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Date

## Synovate expands into Scandinavia

LONDON — Aegis Group plc ("Aegis" or "Group") - the media communications and market research group – announced today that it has acquired the Scandinavian market research group, Univero, the holding company for MMI Univero (Norway), TEMO Univero and LUI Univero (Sweden), Vilstrup Univero (Denmark) and Fieldwork Scandinavia.

Univero is the largest independent market research network in Scandinavia, providing qualitative and quantitative research services to leading Scandinavian and global research companies. The Group has particular expertise in FMCG, food and drinks, public sector, brand and communications, media, youth and retail research.

Commenting on the acquisition, global CEO of Synovate, Adrian Chedore said, "This is a very significant acquisition for Synovate, making us a major player in Scandinavia. Univero will significantly boost the size of our operations across Western Europe and will provide clients with full service research capabilities in Norway, Sweden and Denmark. We are delighted to have such a successful research agency on board and are confident that their positive attitude and pioneering research solutions will fit well with our current mix of offerings to clients".

Elisabet Annell, CEO of Univero, commented, "Joining Synovate is a really exciting prospect for Univero. Our clients will benefit from Synovate's extensive global capabilities, as well as having access to a comprehensive range of leading research practices and solutions".

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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](http://www.synovate.com) and [www.synovate.co.za](http://www.synovate.co.za)