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Synovate becomes top tier player in Germany

LONDON — Aegis Group plc ("Aegis" or "Group") - the media communications and market research group – announced today that it has acquired Roland Berger Market Research, the custom market research subsidiary of Roland Berger Strategy Consultants, based in Munich, Germany.

Roland Berger Market Research has offices in Munich and Hamburg, employs 35 members of staff and has particular expertise in business-to-business, financial, utilities, telecoms, children/youth, and traffic/transportation research.

Commenting on the acquisition, Adrian Chedore, global CEO of Synovate, said, "Roland Berger Market Research has a reputation for excellence that extends well beyond Germany. There is a strong fit between Synovate's existing full service operations in Wiesbaden, where we have exceptional capabilities in FMCG research, and the strengths of Roland Berger Market Research, which extend across a range of other sectors".

Burkhard Schwenker, CEO of Roland Berger Strategy Consultants, added, "The acquisition of Roland Berger Market Research by Synovate makes strong business sense for both Roland Berger and Synovate. This step will ensure that we're following our strategy of focusing on our core business. Roland Berger Market Research's clients will profit from Synovate's extensive global coverage and specialist expertise".

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Chedore went on to say, "The acquisition of Roland Berger Market Research firmly establishes Synovate in the top tier of German market research suppliers, making us better able to serve the needs of our local clients across all the main economic centres of the country and in all key industry sectors. Germany is also a very important market for many of Synovate's international clients and this move ensures that Synovate can offer them significantly enhanced capabilities for conducting market research in Germany".

Roland Berger Market Research will be integrated with Synovate's existing operations in Germany under the leadership of Harald Hasselmann, current Managing Director of Roland Berger Market Research. He will split his time between Synovate's Wiesbaden and Munich offices. Martin Wegner, currently Managing Director of Synovate Germany, will retire from his country management role, but take up a new consultancy role for Synovate in Western Europe after a short handover period.

- Ends -

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 almost 5,000 staff in 50 countries.

Synovate in South Africa was formerly known as Proactive Insight.

More information on Synovate can be found at www.synovate.com and www.synovate.co.za