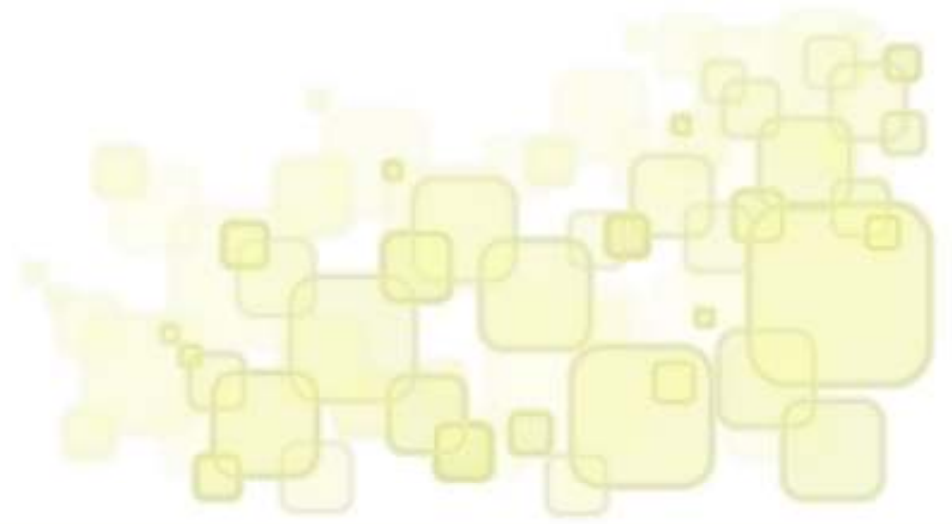


Pulse Group PLC

Credentials Presentation



Pulse Group Overview





Pulse Group PLC

- Leading Digital Research Agency in Asia
- KL Operations Hub
- International sales offices
- International client base
- Publicly Listed on London's PLUS market
- MSC Status
- Award winning company



2009 Global Finalist



2008 Emerging WINNER



Ranked 119
Technology Fast 500 Asia Pacific 2008



2008 ASIA 100 WINNER



Malaysia Industry Excellence Award
2008 BRAND WINNER



Most Promising Entrepreneur 2008 Awards
WINNER



Emerging SME 2006



Malaysia ICT 2006

Fastest-growing Start-up WINNER



2006 ASIA 100 Finalist



Malaysia Venture Capital and
Private Equity Award 2008



MCBC Business Excellence Awards 2008
GOLD Winner



Pulse Group PLC - CEO & Founder



Bob Chua is Founder and CEO of Pulse Group PLC, one of the industry's fastest growing Online Research Agency's, having grown from start-up to IPO (on London's PLUS market) in a mere 33 months.

Bob is a successful Malaysian Entrepreneur with vast global experience in starting-up, fund-raising, nurturing hyper-growth, M&A, and bringing companies public and recently won the prestigious award for 'Ernst & Young Emerging Entrepreneur of the Year'.

Bob is a regular on the speaking, blogging, tweeting, and writing circuit throughout Marketing, Web 2.0, and Entrepreneurial circles globally.

