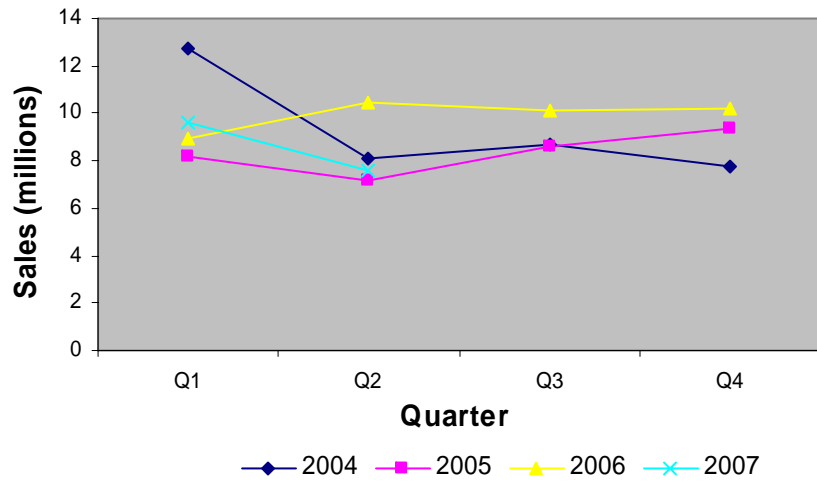


← Total regional condom sales 2004 - 2007

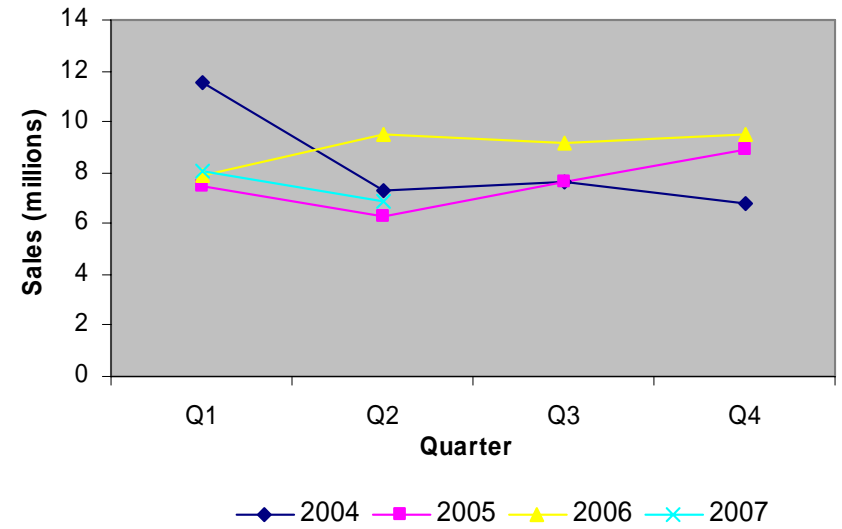
Comparing regional social marketing and commercial condom sales

	2004	2005	2006	2007
Commercial sales	46%	43%	46%	60%
	17.4 million	15.5 million	18.4 million	9.2 million
SM sales	54%	57%	54%	40%
	20.3 million	19.2 million	21.4 million	7.9 million

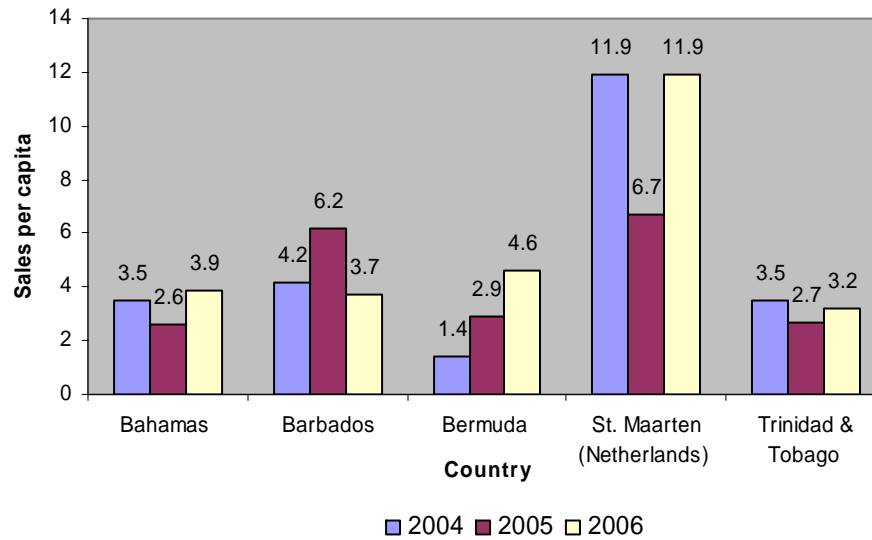
Sales Volume (total region)



