

Notes to the consolidated financial statements

4 Segment information (continued)

Secondary format – geographical segments

The Group's operations are based in four main geographical areas. The United Kingdom is the home country of the parent. Sales (from continuing operations), assets, and investments in the principal territories are as follows:

	External sales by destination Year to 31 March		External sales by origin Year to 31 March		Segment assets At 31 March		Capital investments Year to 31 March	
	2009 £m	2008 £m	2009 £m	2008 £m	2009 £m	2008 £m	2009 £m	2008 £m
United Kingdom	461	368	710	588	717	746	35	37
Other European countries	954	836	686	568	645	719	35	136
North America	1 748	1 375	1 868	1 464	1 784	1 331	167	159
Rest of the world	390	288	289	247	323	306	5	20
Total	3 553	2 867	3 553	2 867	3 469	3 102	242	352
Unallocated assets	–	–	–	–	530	232	–	–
Total	3 553	2 867	3 553	2 867	3 999	3 334	242	352

5 Sales from continuing operations

Analysis of sales by category:

	Notes	Year to 31 March	
		2009 £m	2008 £m
Sales of goods and services (excluding share of sales of joint ventures)		3 277	2 620
Share of sales of joint ventures	17	276	247
Total		3 553	2 867