pulse

Pulse Footprint



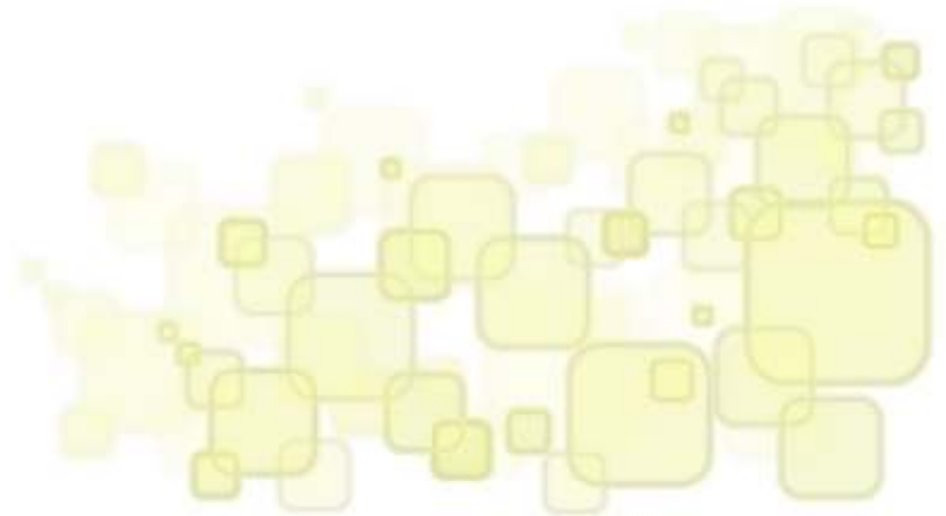
Global Delivery Center



Pulse Expansion



Sales & Business Development



Digital Research Agency

Pulse, the heartbeat of market research

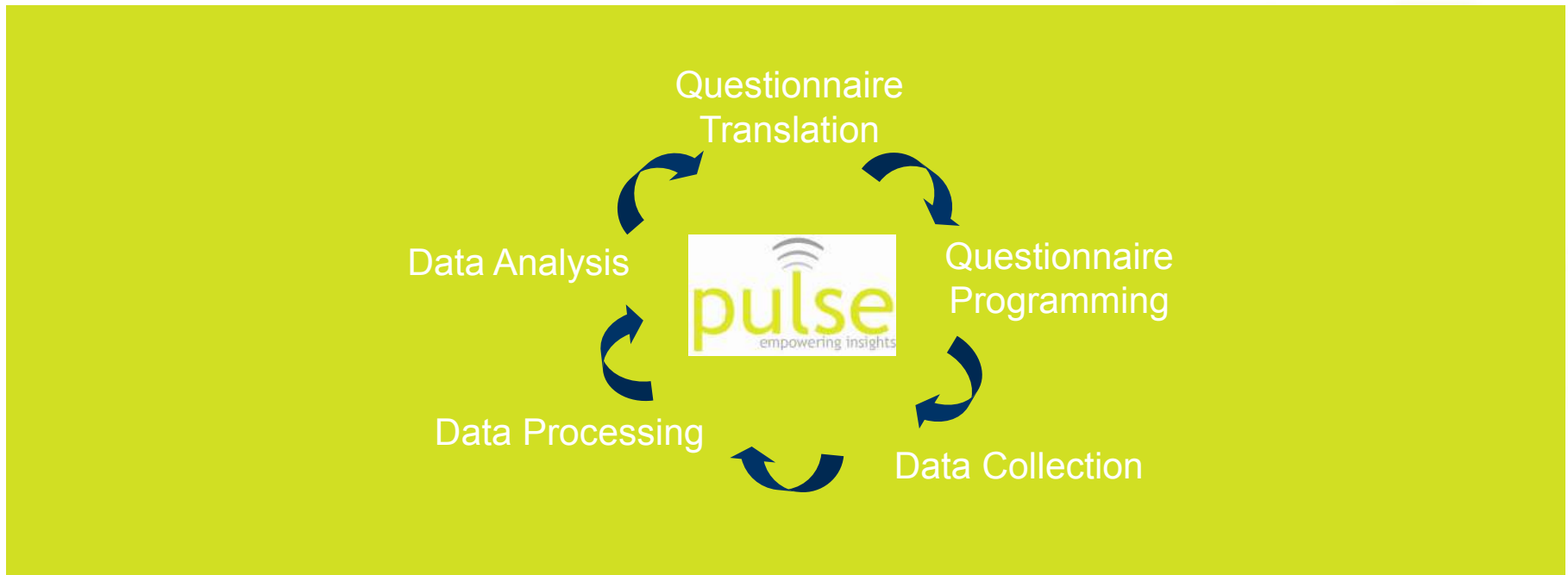


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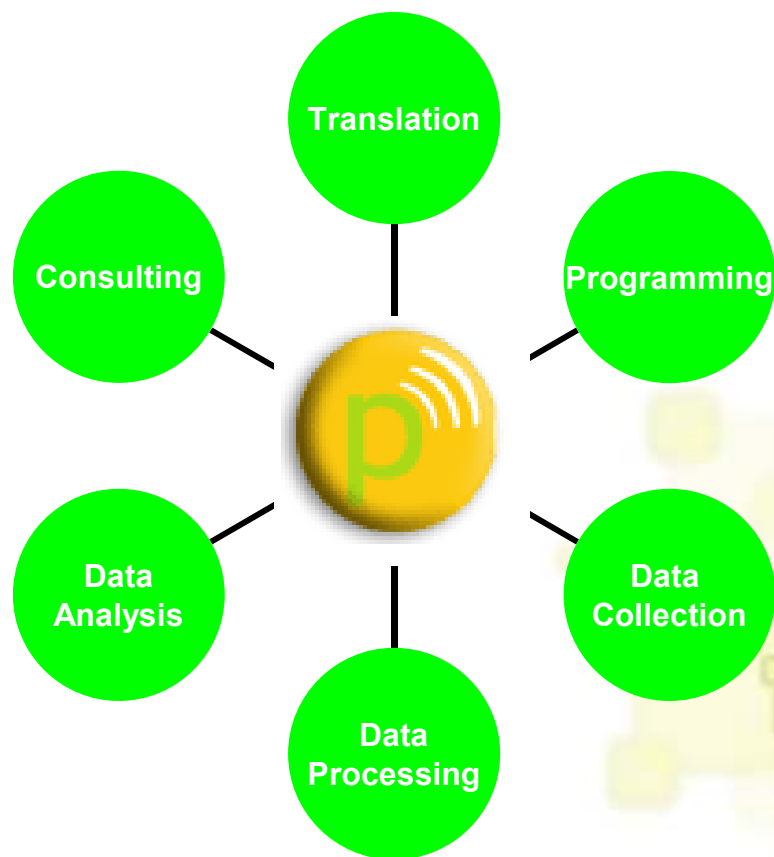


Digital Research Agency

Pulse's niche within the Market Research Value Chain



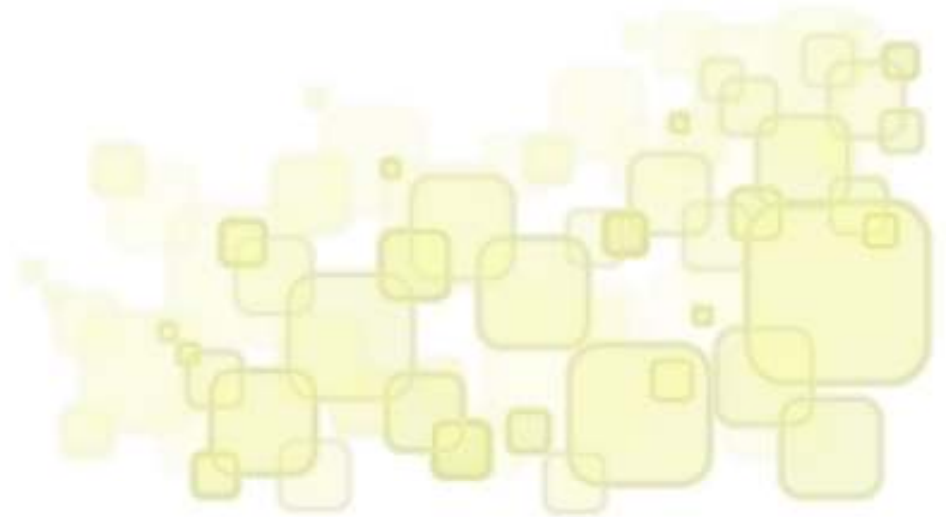
The Digital Research Agency model allows for a true end-to-end research solution.



Pulse provide end-to-end Research Services to clients Globally, from various vertical sectors

The Pulse model enables a one-stop-shop environment, and optimized efficiencies

pulse
empowering insights



Pulse DNA

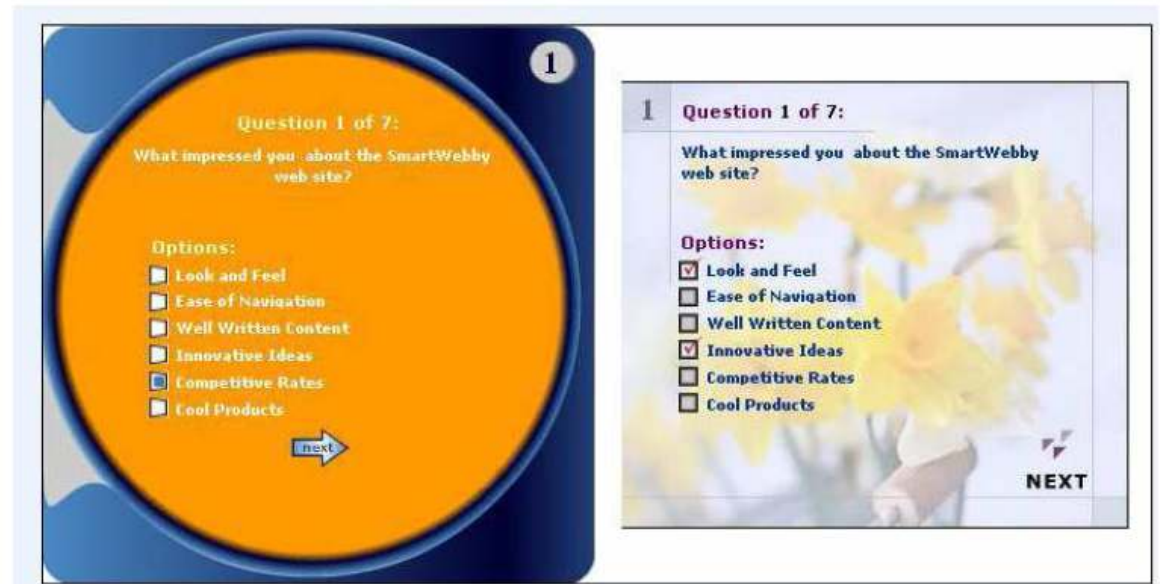


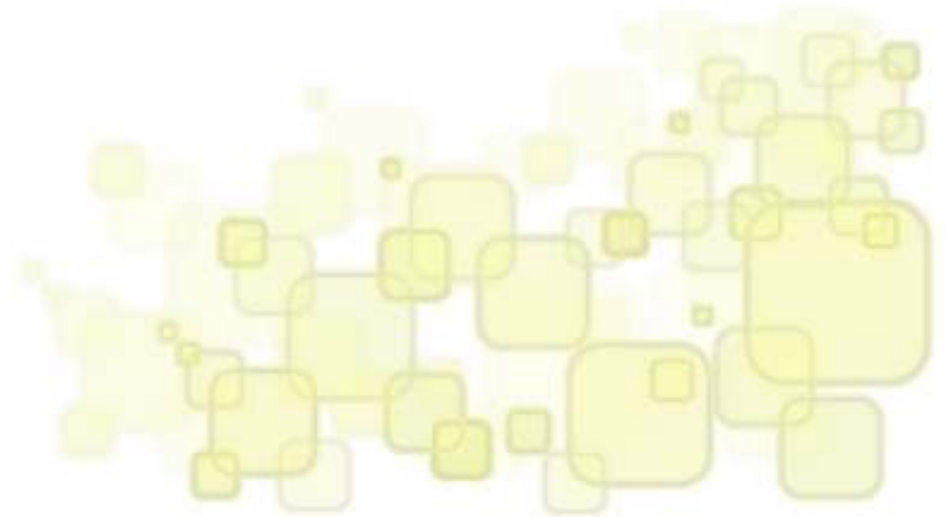
Pulse, the heartbeat of market research

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Pulse DNA

- Programming and Data-Processing
- Project Management
- Data Collection (CATI + CAWI)
- Professional Translation Services



