



COMPANYPROFILE

InformationEmpowerment

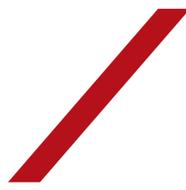


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INFORMATION EMPOWERMENT

In today's rapidly changing environment, the need to access timely, accurate and relevant information is becoming ever more vital.

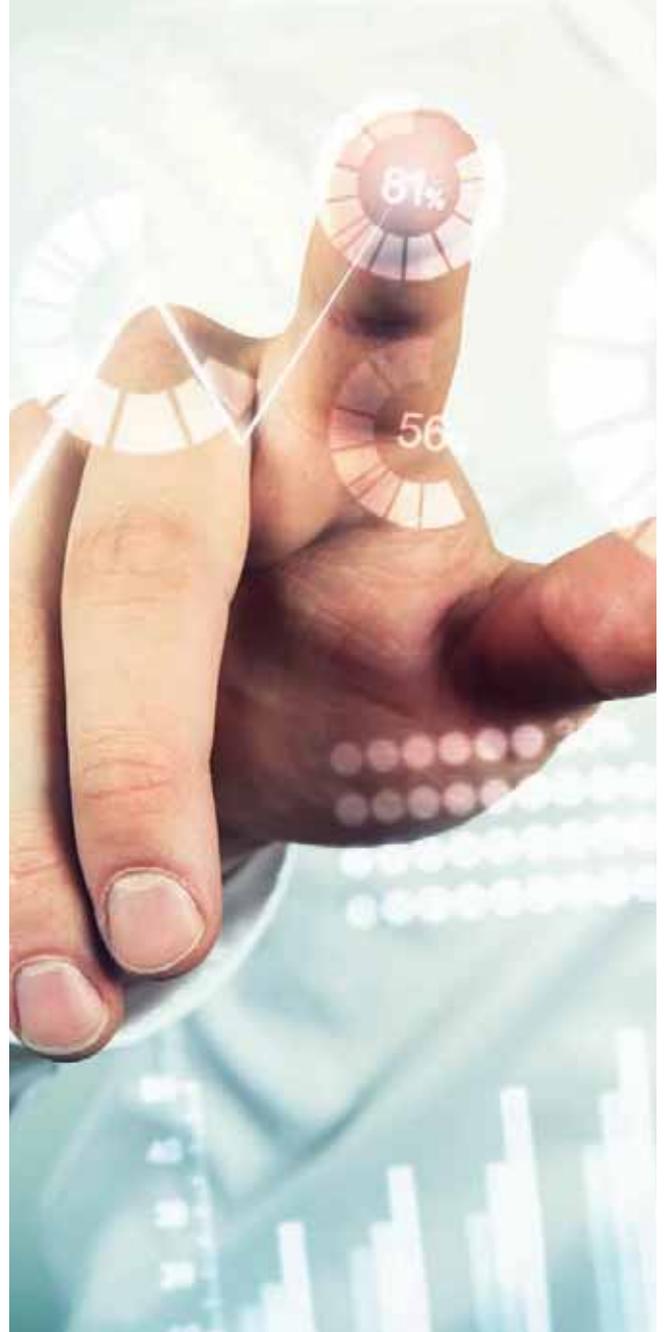
Private enterprises, NGOs and public entities strive to achieve their objectives within an ever changing background, and to implement strategic plans that are pertinent and effective.

Market and social research is a powerful tool in the arsenal of the modern corporate and public planner in support of the decision making process. It provides an analytical insight into the opinions, attitudes and behaviours of specifically targeted population subgroups and can be used to assess the quality and performance of products and services offered.

Some of the typical questions that market and social research is called upon to provide answers include:

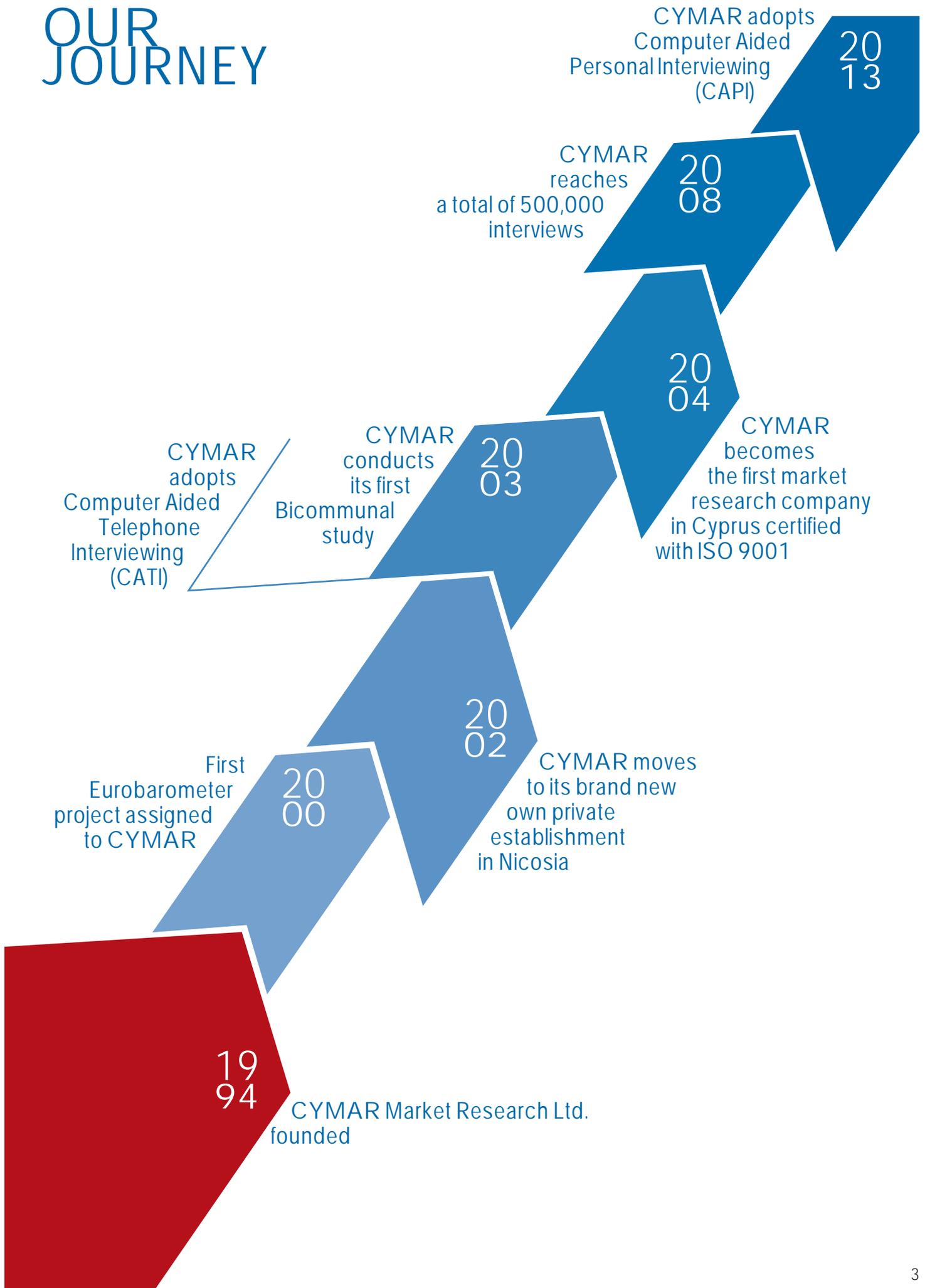
- What is the equity of our brand?
- What is the incidence of purchasing and using?
- What is the propensity to use and recommend in the future?
- Who are our clients? Who are the clients of the competition?
- How successful is our communication strategy?
- What is the quality of the client service we are offering?
- What is the approval rating of public entities?
- How favourable is the public towards specific policies?
- What is the electorate's stance on specific social issues?

CYMAR Market Research Ltd. takes pride in having steadfastly providing answers and reliable intelligence to its clients for over two decades.



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OUR JOURNEY



ABOUT US

CYMAR Market Research Ltd. is a limited liability company that was established on February 1994 in Nicosia, Cyprus, offering a full range of market research services on both a primary (quantitative and qualitative) and a secondary (desk) level.

The company is based in Nicosia, the capital of Cyprus and offers its services both locally and, through a network of dedicated associates, to the countries of the Middle East and Europe.

CYMAR carries out a large number of social and commercial projects yearly. With utmost attention paid to the quality of our services and deliverables, all work on these projects is carried out internally (no subcontracting) with the application of the latest technological tools and software packages. Dedicated administration, fieldwork, data processing and analysis teams work in collaboration to complete each project successfully.

The driving forces behind CYMAR's successful presence in the field of market research are the consistent provision of high quality work, the personal care and the superior level of service it provides to its customers and its ability to provide competitive pricing.

