



## IPO Set's Pulse Racing

**London, June 27<sup>th</sup> 2008** -- Asia's premier Online Panel company 'Pulse Group', has announced its IPO (Initial Public Offering) on the PLUS markets in London commencing trading today. The public listing comes at a time of high growth for the group, which commenced operations a mere 33 months ago in Kuala Lumpur, Malaysia.

Pulse now operates 5 offices globally, with a main focus on providing online data-collection services throughout Asia-Pacific and the Middle-East region. It's clients include the largest *market research, media* and *consulting* firms globally.

The IPO proceeds are to be re-invested mainly into panel growth, International expansion, and working capital. The IPO will also provide Pulse with a currency and platform for acquisitions. Bob Chua, CEO of Pulse comments "*The IPO signifies an integral stage of our growth, as it allows us to accelerate all facets of our business, and unleash our full potential as a leading Online panel company in the market intelligence industry*". He added "*we will also have the currency to pursue inorganic growth routes, in which we look forward to pursuing very quickly*".

Pulse will trade under its holding company 'Pulse Group PLC' with the PGRP symbol. The board of Pulse Group PLC includes ex-Synovate and industry heavyweight, Bill Pegram.

### **About Pulse Group**

The Pulse Group is a first class *Research Process Outsourcing* (RPO) company, built exclusively to serve the market intelligence industry globally. Its products and services include Planet Pulse - an online community of survey respondents throughout Asia Pacific and Middle East, Online Data Collection, Survey Programming, Data Processing and Analysis, Professional MR Translations, and Qualitative research.

Please visit [www.pulse-group.com](http://www.pulse-group.com) for more information.

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