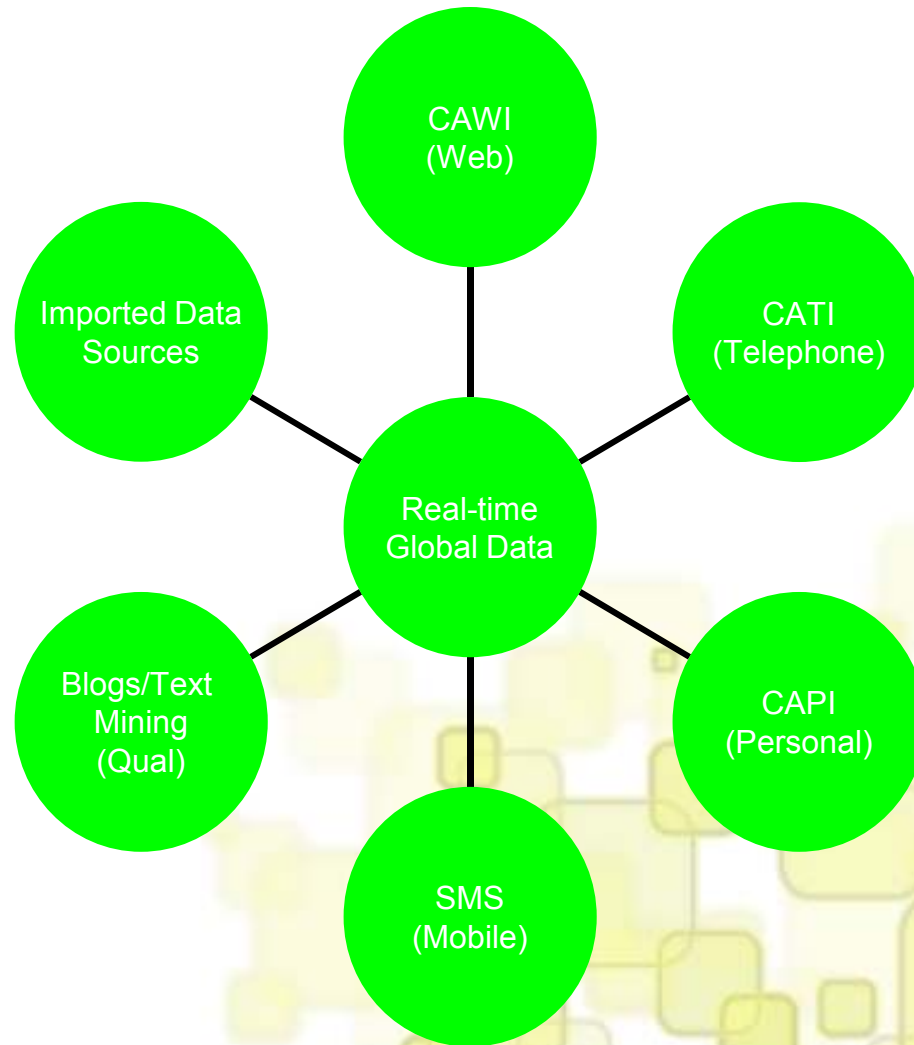


Survey Design + Creation

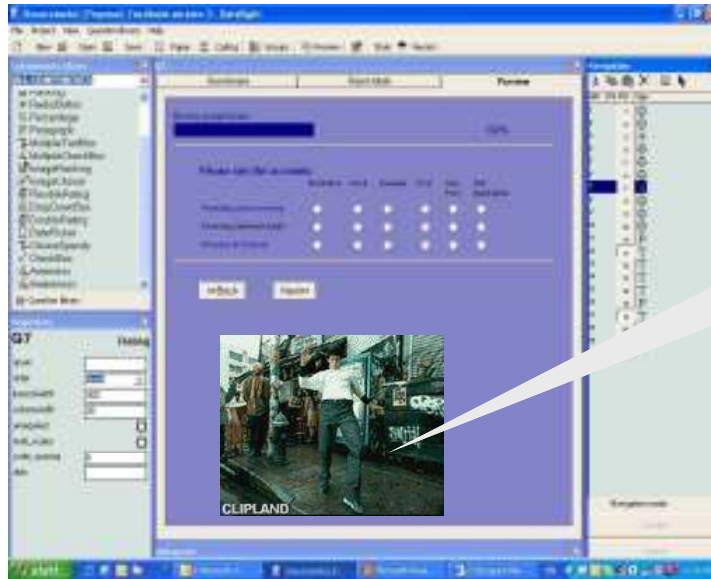


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Integrated ASP Platform



Ability to integrate TVC's or Print Ad files



- Ranking
- Single and multiple choice tick box
- Single choice pull down
- Multi-point scale with sub-questions
- Sliding scales
- Single-choice/ and multiple-choice matrix
- Spinners
- Constant Sum
- Comment and Essay

The screenshot displays the DataSight Web Survey Manager application. The main window shows a table with columns for Job name, Completed, Refused people, and Refused. A 'System properties' dialog box is open, showing the 'Validation' section with three checked options: Spouse validation, DNS validation, and Account validation. A grey callout box with a white arrow points to the dialog box.

Stringent + Automated Quality Control Features

Tracking List for Project: **P238 - DeskJet Printers Study**

[Close](#)

Project Name : **P238 - DeskJet Printers Study**

Description : **Total N = 300 completes per country**
* Min 10% of completes w/ businesses (n30 per country)

Data Collection Type : **CAWI**

Sample Source : **Pulse**

Fieldwork Period : **11 day(s)**

Start Date : **2007-07-20**

End Date : **2007-07-30**

N (no of completes) : **600**

N needed : **600**

Completed : **617**

Terminated : **3636**

Quota Full : **218**

Total : **4471**

Invalid : **0**

Overall IR : **15%**

Total URL setup : **40001 / 600**

Country	N needed	C	T	Q	Total	IR	Invalid
China	300	301	3138	21	3460	9%	0
Indonesia	300	316	498	197	1011	39%	0

Project Tracking

User ID to track respondent profile

MOVE

User Tracking List for #3

Completed : 0 Terminated : 37 Quota Full : 5 Invalid : 0
 Total URL(s) : 50

No.	System ID	User	IP	Start Time	End Time	Status
1	11228	xxxx	202.55.80.106	2007-08-07 12:43:00	2007-08-07 12:43:34	Terminated
2	11273	12334156	202.55.80.106	2007-08-07 13:47:17	-	In Progress
3	11330	1317941	211.26.103.174	2007-08-07 21:06:00	-	In Progress
4	11335	2893355	121.44.231.137	2007-08-07 15:24:26	-	In Progress
5	11336	1966171	58.171.30.77	2007-08-07 15:25:21	2007-08-07 15:26:56	Terminated
6	11338	3324403	124.176.36.2	2007-08-07 15:26:01	-	In Progress
7	11339	3115844	59.167.157.9	2007-08-07 15:26:49	2007-08-07 15:28:59	Quota Full
8	11340	1430676	203.7.175.1	2007-08-07 15:27:50	2007-08-07 15:29:15	Terminated
9	11341	3244644	60.229.143.245	2007-08-07 15:28:01	2007-08-07 15:29:06	Terminated
10	11344	2801510	58.109.101.34	2007-08-07 15:29:41	2007-08-07 15:31:32	Terminated
11	11345	2113189	124.182.128.223	2007-08-07 15:33:08	2007-08-07 15:34:22	Terminated
12	11347	3678993	124.182.222.170	2007-08-07 15:33:47	2007-08-07 15:34:57	Terminated
13	11348	3785287	121.219.18.208	2007-08-07 15:34:20	2007-08-07 15:35:25	Terminated
14	11349	3618937	220.233.220.2	2007-08-07 15:35:43	2007-08-07 15:37:17	Terminated

IP Address to track respondent location

Real-time Data Analysis

Females 21-24
2

Total
81

Data Collection Type : CAWI
 Sample Source : Others: Azure
 Fieldwork Period : 2 day(s)
 Start Date : 2007-11-01
 End Date : 2007-11-02
 N (no. of completes) : 81

