

Synovate further strengthens position in Netherlands with Interview-NSS

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Synovate, the market research arm of Aegis Group plc, has announced that it has acquired Interview-NSS, The Netherlands' largest independent full-service market research company. Amsterdam-based Interview-NSS employs 110 members of staff and has particular expertise in contact and channel management, media and branding research.

The company has a number of proprietary tools and products in these segments, including the European Media Service (EMS), now established as Europe's leading media survey and conducted in 20 markets.

The acquisition also includes the European Data Collection Centre (EDCC), an industry-leading multi-lingual CATI contact centre located in the Dutch capital.

Adrian Chedore, global CEO of Synovate, said, "We already have exceptional capabilities in FMCG and branding research in Amsterdam and have built a very strong position in qualitative research. Interview-NSS' reputation in The Netherlands and specialist expertise make it a very good fit with Synovate's existing full service operations in this key market."

Peter Huijboom, CEO Global Client Relationships and Head of Northern Europe added, "Interview-NSS' EMS, along with Synovate's PAX media consumption survey, rounds out our global media research capabilities. The new combined Dutch business further enhances our position in the ad hoc research market."

Interview-NSS will be integrated with Synovate's existing operations in The Netherlands and will be led by managing director Carlo Stokx.

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 5 000 staff across 51 countries. More information on Synovate can be found at www.synovate.com.

About Aegis Group plc

Aegis Group plc is one of the world's fastest growing marketing communications groups. It operates in media communications with Aegis Media, which includes Carat, Vizeum, Posterscope and Isobar, and market research with Synovate. Listed on the London Stock Exchange, Aegis is capitalised at £1.5 billion. More information on Aegis Group plc can be found at www.aegispplc.com.

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