

The logo for Factum Group, consisting of a grid of black squares with the letters "G" and "M" in white.

PRESS RELEASE

17. January 2006

New international market research network established

Booming market research industry in the “New Europe” region has got a new player. From the beginning of 2006, market research clients interested in Central and Eastern Europe can be served on a “single entry” principle by a new network, specialized in analyzing these exciting new economies.

Based in Prague (Czech Republic), Factum Group is a joint venture of highly professional, private and locally competent research agencies acting in different countries. It will offer full service approach in both qualitative and quantitative research as well as a marketing consultancy. Based on best practices of the partners and their research solutions, Factum Group will cover many key research sectors, e.g. automotive, communication, consumer, healthcare, industrial (business-to-business), IT & telecom, media and utilities. At the same time, Factum Group will utilize many years of experience in social studies and opinion surveys to provide complex picture of CEE societies.

It is for the first time ever that an international research group in this part of the world was created “from below”. The project was initiated by seven partners, in alphabetical order Factum Invenio (Prague, Czech Republic), Faktum (Tallinn, Estonia), InMind (Kiev, Ukraine), James & Tailor (Budapest, Hungary), Noguera (Bratislava, Slovak Republic), RAIT (Vilnius, Lithuania) and RS Group (Riga, Latvia). Companies from Poland and Belarus are invited to join in near future. In the long term run, Factum Group is going to cover also other Central European countries. From 2006, Factum Group is a member of the global professional association ESOMAR. The expected consolidated turnover of the network is close to €5 million thus ranking in top five in the region.

Jan Herzmann, one of the two Factum Group executives, explains: “Research specialists and marketing consultants made the experience that their clients understand Central and Eastern Europe as a rather homogeneous territory. Factum Group proves that we are able to convert this experience into action.”

The other Factum Group executive Aldis Paulins amends: "If we want to compete to leading global market research groups, we have to offer not only the same quality, the same reliability and the same degree of standardization and unification, but on top of that excellent expertise in the local markets and extreme flexibility. Factum Group is ready to cope with this challenge."

Factum Group can be approached through its central Prague office, central web-page or any of the partners in the individual countries.

-end-

Key Contacts:

Jan Herzmann
Executive

jan.herzmann@factum-group.com
Factum Group / Factum Invenio
Těšnov 5, 110 00 Praha 1
tel.: +420 224 805 651
fax.: +420 224 805 628
gsm: +420 731 403 699
www.factum-group.com

Aldis Paulins
Executive

aldis.paulins@factum-group.com
Factum Group / RS Group
Elizabetes iela 65-16, 1050 Riga
tel.: +371 721 75 54
fax.: +371 721 75 60
gsm: +371 939 63 63
www.factum-group.com

Factum Invenio/Czech Republic

has been offering marketing services since 1991 when it was founded as one of the first private market research agencies in Czechoslovakia. Nowadays we have an excellent team of highly qualified specialists. We rank among the leading providers of marketing information and solutions in the Czech market. Our mission and vision is to offer reliable and authoritative marketing information, to design complex marketing solutions, not to be only a supplier but first of all a partner to our clients.

For more information click on: www.factum.cz

Market Analysis and Research Group RAIT/ Lithuania

is a fast growing full service marketing and public opinion research company, established in 2002. The core of our team unites experts in sociology, economy and marketing, who carry out a wide-scope of research in different fields. Our team is experienced in different research projects on national and international levels over the last five years. Our mission is to be the most professional market research company, providing high quality fieldwork and having the best specialists, who help the clients to make effective marketing and business decisions.

For more information click on: www.rait.lt

InMind/Ukraine

is a dynamic company, which offers a wide range of market and consumer research to provide our clients with the intellectual in-sights and practical recommendations. We specialize in classical and innovative ad-hoc surveys, our executives have more than 14 years of research experience. InMind provides research solutions in the area of multilevel segmentation, market share analysis, consumer behaviour & satisfaction research, brand image study, ad testing etc.

For more information click on: www.inmind.com.ua

James & Tailor/Hungary

is a research agency based in Budapest, offering full-service market research. International research coordination is one of our areas of specialisation. Other areas of expertise include: customer satisfaction measurement, brand/add awareness, usage & attitudes, branding, positioning or pricing. We apply creative and flexible approaches to problem definition and solutions. We believe in working in Partnership with our clients helps them to meet their business objectives.

For more information click on: www.jamesandtailor.hu

Survey Research Centre Faktum/Estonia

is a research company established in 2002 offering services in the field of public opinion and social surveys. In 2005 Faktum united forces with an Estonian market research company Ariko MG active in the market since 1993. The merger contract will be signed in January 2006 and the company will be called Faktum & Ariko. The aim of the company is to be a recognised partner to our clients by offering the best quality full services in the market.

For more information click on: www.faktum-ariko.ee

RS Group/Latvia

is a full liability partnership established by two research institutions – the market research agency MarketLab and the Foundation Baltic Institute of Social Sciences. Both research entities employ highly qualified and experienced research professionals and provide full range of research services both to commercial and public sector clients.

For more information click on: www.rsgroup.lv

Noguera/Slovakia

is a newly formed company in the Slovak market. Noguera will be renamed to Factum Invenio and is going to offer full service in the area of marketing research as well as marketing consultancy. The company will share its know-how with its parent company Factum Invenio based in the Czech Republic.

For more information contact Factum Invenio, Prague.