Country	N needed	C	T	Q	Total	IR	Invalid
UK	81	12	7	3	22	63%	0

1. Source from Partner : Azure

Project URL : http://pmt.planet-pulse.com/survey.php?s/78/383/ids=user_id
 *This link can be used up to 1000

Country : UK
 Pulses : 0
 Language : English
 Total URL(s) : 1000

Completed : 12 Terminated : 7 Quota Full : 3 Invalid : 0
 Total (exclude invalid) : 22

[Download](#)
[View Tracking](#)

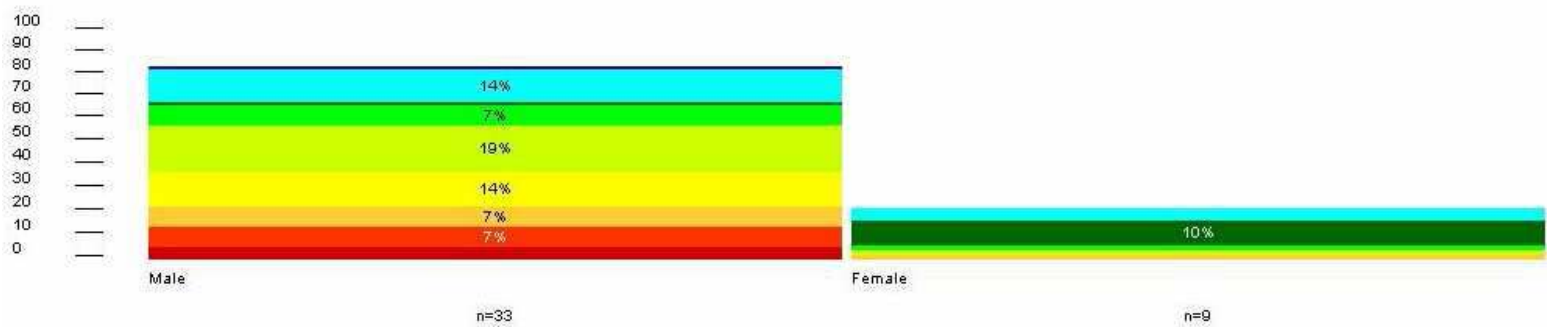
** Due to Internet Connection Speed constraint, the "View Tracking" function will only show first 50 users. Please use "Create Excel" and download Excel to get the full data.*

Clickable to download
ASCII data for analysis

Real-time Reporting

24/7 ONLINE REPORT Biotech 24/7 online report

Data set = Biotech



Q-S1. Please select your gender
Legend

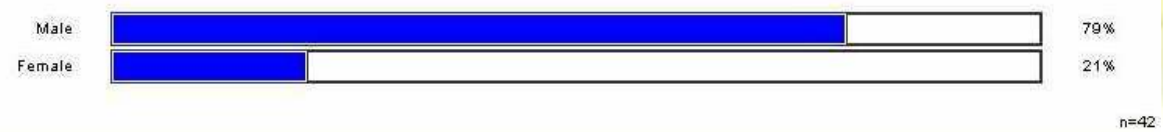


Q-S2. Please select your age group

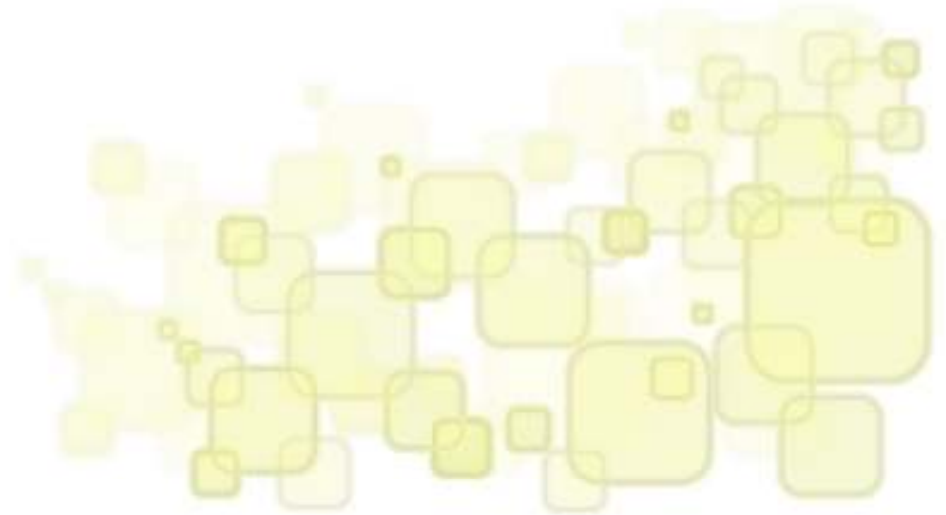
n=42

Data set = Biotech

Q-S1. Please select your gender



pulse
empowering insights



Planet Pulse

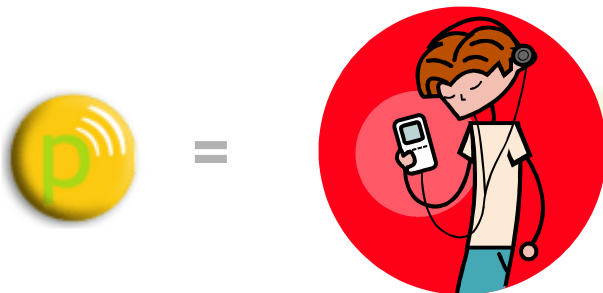
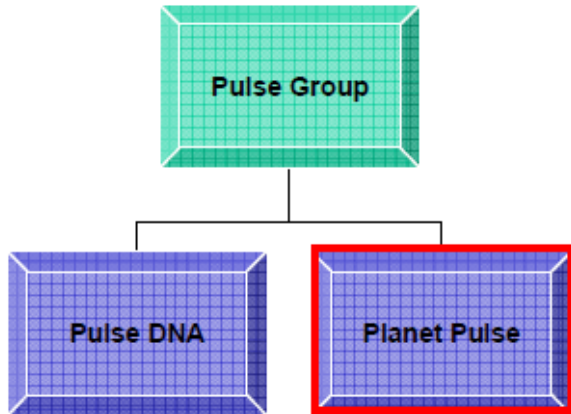


