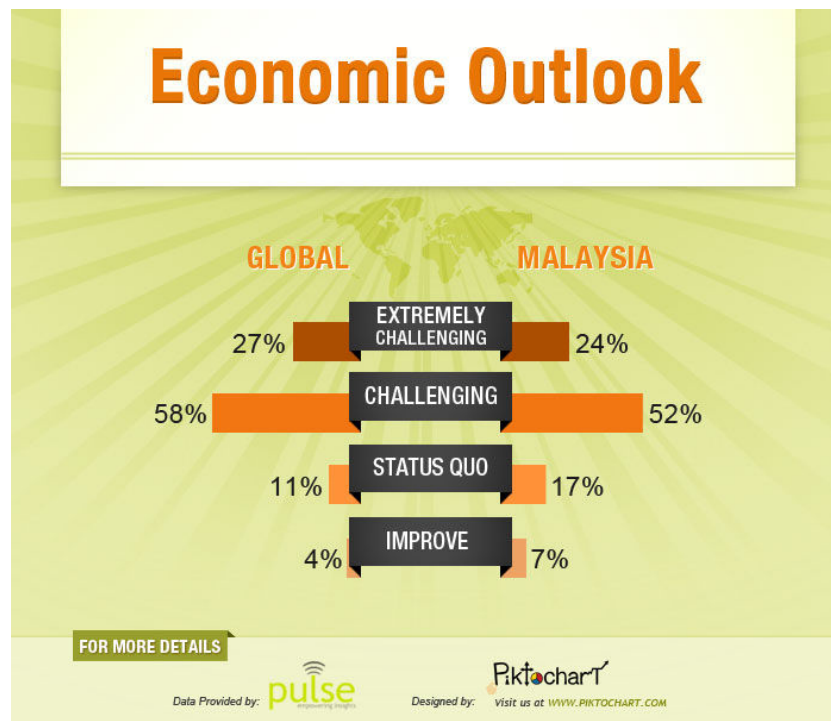


# The Pulse of the Economy Survey 2012

**Kuala Lumpur, Malaysia, January 10, 2012** – Pulse Group PLC recently polled n=130 CEO's across corporate Malaysia in a study aimed at gauging economic outlook from a corporate perspective. The study found that a majority (76%) predicted that the Malaysian economy was going to be challenging, while a larger group predicted that the global economic situation was going to be bleaker (85%).



Bob Chua, CEO of Asia's leading digital research agency commented '*the results are not surprising, coming out of quite a volatile year while entering a new year of similar prolonged uncertainties. While Malaysia looks slightly more bullish, CEO's are still nervous about any potential shocks*'.

## 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 Pulse Group PLC [www.pulse-group.com](http://www.pulse-group.com) for more information.

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