



FOR IMMEDIATE RELEASE

Pulse Launch Healthcare and Automotive Practice

Friday, April 23rd, Kuala Lumpur –Pulse today announced the launch of its Healthcare and Automotive practice. The verticals comprise of specialty online panels, CATI expertise, as well as full-service offerings throughout Asia.

The Healthcare practice will be lead by Christine Chua, who comes from Frost & Sullivan Healthcare and supported by Leslie Auyeong previously with Research International.

Bob Chua CEO of Pulse Group PLC commented “*Our vertical focus comes at a time where specialist panel coverage as well as research expertise is crucial in enhancing our footprint across the region. Our clients are expecting a higher degree of involvement in complex and specialised projects, and the development is also in line with our intentions of providing a full-suite of digital research services across all sectors*”.

Pulse have also recently hired Sandeep Verma as operations head based in New Delhi who was previously with Nielsen Jakarta, Rajat Srivastava from Kantar, Andre Farsandi from Scicom Indonesia, and a host of other vertical/geographic experts who will be leading the vertical initiatives across the region.

About Pulse Group PLC

Pulse Group PLC is Asia’s leading *Digital Research Agency*. It’s full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East.

Please visit www.pulse-group.com for more information.

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