

Pulse Group plc / Index: PLUS / EPIC: PGRP / Sector: Media

**Pulse Group PLC ('Pulse' or 'the Company')**

**Launches 'Pulse Connect' to Engage with 800 million Facebook Users Worldwide**

Pulse Group PLC, the PLUS-quoted leading digital market research agency in Asia, is pleased to announce the launch of 'Pulse Connect', an innovative new proprietary tool. The newly launched application enables the Company to access the circa 800 million worldwide Facebook users to provide market research analysis to Pulse's diverse range of blue chip clients. Pulse represents the first full service market research company to offer such game-changing innovation and its launch puts the Company at the forefront of the industry in line with the Company's strategy to utilise its creative Research and Development ('R&D') division, Pulse Labs, to build the largest online survey database in Asia.

'Pulse Connect' will allow the Company to conduct micro-depth profiling for all Facebook participants, enabling it to identify specific market research candidates based on its clients' requirements. Once a candidate has been identified, and permission has been granted by that individual (opted-in), the app allows Pulse to port data into its online platform, 'www.Planet-Pulse.com', in a much more cost effective manner than through traditional methods, which will truly transform the industry. On an operational level, the Board is confident that this will lead to considerably higher margins for the Company due to a higher reach and reduced cost to recruit survey participants.

Pulse Chairman Bob Chua commented, "I am delighted to announce the launch of 'Pulse Connect', an exciting game-changing solution which allows us to identify, engage with and analyse specific individuals via social media sites based on our clients' research requirements. As the only full service market research agency currently offering this, we are ahead of many of our peers and I am confident that this will be a transformational for the industry as a whole.

"800 million people are now signed up to Facebook and with social media rapidly changing the way that consumers communicate, we believe that it is imperative that market research evolves accordingly. We have also developed five other complementary solutions which enable our clients to interact and analyse consumers' digital behaviour and these will increasingly be bolted on to our core research offerings to produce a holistic and multi-dimensional insights for our clients' as they increasingly channel growth in Asia."

The Directors of the Company are responsible for the contents of this announcement.

**\*\*ENDS\*\***

For further information visit [www.pulse-group.com](http://www.pulse-group.com) or contact:

Bob Chua	Pulse Group PLC	Tel: +6 (03) 2167 6666
Duncan Vasey	St Helens Capital Partners LLP	Tel: +44 (0) 207 368 6959
Mark Anwyl	St Helens Capital Partners LLP	Tel: +44 (0) 207 368 6959
Elisabeth Cowell	St Brides Media & Finance Ltd	Tel: +44 (0) 20 7236 1177