

News Release

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Date: 12 November 2009

Synovate PAX results- Philippines fact sheet

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

In its 13th year, Synovate PAX is the region's most comprehensive study of elite adults, tracking media and digital consumption, prosperity, and influence 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 elites in Manila currently own?
- What are the travel habits of affluent consumers in Manila?
- What credit or charge cards do elites own?
- What are the latest trends?

About household and personal ownership of quality items in Manila

- Ownership of laptop computers increased by 7.8%, from 40.1%
- 15.6% own a hybrid mobile phone, such as PDA, up by 8.1%
- Over 69% of elites in Manila owned mobile phones equipped with camera and Internet access, a slight decrease of 3.3%
- Over 17% own LCD or Plasma TVs, up slightly by 2%; and 10.4% owned a HDTV



About investment and financial products

- 16.3% of affluent consumers in Manila purchased stock, bonds and securities, up slightly by 1%
- 10.4% own a unit trust or mutual funds
- 17.2% opened privilege or priority banking accounts

About credit card ownership in Manila

- Total ownership of credit and charge cards among Manila's elites rose by 9.7% from 47.4% last year
- VISA credit cards recorded a jump this year by 8.4% from 30.3% to 38.7% while MasterCard ownership in Manila is up 11.6%, from 29.2% to 40.8%

About travel and Manila's affluent

- 6.5% have been on one or more business trips
- 23.9% have enjoyed one or more leisure trips in the past 12 months, up 2.6%

About lifestyle

- More affluent in Manila are attending music concerts, from 21.4% to 24.4%
- Other cultural activities such as live theatre and museums are up 3.4% and 6.1% respectively
- 56.4% enjoy going to the cinema, an increase of 4%

About attitudes of elites in Manila – something brand owners should take note off

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

- 29.2% have a greater trust in products they have seen advertised
- 48.4% of affluent prefer to buy well known brands
- 37.7% of the elites in Manila said that they would consider buying new brands



Notes to editor

- 1) The PAX survey was conducted from Q3 '08 to Q2 '09 and Synovate spoke with 1670 elite respondents in Manila 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 Jay Benedicto on (63 2) 638 5228 or Jay.Benedicto@synovate.com for any further information.

About Synovate PAX

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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.