Pulse, the heartbeat of market research

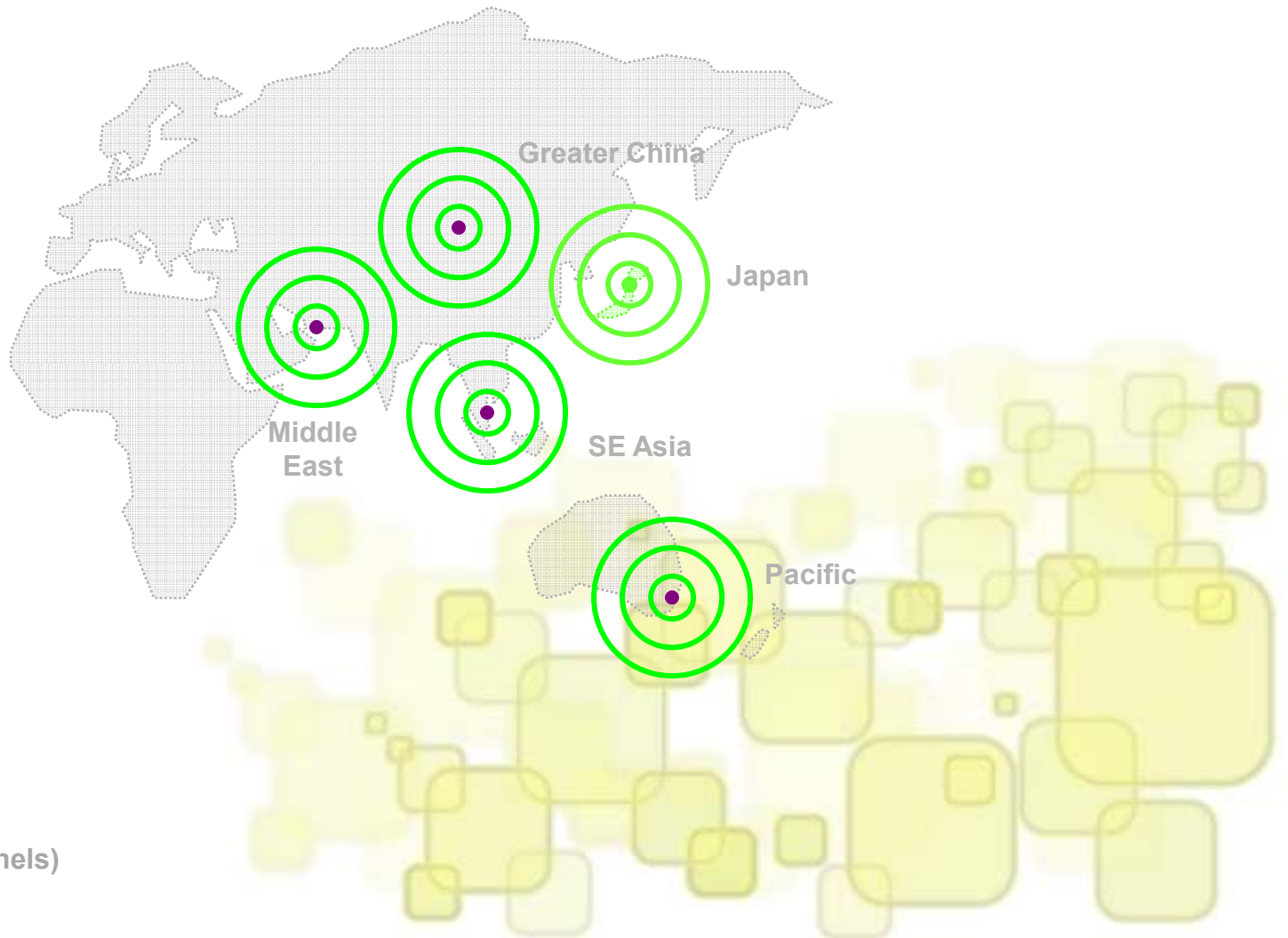
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Planet Pulse


- B2C Panels
- B2B Panels
- Teen Panels
- Specialty Panels
- Proprietary Panel Services




Planet Pulse Footprint




■ Coverage (Online Panels)

 We enroll panelists from multiple sources (e.g. Portals 70%, CATI 15%, Online Campaigns 15% etc) and a wide range of psychographic sites.

 We carefully monitor respondent participation to keep activity at optimum levels.

For instance, individual respondents are invited to participate in no more than one survey per week. Respondents are also limited in the number of surveys they may take during a given year and in a given product area.

 We work actively to encourage high response rates and loyalty from our Planet Pulse members. For example, Planet Pulse membership features a strong affinity/incentive program through which panelists are awarded products, reward points and cash for responding to surveys. Motivated respondents provide faster and higher quality results.

 We continuously recruit new panelists for Planet Pulse, remove inactive members and conduct intensive panel re-profiling.



Basic Registration Profiling:

- Age
- Gender
- Country
- Postcode/Zip Code
- Education level
- Marital Status
- Household income
- Children in household
- Age of children in household
- Do you own a car?
- Do you own a pet?
- Do you own a credit card?
- Do you own a mobile phone?
- Employment Status
- Choice of language when receiving surveys

Professional Profiling:

- Occupation
- Industry
- Job function
- Decision maker
- Company size worldwide
- Company size country
- Company revenue

Planet Pulse Recruitment Strategy



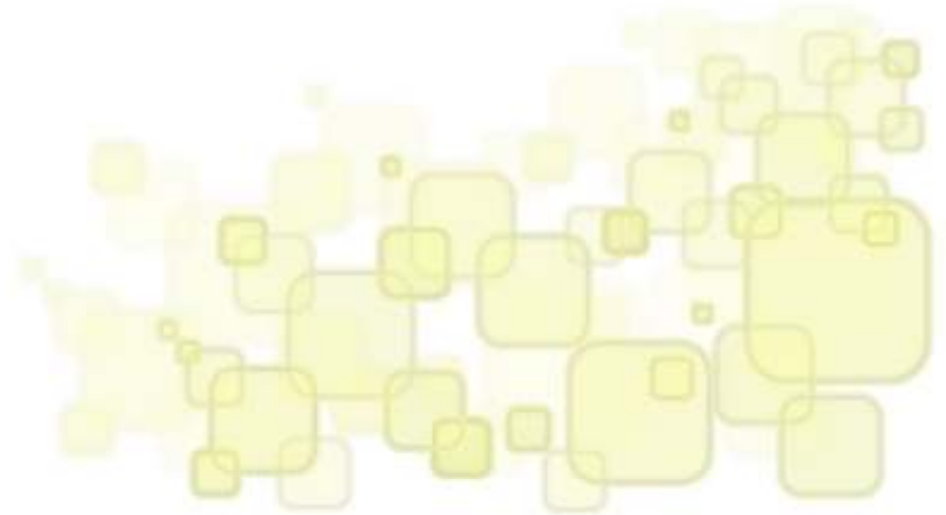
Online

- ✓ CPA
- ✓ Online Ads
- ✓ Affiliate
- ✓ Referral program



Offline

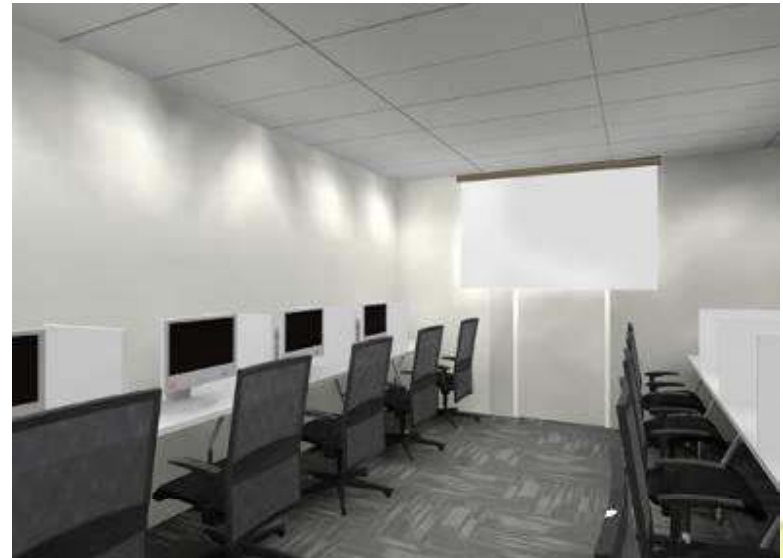
- ✓ Road shows
- ✓ Events
- ✓ Trade Show



Pulse CATI



www.pulse-group.com



Services

- One Stop CATI centre for multi-country studies in Asia.
- Covering 8 Asian Languages.
- Experienced B2B and B2C interviewers
- Native Speakers.
- 65 Seats CATI centre expandable to 400
- Over 250K Updated B2B telephone samples across Asia.
- All conversations digitally recorded.
- Low VOIP telephone rates.
- Proven track record.



Global Solutions

- ✓ Manage multi country projects such as Asia Pacific and Middle East markets.
- ✓ Data can be collected much faster with the respondents contact list.

