

Synovate Pty Ltd
Level 13
Forsyth Barr House
45 Johnston Street
Wellington 6011
New Zealand

GST 71-134-164
PO Box 10485
Wellington 6143
New Zealand

Tel 64 4 473 4703
Fax 64 4 473 4704
www.synovate.com



Research reinvented

From Lauren Robb
Marketing & PR Coordinator
Phone: 61 8 9321 5415
Email: lauren.robbs@synovate.com

Debra Hall
Executive Director Research
Phone: 64 9 538 0500
Email: debra@resolutions.co.nz

Date 7 November 2007

Synovate Strengthens New Zealand Position with Research Solutions Deal

AUCKLAND - Leading global market research firm Synovate today announced its acquisition of Research Solutions, one of New Zealand's largest independent full-service research agencies.

Headquartered in Auckland, Research Solutions provides market intelligence services in New Zealand and Australia, with a team of some 45 full-time staff and nationwide field force of over 200 interviewers.

Synovate's Global CEO Adrian Chedore said that the acquisition of Research Solutions is an important move in the company's New Zealand strategy and will position Synovate as one of the leading full-service providers.

"Research Solutions is a terrific business, with a great reputation, great clients and a commitment to great market research - as well as a team that has won more Market Research Effectiveness Awards than any other company in New Zealand. We are delighted to welcome them to the Synovate family."

"Synovate is already number one in retail tracking in New Zealand with Synovate Aztec. Expanding our presence in New Zealand's ad-hoc research market has been in our sights for some time. We recently opened a start-up office in Wellington. The acquisition of Research Solutions gives us the capability to truly meet our clients' needs for research in New Zealand," Mr Chedore said.

Founder and Research Director of Research Solutions, Debra Hall, said that cultural fit and opportunities for staff and clients alike were key considerations in teaming up with Synovate.



"Synovate is a large-scale global company with all the thought leadership, resources and opportunities that implies. It is also a company that prides itself on being the biggest small research company in the world, retaining a small business feel and entrepreneurial drive. Our clients and staff will now be in a position to get the best of both worlds," she said. "I have no intention of retiring just yet. I will continue to work with clients on a day to day basis and am looking forward to being part of a global network of thinking people."

Synovate will move quickly to integrate Research Solutions into the group, giving existing clients in New Zealand immediate access to Synovate's global network and portfolio of research solutions, including Brand Value Creator, the class-leading brand equity measurement tool.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,700 staff in 115 cities across 51 countries. More information on Synovate can be found at www.synovate.com.

About Research Solutions

Research Solutions is a full-service Auckland market research company, servicing clients throughout New Zealand and in Australia. The company began in Auckland in 1992 and now has 45 full-time staff, complemented by a nationwide field force of 200+ interviewers. For more information please go to www.resolutions.co.nz.