CYMAR has a client portfolio that includes businesses belonging to a variety of industries. Increasingly, CYMAR's client base includes multinational organizations that operate in the region, Cyprus-based corporations, local firms and semi-government agencies. The company has enjoyed rapid growth and a growing reputation through its achievement to combine a management team with a vast experience in the fields of research and consultancy, the use of the latest technological means for data collection and the execution of detailed analysis required to derive the targeted information for the client. At the same time, the company's success stems from the principles of building a strong cooperative relationship with clients and providing services of high quality at a competitive cost.



Mission Statement

To consistently provide high quality services and to assist clients in their decision making, through the provision of accurate market information derived from market research and study.



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ISO 9001:2008

CYMAR's driving force is its commitment to quality. All processes of a research project are monitored by a quality control system which is certified to adhere to the requirements of the ISO 9001:2008 standard. This standard which is based on a number of quality management principles, such as customer focus, process approach and continual improvement, ensures that our clients consistently receive high quality services.

ESOMAR Member

The company adheres to ICC/ ESOMAR codes and guidelines and its executive managers are registered ESOMAR members. The company is also a member of the national association of polling companies.



OUR SERVICES

CYMAR offers a full spectrum of research services, as well as services for part of a research project (design of data collection tools, fieldwork execution, quality control, data processing, data validation and analysis, report compilation, preparation of presentations).

CYMAR offers a full spectrum of research services, employing a number of statistical methods to provide complete solutions to its clients

Quantitative Research

CYMAR Market Research Ltd. offers the following types of primary level quantitative studies:

Ad-hoc studies, designed and undertaken according to client requirements:

- Market penetration studies
- Habits and attitude studies
- Business image/ Brand Equity studies
- Concept/ Product/ Service testing
- Customer/ Personnel satisfaction studies
- Service quality projects
- Customer segmentation

Advertising studies:

- Pre-test of TV and press advertisement
- Day after recall surveys
- Advertising effectiveness studies

Opinion polls and social surveys:

- Investigating public opinion and attitudes towards social issues
- Examining comprehension and perceived severity of social and political problems
- Investigating acceptability of actions/ policy proposals by public authorities
- Investigating of the image of politicians, political parties, social movements, NGOs
- Establishing voting intention for elections

Mystery shoppers:

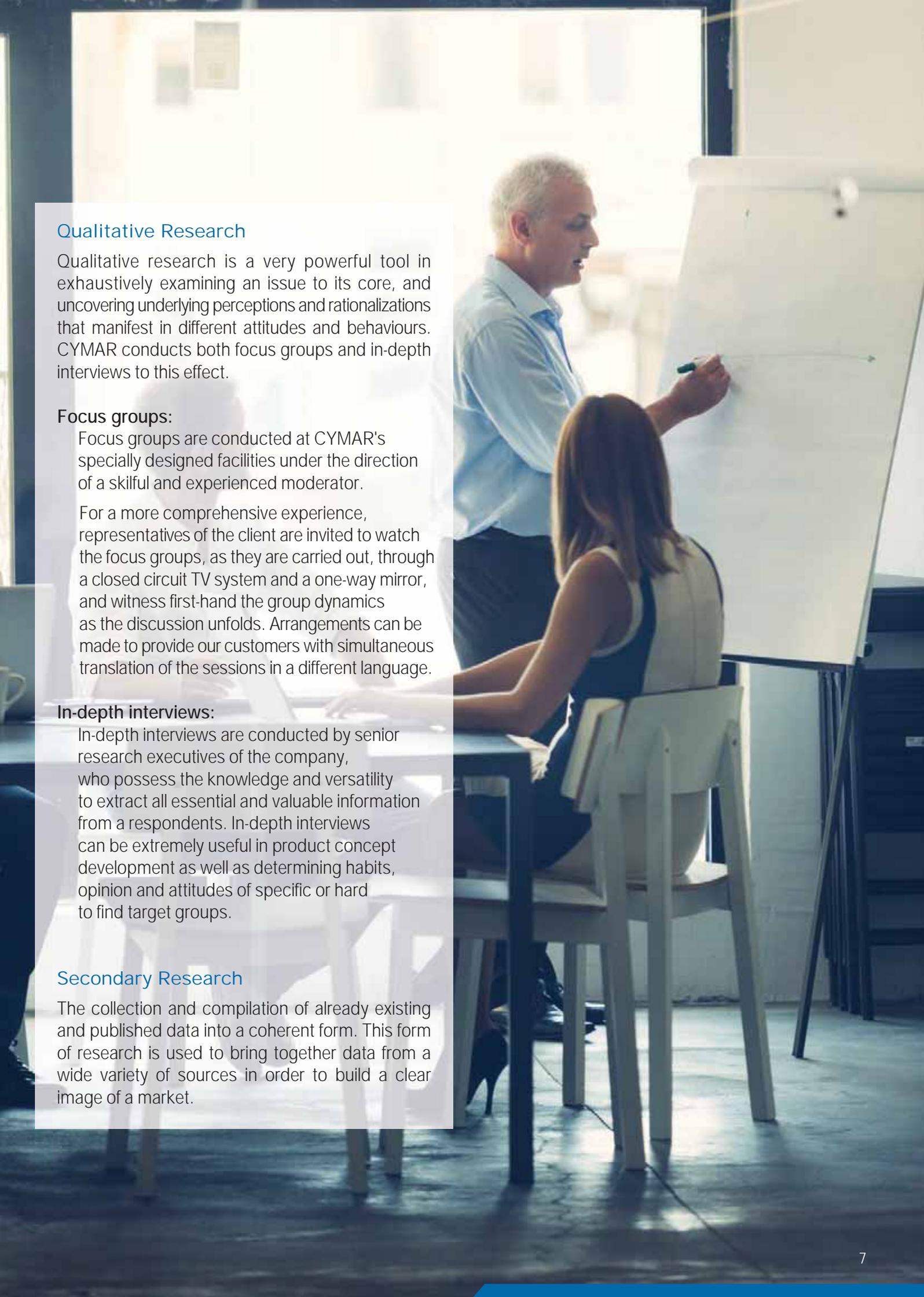
- Monitoring the quality of service provided and the level of customer satisfaction through regular visits of "mystery shoppers".