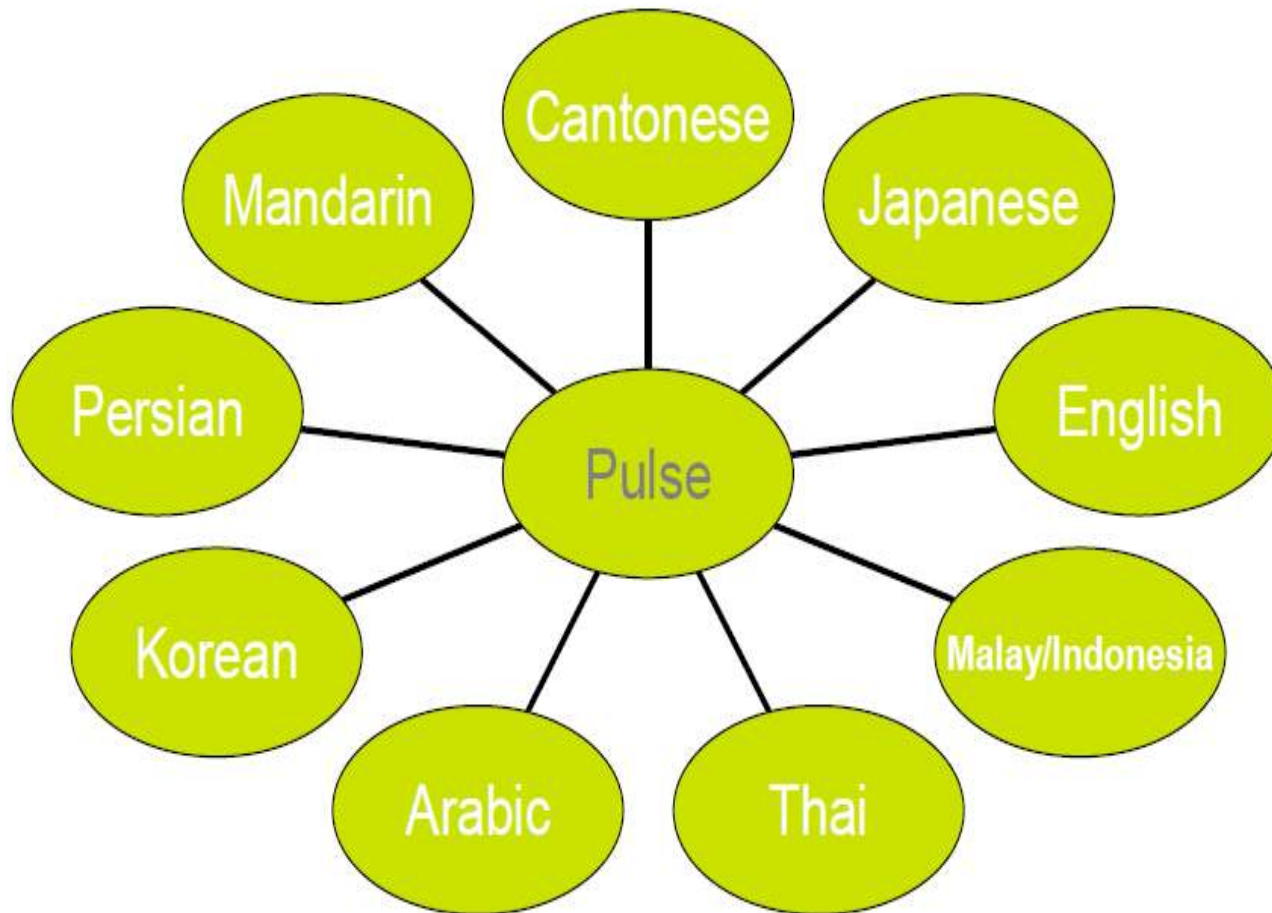


Immediate and Real Time Data

- ✓ Data collected in real time.
- ✓ Helps in the pre-prediction of the research result.
- ✓ Enables better data organizing in order to provide useful and valuable data.

How Can Pulse CATI Help?

Multi-linguistic Capabilities





Real Time QC (Call barging)

Team leader and Project Manager barging the live calls to ensure standard are being met.



Secondary Check (By Quality Department)

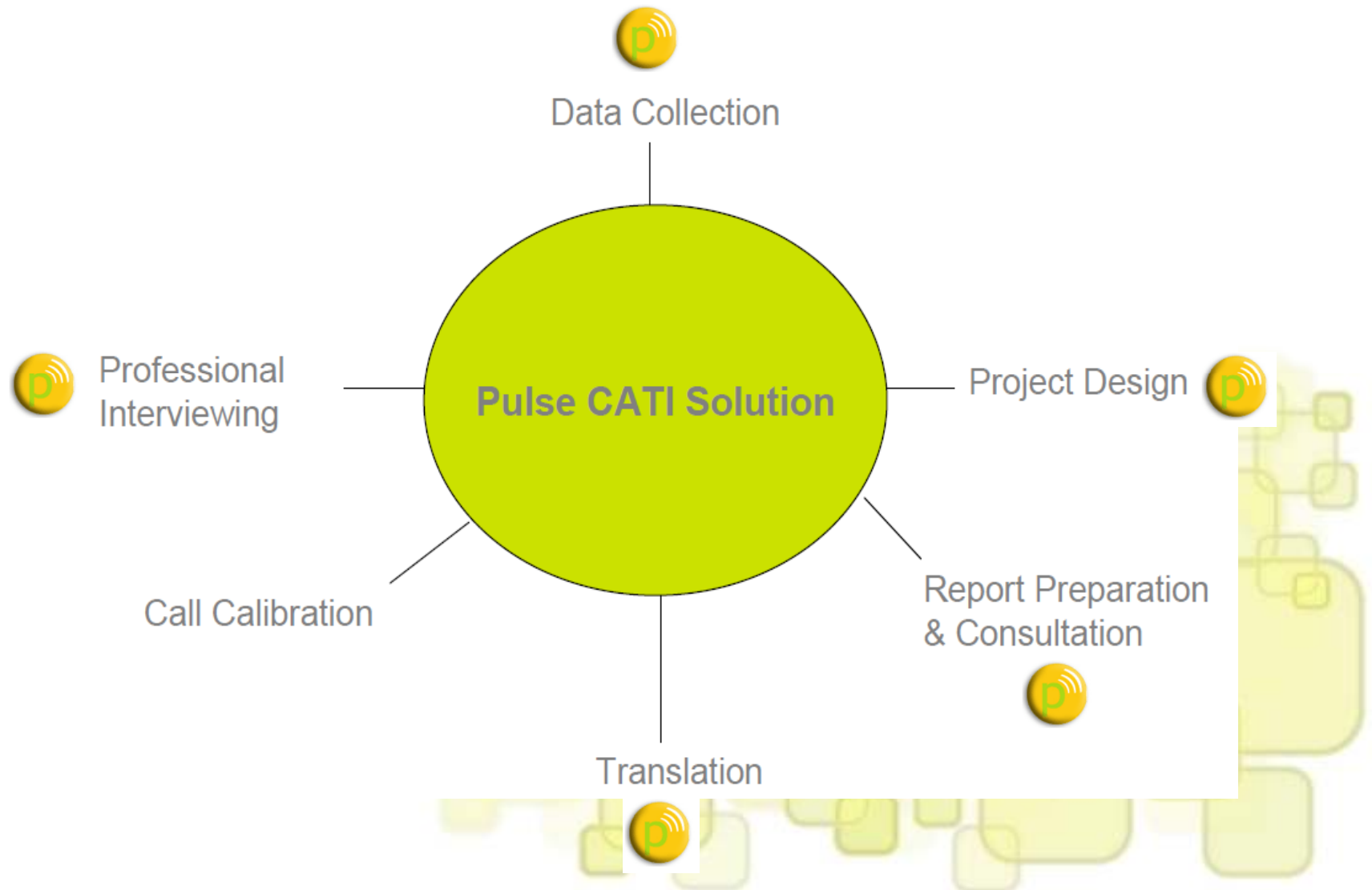
Since every call get recorded so the QA listen to the recordings and give feedback on the basis of checklist.



Final Quality Check (By Team Leader)

All logical checks done by Team leader ensuring industry criteria and quotas are being met.

What Pulse CATI is Offering





Pulse Qualitative



Full Services :

- ✓ Asia-Pacific wide recruitment.
- ✓ State-of-the-art Focus Group Facilities
- ✓ IDI's, FGD's and Ethnography
- ✓ Asia-Pacific coverage and expertise.
- ✓ B2B and B2C expertise.
- ✓ Offline and Online Focus Groups and Bulletin Board capabilities.



About Pulse Qualitative



In qualitative research, we focus on truly *understanding motivations*, needs, behavior and perceptions – why people do and think the things that they do and think.



With a variety of methodologies and techniques in hand, we focus on getting the most out of people, whether it's teenagers, housewives, doctors or CEOs.



From conventional FGDs to online Bulletin Boards, and from projective techniques to developing ad concepts, we are committed to obtaining the most out of each piece of research.

Our Core Research Team



We are made up of a team of people who are:

- ✓ Experienced and Passionate about using qualitative research to interpret and understand the consumer and organizations

Our growing team of Dedicated Qualitative Researchers:

- ✓ Is Enthusiastic and eager to understand a marketing issue or objective
- ✓ Provides need-specific research solutions.



With the marketing aim in mind, we work collectively to deliver actionable insights!

Our Pulse Facilities



Our Operations Hub in the heart of Kuala Lumpur city sports two FGD rooms with state-of-the-art facilities

✓ A choice of boardroom setting, or informal casual sofa setting



Both come fully equipped with:

- ✓ Plasma TV
- ✓ One-way Mirror Viewing Room
- ✓ Digital Audio Visual Recording



Other facilities include

- ✓ Simultaneous translation and headsets
- ✓ Pantry & catering
- ✓ Video/web streaming



Our Room Facilities



A comfortable Boardroom environment seating 8 to 10 persons ; ideal for executives and professionals.

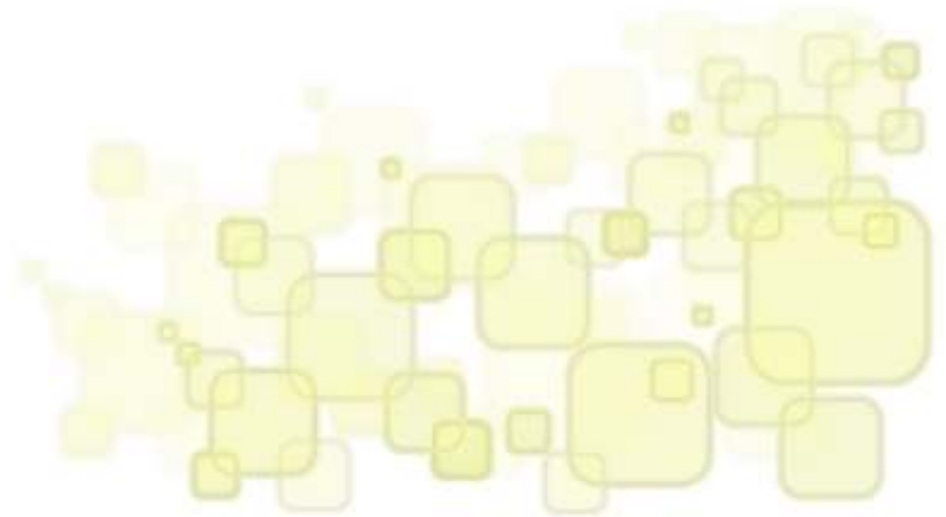


Our Room Facilities



A relaxing Lounge-styled room that seats 6 to 8 persons; perfect for smaller, intimate and informal groups.





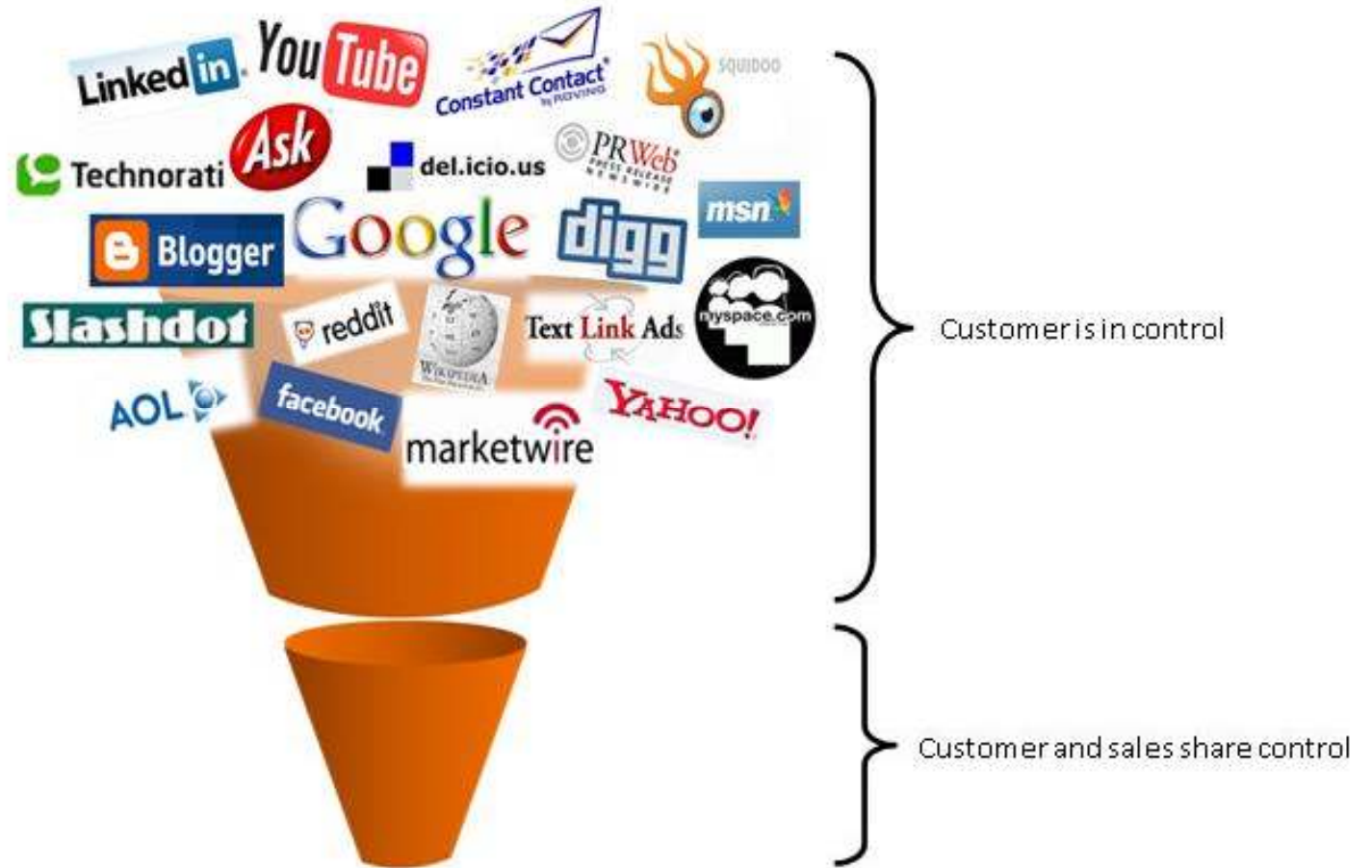
Online Buzz Measurement



www.pulse-group.com

Pulse Online Buzz Tracking

The Modern Sales Funnel:



Telco Mentions (Online Buzz Case Study)

Sample

- DASHBOARD
- Overview
- What's Your Story?
- How's Your Buzz?
- Where's Your Story?
- Who's Telling Your Story?

