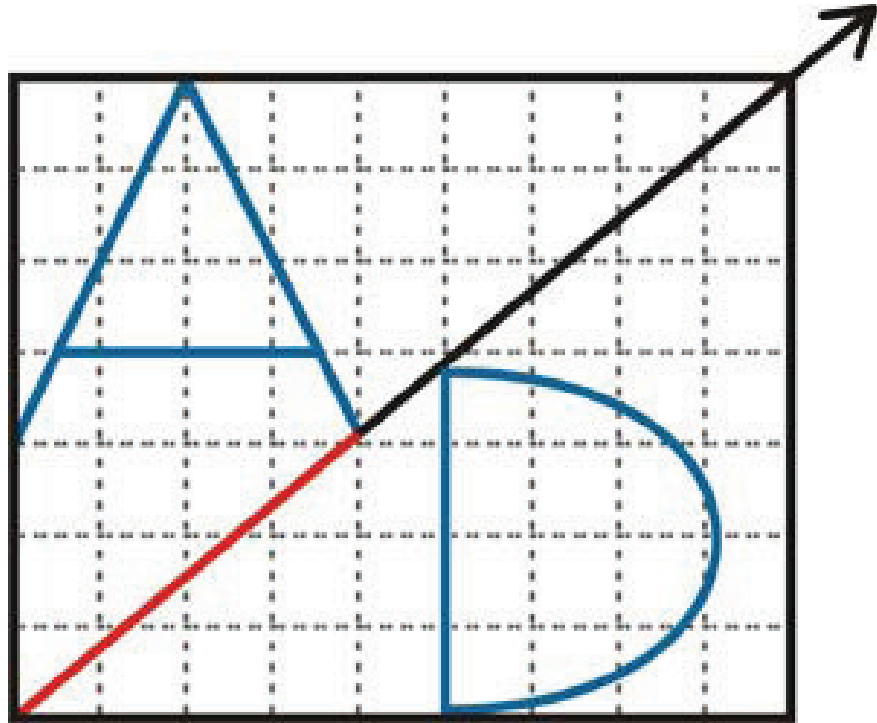


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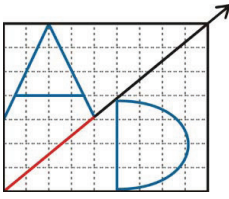
Obsessed With Quality



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A c t i o n
D a t a
G r o u p

ACTION DATA GROUP'S EXPERIENCE

Agricultural

Agri-business in Ukraine, Mining Equipment and services in Ukraine, Agri-industry in Ukraine, Mining equipment and services in Ukraine

Client: US and FCS

Business Environment Assessment, national and regional levels. Opportunities for

Client: Mecrastor PriceWaterhouseCoopers Finland

Research of grain manufacturers and grain traders in Russia and Ukraine

Client: PMR Poland

Pricing Study Crop Protection Products

Client: Syngenta

Farms U&A regarding harvesters

Client: Bazis IG

Banking

Financial Services in Russia and Ukraine

Client: Brooke Group Limited

Investment opportunities for banking sector; country and regional approach

Client: Ukrainian bank

Factories influencing buyers in decision making process during purchases of retail banking products and bank seller (protocol analysis)

Client: Promekonombank

Determination of optimal location for a new bank branch

Client: Piraeus Bank

Consumer Market, Food & Drinks

Organizational Consulting and Market Research

Client: Audio-Video manufacturer and retailer

Sportswear and Leisurewear Stores Retail Audit; Efficiency Assessment of

Client: Sprandi

Heaters and boilers: Partner assessment and competitive analysis (Ukraine)

Client: TH Wodnaya Technika

Qualitative research: Testing of the creative concept (images - visual images, a slogan) and definition of the concept - the leader. Testing of new packing of gingerbreads, cookies.

Client: TM Kviton

Revealing of the general tendencies at a choice of man's shirts and at a choice of shops on sales of shirts (focus of group)

Client: Confidential information

Secondary Data and Field Research Report

Client: Gat foods, