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Synovate PAX - Hong Kong fact sheet

HONG KONG – Synovate (思緯), a leading global market intelligence company, today revealed the annual results of its long-running Pan Asia Pacific Cross Media Survey (Synovate PAX) for 2009.

In its thirteenth year, Synovate PAX is the region's most comprehensive consumer study, tracking media and digital consumption, prosperity, and influence amongst affluent Asians across 11 markets from Hong Kong, Singapore, Korea, Taiwan, Thailand, Malaysia, India, Indonesia, the Philippines, Japan to Australia.

The survey is a comprehensive guide for Asia's media owners, agencies and marketers to understand affluent Asians, typically the top 20 percent of society based on monthly household income. Synovate PAX answers key questions such as:

- Which personal and household items do elite Hong Kong residents currently own?
- What are the travel habits of affluent Hong Kong residents?
- What credit or charge cards do elites own?
- What are the latest trends?
- What are the lifestyle choices of wealthy Hong Kong elites?

About personal ownership of quality items in Hong Kong

- Ownership of laptop computers has increased by 11.7% to 53.3%
- Handheld PCs/Palm Tops or PDAs are down by three percent from 21%
- 11% own a hybrid mobile phone, such as PDA phone.
- Hong Kong elites owned more (68%) mobile phones equipped with camera and Internet access function versus last year (64%)
- Ownership of MP4 Players among Hong Kong elites have risen by four percent from 13%

About household ownership of quality items in Hong Kong

- Household ownership of digital cameras among Hong Kong elites recorded the biggest jump this year (88.6%) versus last year (83.2%), making them the second highest in the region behind Taiwan
- 36.3% of Hong Kong's affluent purchased High Definition TVs or HDTV

About personal financial products in Hong Kong

- Hong Kong elites owned less unit trust and mutual funds this year (15.1%) versus last years (21.9%)
- Ownership of life insurance policies among affluent Hong Kong residents were also down this year by 6.3% percent from 71.5%
- The opening of offshore accounts for investment purposes were up by 3.1% percent from 9.4%

About credit card ownership in Hong Kong

- Total ownership of credit and charge cards among Hong Kong's affluent rose by two percent from 89.4% last year
- Ownership of American Express charge cards among Hong Kong elites rose by 2.2% percent, up from 10.4%
- VISA credit cards recorded the biggest jump among Hong Kong elites this year by 5%, up from 77.7% while MasterCard also recorded an increase of 2%, from 42.1%.

About travel and Hong Kong's affluent

- 7.4% of Hong Kong's affluent have been on at least five business trips, up by 1% and the second highest in the region behind Singapore
- 56.7% have enjoyed 1 leisure trip in the past 12 months, up by 3%
- More Hong Kong elites travelled on business or first class for business trip this year (4.8%) as compared with last year (2%)

About attitudes in Hong Kong

Respondents were asked if they agree with a variety of statements. The results for those saying they agree or strongly agree with the statements are:

- Amongst Hong Kong's affluent, less people are going to live theatres and music concerts while visits to museums recorded an increase of 2.9%, up from 23.6% to 26.5%.
- 20.9% have greater trust in products they have seen advertised, down 9%
- Only 17.4% prefer to buy well known brands, down by 7.1%
- Close to two thirds believe it is important to have an international perspective
- Close to three quarters of Hong Kong elites believe that companies and businesses should demonstrate the practice of corporate social responsibility

Notes to editor

- 1) The PAX survey was conducted from Q3 '08 to Q2 '09 and Synovate spoke with 1668 Hong Kong respondents to get the 2009 results.
- 2) Please see media release and media fact sheets for more information about the Synovate PAX results across the region.
- 3) Please contact Teresa Wong on +852 2830 2533 for any further information.

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 6,400 staff across 61 countries. More information on Synovate can be found at www.synovate.com.