Sales Volume (countries with SM program)



2004 - 2006 Total Per Capita Sales (top 5 countries)



Caribbean Regional Condom Sales Report - 2004 - 2007

including commercial and social marketing brands

Country	Population	TOTAL 2004	TOTAL 2005	TOTAL 2006	TOTAL 2007	Sales to date	per capita condom sales 2004	per capita condom sales 2005	per capita condom sales 2006	per capita condom sales 2007	Share of Caribbean Market 2006
Antigua & Barbuda	81,500.00	158112	267840	239904	152064	665856	1.9	3.3	2.9	1.9	0.6%
Commercial sales		158112	267840	239904	152064	665856	1.9	3.3	2.9	1.9	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Aruba	102,700.00	137664	187632	171768	181920	497064	1.3	1.8	1.7	1.8	0.4%
Commercial sales		137664	187632	171768	181920	497064	1.3	1.8	1.7	1.8	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Bahamas	320,000.00	1135152	829440	1232664	561888	3197256	3.5	2.6	3.9	1.8	3.1%
Commercial sales		1135152	829440	1232664	561888	3197256	3.5	2.6	3.9	1.8	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Barbados	280,000.00	1183184	1732956	1022040	518688	3938180	4.2	6.2	3.7	1.9	2.6%
Commercial sales		1183184	1732956	1022040	518688	3938180	4.2	6.2	3.7	1.9	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Belize	279,500.00	378411	212904	165117	126214	756432	1.4	0.8	0.6	0.5	0.4%
Commercial sales		94464	42192	60264	53304	196920	0.3	0.2	0.2	0.2	0.2%
Social Marketing sales		139947	170712	104853	72910	415512	0.5	0.6	0.4	0.3	0.3%
Bermuda	65,773.00	88992	191016	303192	65232	583200	1.4	2.9	4.6	1.0	0.8%
Commercial sales		88992	191016	303192	65232	583200	1.4	2.9	4.6	1.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Cayman Islands	45,017.00	22896	24624	12096	9360	59616	0.5	0.5	0.3	0.2	0.0%
Commercial sales		22896	24624	12096	9360	59616	0.5	0.5	0.3	0.2	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Dominica	78,940.00	30282	93180	73206	43995	196668	0.4	1.2	0.9	0.6	0.2%
Commercial sales		0	16848	22176	20448	39024	0.0	0.2	0.3	0.3	0.1%
Social Marketing sales		30282	76332	51030	23547	157644	0.4	1.0	0.6	0.3	0.1%
Dominican Republic	8,895,000.00	14037984	15526484	17562985	6729074	47127453	1.6	1.7	2.0	0.8	44.2%
Commercial sales		656784	1302768	913104	655344	2872656	0.1	0.1	0.1	0.1	2.3%
Social Marketing sales		13381200	14223716	16649881	6073730	44254797	1.5	1.6	1.9	0.7	41.9%
French Guyana (France)	191,000.00	0	0	15984	0	15984	0.0	0.0	0.1	0.0	0.0%
Commercial sales		0	0	15984	0	15984	0.0	0.0	0.1	0.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Grenada	96,000.00	0	0	43200	32832	43200	0.0	0.0	0.5	0.3	0.1%
Commercial sales		0	0	43200	32832	43200	0.0	0.0	0.5	0.3	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Guadeloupe (France)	416,000.00	0	0	0	0	0	0.0	0.0	0.0	0.0	0.0%
Commercial sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Guyana	708,000.00	623232	358848	200304	5616	1182384	0.9	0.5	0.3	0.0	0.5%
