

Consolidated income statement

<i>(EUR millions, except for earning per share)</i>	<i>Notes</i>	2009	2008	2007
Revenue	<i>22-25</i>	17,745	17,933	17,245
Cost of sales		(6,422)	(6,305)	(6,060)
Gross margin		11,323	11,628	11,185
Marketing and selling expenses		(6,422)	(6,490)	(6,118)
General and administrative expenses		(1,545)	(1,517)	(1,457)
Profit from recurring operations	<i>22-25</i>	3,356	3,621	3,610
Other operating income and expenses	<i>24</i>	(192)	(153)	(117)
Operating profit		3,164	3,468	3,493
Cost of net financial debt		(242)	(322)	(272)
Other financial income and expenses		(155)	(26)	(45)
Net financial income (expenses)	<i>25</i>	(397)	(348)	(317)
Income taxes	<i>26</i>	(867)	(904)	(855)
Income (loss) from investments in associates	<i>7</i>	2	8	7
Net profit before minority interests		1,902	2,224	2,328
Minority interests		1,207	1,428	1,448
Net profit – Group share		695	796	880
Basic Group share of net earnings per share (EUR)	<i>27</i>	3.90	4.46	4.94
Number of shares on which the calculation is based		178,243,418	178,304,484	178,147,605
Diluted Group share of net earnings per share (EUR)	<i>27</i>	3.89	4.43	4.86
Number of shares on which the calculation is based		178,475,792	178,932,178	179,109,815