

## Consolidated income statement

<i>(EUR millions, except for earnings per share)</i>	<i>Notes</i>	<b>2010</b>	<b>2009</b>	<b>2008</b>
<b>Revenue</b>	22-23	<b>21,123</b>	<b>17,745</b>	<b>17,933</b>
Cost of sales		(7,449)	(6,422)	(6,305)
<b>Gross margin</b>		<b>13,674</b>	<b>11,323</b>	<b>11,628</b>
Marketing and selling expenses		(7,544)	(6,422)	(6,490)
General and administrative expenses		(1,792)	(1,545)	(1,517)
<b>Profit from recurring operations</b>	22-23	<b>4,338</b>	<b>3,356</b>	<b>3,621</b>
Other operating income and expenses	24	(166)	(192)	(153)
<b>Operating profit</b>		<b>4,172</b>	<b>3,164</b>	<b>3,468</b>
Cost of net financial debt		(197)	(242)	(322)
Other financial income and expenses		763	(155)	(26)
<b>Net financial income (expense)</b>	25	<b>566</b>	<b>(397)</b>	<b>(348)</b>
Income taxes	26	(1,476)	(867)	(904)
Income (loss) from investments in associates	7	7	2	8
<b>Net profit before minority interests</b>		<b>3,269</b>	<b>1,902</b>	<b>2,224</b>
Minority interests		2,008	1,207	1,428
<b>Net profit - Group share</b>		<b>1,261</b>	<b>695</b>	<b>796</b>
<b>Basic Group share of net profit per share (EUR)</b>	27	<b>7.06</b>	<b>3.90</b>	<b>4.46</b>
Number of shares on which the calculation is based		178,524,828	178,243,418	178,304,484
<b>Diluted Group share of net profit per share (EUR)</b>	27	<b>7.03</b>	<b>3.89</b>	<b>4.43</b>
Number of shares on which the calculation is based		179,161,811	178,475,792	178,932,178