



**FOR IMMEDIATE RELEASE**

## **Pulse Group PLC launch the ‘Pulse Foundation’**

**Tuesday, November 9<sup>th</sup>, Kuala Lumpur** – Pulse Group PLC has announced the establishment of ‘Pulse Foundation’, a platform for its research community members of [www.planet-pulse.com](http://www.planet-pulse.com) to pledge their redemption rewards towards a local or International charity of their choice.

The platform will be powered by ammodo.com, a social media platform that supports companies with a seamless process of donating to charities worldwide online. Some of the charities that will benefit from this foundation are the Malaysian AIDS Foundation, WWF-Malaysia (*World Wide Fund for Nature*) and MAKNA (*National Cancer Council Malaysia*). For other regional markets, local charities have already been selected.

*“The Pulse Foundation strengthens the Pulse Group’s commitment to society as a socially responsible corporate citizen, and we are pleased to allow our Planet Pulse members to also contribute with us to help those in need”*, says Bob Chua, CEO of Pulse Group PLC.

*“ammado is pleased that Pulse has chosen to work with us to benefit charities by empowering their research community members with the gift of giving”* says Joeri Gianotten, Managing Director of ammodo Asia Pacific.

For more information on the Pulse Foundation, visit [www.pulse-foundation.org](http://www.pulse-foundation.org)

### **About Pulse Group PLC**

Pulse Group PLC is Asia’s leading *Digital Research Agency*. Its 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](http://www.planet-pulse.com) - an online community of survey respondents throughout Asia-Pacific and Middle East.

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

### **About Planet Pulse**

Planet Pulse is Asia’s premier online panel with panellist spanning across 20 countries throughout Asia Pacific and Middle East. Its panellist are extensively profiled as both a B2C as well as B2B panel. All panels are recruited in native languages and double-opt in through its recruitment portal [www.planet-pulse.com](http://www.planet-pulse.com)

### **About ammodo**

ammado connects companies, nonprofits and engaged individuals globally in a unique social media platform; and supplies the tools necessary to support online Corporate Social Responsibility campaigning, fundraising, engagement and communication. ammodo's unique combination creates a powerful network of change, leading to measurable and sustainable benefits. [www.ammodo.com](http://www.ammodo.com)

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