- V. Positive
- Positive
- Neutral
- Negative
- V. Negative



Telekom has the most general mentions from the past 3 months, but also the most negative mentions.
Maxis has less broadband mentions than P1 and Celcom, however also less negative mentions

Sample Post

Sample

Post Details

Title: 21828 **Post Date:** Fri Nov 20 00:02:00 GMT+0800 2009

NEW **Status Date:** Fri Nov 20 00:08:08 GMT+0800 2009

Category: General Mentions

Subject: Maxis

Channel Type: BLOG **Country:**

Channel: Malaysia Finance Blogspot

Sentiment: **Priority:**

Post By: Salvatore_Dali **Influence:**

Title: Hoopla Over [Maxis](#) & Market Mood

I am **happy** that [Maxis](#) did not get whacked by retailers to stratospheric levels. I really think private investors have grown up a lot. They listened, they read, most of them know this [Maxis](#) is not the [Maxis](#) of old. I **hope** they also appreciate that the mobile penetration rate is vastly different from what it was ten years ago. I also **hope** they did not get fixated at the previous privatisation / sale at around RM15 (I think, I forgot). Most importantly, they refused to pay above fair value (deemed as having a properly competitive dividend yield) for what is basically a 70% dividend stock. By that, I mean they did not "take out the institutions" or gave them more gains than necessary. We all deserve a pat on the back. The players have grown up - if you **lose** enough money, you will learn, we all do. What about the liquidity drain that [Maxis](#) was supposed to effect on the bourse? Yes, I have heard some selling their other **shares to ready** funds to buy [Maxis](#), **thankfully** they have been few and far in between. Is there liquidity being soaked, yes of course, its not a small issue. A lot of funds had to rebalance their portfolio to accommodate [Maxis](#). Due to the very tiny issue to the public, not an excessive amount of funds was tied up. In fact, the sluggish markets over the last ten days can be attributed to this liquidity being drained, or it actually **scared** many players into not participating in the markets owing to the **fear** of a possible down trending market. So, if the US and China markets continue to behave, will the next few

Show Context **Email** **Translate**

- Post containing keyword is extracted to database.
- Initially the post is analyzed by technology which assigns an initial sentiment score – ticket is NEW

positive, negative, keyword

- 2nd tier analysis is then carried out by SMA's in 24/7 operated command centres.
- Sentiment verified to 90% accuracy



- Technology also assigns a priority rating, based on the influence of the author and the popularity of the channel



Sample

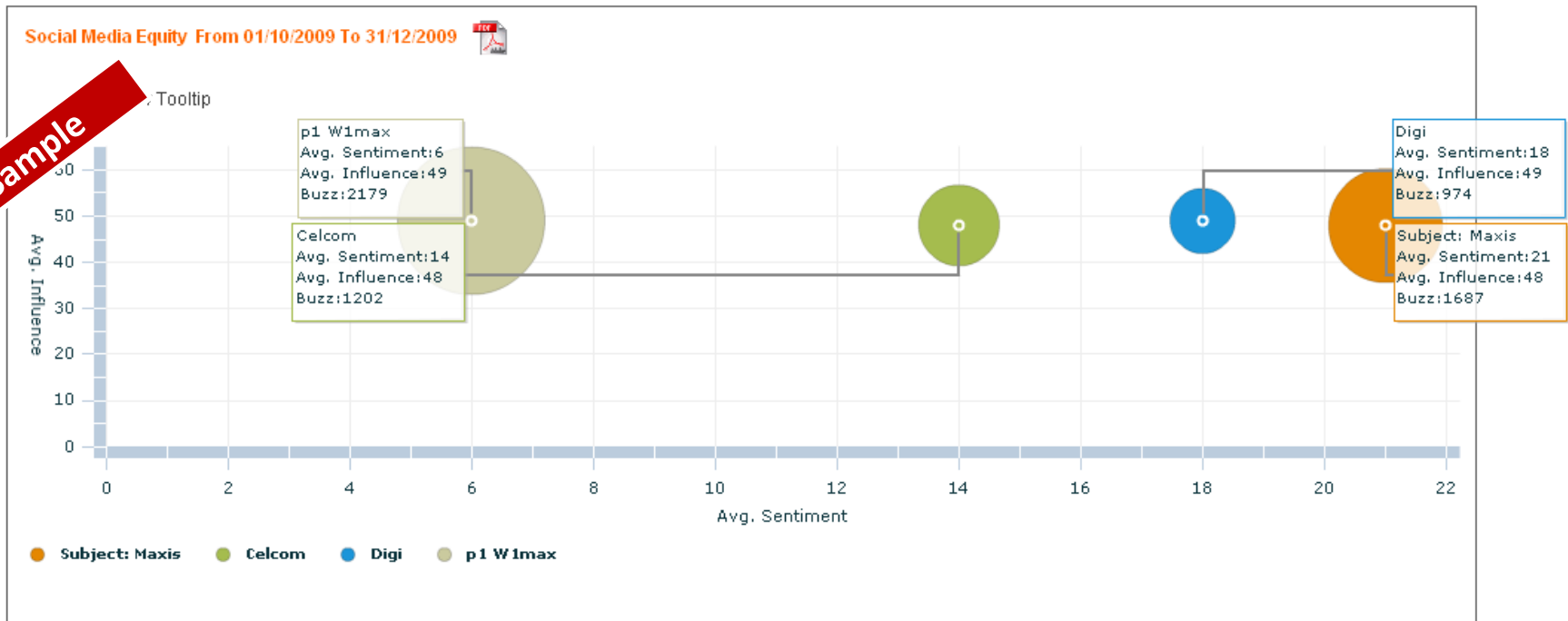
Influencers From 01/11/2009 To 30/11/2009

- ANALYTICS
- The Storyline
- Trends
- Comparisons
- Conversations
- Channels
- Voices
- Analyst Summary
- Influencers
- Most Active
- Voice Growth
- Most Unique Voices

Influencer Name	Influence	Influence Score	Author/Commenter	Channel	Total Posts	Avg. Sentiment	
By RISEN JAYASEELA		100		The Star - Business	3		All Posts
kuanyoon		50		MyPDACafe Forum -	3		All Posts
soundsyst64		100		Lowyat net Forum -	3		All Posts
AvantiKumar		100		Mis Asia - News	2		All Posts
kei18kun		15		Lowyat net Forum -	2		All Posts
limengseng		40		Lowyat net Forum -	2		All Posts
conanlky		50		Lowyat net Forum -	2		All Posts
kopitiam		37		Lowyat net Forum -	2		All Posts
Darkmage12		50		Lowyat net Forum -	2		All Posts
Sleyer		50		Carigold Forum - M	2		All Posts
DarkNite		50		Lowyat net Forum -	2		All Posts
juwaini		50		Cari Forum - Isu Se	2		All Posts
Danielle Lav		20		Lowyat net Forum -	2		All Posts

Every unique author/commenter is recorded by username and assigned a running influence score. This score is derived from the amount of unique responses generated when they post. The more response/replies, the higher the influence

Comparative Analysis (General Mentions)



Maxis enjoys the highest sentiment from the period 1/10/09 – 31/12/09, followed by DiGI and then Celcom.

P1 has the lowest sentiment, however the largest buzz.



Associations



Pulse, the heartbeat of market research

www.pulse-group.com



Pulse Affiliations



ESOMAR Members agree to abide by the ICC/ESOMAR International Code of Marketing and Social Research Practice, which has been jointly drafted by ESOMAR and the International Chamber of Commerce and is endorsed by the major national professional bodies around the world.



Market Research depends upon the willing co-operation of the public and the business community. This co-operation is based on public and business confidence that market research is carried out honestly, objectively, and without unwelcome intrusion or disadvantage to respondents. The purpose of market research is to collect and analyse information and not to directly sell or promote goods or services, influence respondents opinions or engage in other non-research activities. It is in this spirit that the Code of professional Behaviour has been devised.



The BBB reliability code provides desirable standards for e-commerce and online activities.



The BBB Online Privacy and EU Safe Harbor agreement is the European Commission's Directive on Data Protection went into effect in October, 1998, and prohibits the transfer of personal data to non-European Union nations that do not meet the European "adequacy" standard for privacy protection. As a result of different approaches to privacy between the U.S. and the E.U.



This Code of Standards and Ethics for Survey Research sets forth the agreed upon rules of ethical conduct for Survey Research Organizations. Acceptance of this Code is mandatory for all CASRO® Members.

The Code has been organized into sections describing the responsibilities of a Survey Research Organization to Respondents, Clients and Outside Contractors and in reporting study results.

Benefits of Working with Pulse



- ✓ Largest Research-only panel
- ✓ Professionally managed Panels
- ✓ Focus on Core Competencies
- ✓ One-stop Solution Provider



Thank You



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