Commercial sales		623232	358848	200304	5616	1182384	0.9	0.5	0.3	0.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Haiti	8,528,000.00	6581613	3770974	5054673	1741609	15407260	0.8	0.4	0.6	0.2	12.7%
Commercial sales		0	200880	467616	0	668496	0.0	0.0	0.1	0.0	1.2%
Social Marketing sales		6581613	3570094	4587057	1741609	14738764	0.8	0.4	0.5	0.2	11.5%
Jamaica	2,651,000.00	4626288	6327648	5739288	2934816	16693224	1.7	2.4	2.2	1.1	14.4%
Commercial sales		4626288	6327648	5739288	2934816	16693224	1.7	2.4	2.2	1.1	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Puerto Rico	3,912,054.00	2565072	2023632	2228256	1309104	6816960	0.7	0.5	0.6	0.3	5.6%
Commercial sales		2565072	2023632	2228256	1309104	6816960	0.7	0.5	0.6	0.3	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Bonaire, Curacao, Stacia, Saba	185,000.00	176976	180000	395952	242784	752928	1.0	1.0	2.1	1.3	1.0%
Commercial sales		176976	180000	395952	242784	752928	1.0	1.0	2.1	1.3	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
St. Kitts & Nevis	42,696.00	60336	58752	135360	0	254448	1.4	1.4	3.2	0.0	0.3%
Commercial sales		60336	58752	135360	0	254448	1.4	1.4	3.2	0.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
St. Lucia	161,000.00	202176	192672	318672	150192	713520	1.3	1.2	2.0	0.9	0.8%
Commercial sales		202176	192672	318672	150192	713520	1.3	1.2	2.0	0.9	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
St. Maarten (Netherlands)	33,102.00	393984	222912	393264	190080	1010160	11.9	6.7	11.9	5.7	1.0%
Commercial sales		393984	222912	393264	190080	1010160	11.9	6.7	11.9	5.7	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
St. Martin (France)	20,594.00	13392	13392	13824	18576	40608	0.7	0.7	0.7	0.9	0.0%
Commercial sales		13392	13392	13824	18576	40608	0.7	0.7	0.7	0.9	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
St. Vincent & the Grenadines	119,000.00	92160	108992	60447	14065	261599	0.8	0.9	0.5	0.1	0.2%
Commercial sales		92160	100224	54144	0	246528	0.8	0.8	0.5	0.0	0.1%
Social Marketing sales		0	8768	6303	14065	15071	0.0	0.1	0.1	0.1	0.0%
Suriname	449,000.00	350064	44928	97776	26064	492768	0.8	0.1	0.2	0.1	0.2%
Commercial sales		350064	44928	97776	26064	492768	0.8	0.1	0.2	0.1	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Trinidad & Tobago	1,305,000.00	4540764	3549312	4237272	2016360	12327348	3.5	2.7	3.2	1.5	10.7%
Commercial sales		4540764	3549312	4237272	2016360	12327348	3.5	2.7	3.2	1.5	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
Turks & Caicos	26,288.00	0	50904	0	0	50904	0.0	1.9	0.0	0.0	0.0%
Commercial sales		0	50904	0	0	50904	0.0	1.9	0.0	0.0	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
US Virgin Islands	112,000.00	233856	296640	53544	103320	584040	2.1	2.6	0.5	0.9	0.1%
Commercial sales		233856	296640	53544	103320	584040	2.1	2.6	0.5	0.9	
Social Marketing sales		0	0	0	0	0	0.0	0.0	0.0	0.0	
TOTAL REGIONAL SALES	40,942,264.00	37632590	36265682	39770788	17173853	130842913	0.9	0.9	1.0	0.4	100.0%