The research methodologies used depend on the nature of the study and the time frame within which the project must be completed.

Sample selection is provisional of the study's objectives and depends on the population target group. CYMAR has its own software packages for random sample selection from predefined sampling frames and RDD for telephone studies.

Interviewing for quantitative projects is conducted through CAPI (Computer Aided Personal Interviewing) and CATI (Computer Aided Telephone Interviewing).

The use of the latest statistical software packages allows CYMAR to provide its customers with in-depth analysis of results. We go well beyond basic tabulations and significance testing, as we employ a range of statistical methods to provide complete solutions to our clients.



Qualitative Research

Qualitative research is a very powerful tool in exhaustively examining an issue to its core, and uncovering underlying perceptions and rationalizations that manifest in different attitudes and behaviours. CYMAR conducts both focus groups and in-depth interviews to this effect.

Focus groups:

Focus groups are conducted at CYMAR's specially designed facilities under the direction of a skilful and experienced moderator.

For a more comprehensive experience, representatives of the client are invited to watch the focus groups, as they are carried out, through a closed circuit TV system and a one-way mirror, and witness first-hand the group dynamics as the discussion unfolds. Arrangements can be made to provide our customers with simultaneous translation of the sessions in a different language.

In-depth interviews:

In-depth interviews are conducted by senior research executives of the company, who possess the knowledge and versatility to extract all essential and valuable information from a respondents. In-depth interviews can be extremely useful in product concept development as well as determining habits, opinion and attitudes of specific or hard to find target groups.

Secondary Research

The collection and compilation of already existing and published data into a coherent form. This form of research is used to bring together data from a wide variety of sources in order to build a clear image of a market.



OUR FACILITIES

CYMAR Market Research Ltd. is based in its privately owned building in Nicosia. The company is fully equipped with all the necessary equipment and software in order to complete all stages of a study internally.

The company utilises an extensive range of methodologies for data collection:

- CAPI/ CATI interviews at the residence of respondents
- CAPI/ CATI interviews at the place of employment
- CAPI interviews at central locations
- Administration of self-completion questionnaires
- Mystery shopper personal visits
- Mystery shoppers telephone visits
- Online tools for data collection
- Focus groups
- Mini focus groups
- One-on-one in-depth interviews
- Elite interviewing
- Simulation studies
- Observations
- Accompaniments on visits
- Secondary research

Beyond the employees' working area, CYMAR's facilities include:

Specially designed areas for conducting focus groups:

- Focus Group room where the discussions are held
- Observation room where representatives of the Client can observe the discussion sessions live
- One way mirror
- Closed circuit television system
- Visual equipment for presenting and discussing concepts and logos and recording observations

Call Centre for conducting telephone interviews.

Telephone interviews are conducted through CATI Software under real time monitoring and the supervision of a controller.

Interviewer training room where training occurs before commencement of fieldwork.

Visual equipment are utilized during training in order to facilitate training and ensure complete comprehension of the questionnaire at hand.



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