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Synovate enters Turkish market with acquisition of Plus REMARK

Synovate, the market research arm of Aegis Group plc (Stock: AGS.L on the London Exchange) today announced the acquisition of Plus REMARK, the largest independent full service market research company in Turkey.

Plus REMARK has strong expertise in the financial services, consumer, automotive, industrial products, IT, telecom and media sectors. The company is located in Istanbul and employs 76 staff.

Synovate's Global CEO Adrian Chedore said this acquisition allows Synovate to enter a market with great potential.

"We are expanding our geographical coverage into Turkey, which has a population of 73 million and a booming economy, with a research spend that is growing at well above industry average. What's more, it offers a springboard into the developing markets of Central Asia. This boosts Synovate's already strong profile in key emerging countries and gives our clients full access to this increasingly important market.

"Plus REMARK has a high reputation in brand and communication management, pricing and loyalty research which will complement and deepen our existing strengths in these strategic, value-adding areas," Mr Chedore added.

Temel Aksoy, President and founder of Plus REMARK, said that joining Synovate would allow the company to take even greater advantage of the fast-growing research market in Turkey.

"Synovate's leading-edge solutions will provide our clients with a new dimension in research tools, and we will be able to extend our services into new sectors.

"Not only our clients but also our employees will benefit from all of the opportunities offered by a leading global company," he noted.

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Synovate will rapidly integrate Plus REMARK into its worldwide network, giving clients in Turkey access to Synovate's suite of research solutions and its offices in 47 countries on six continents.

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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 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

About Plus REMARK

Founded in 1994, Plus REMARK has been a pioneer in the Turkish research market. Plus REMARK develops strategic partnerships with its clients by delivering actionable and bottom-line focused insight, through research using state-of-art technology.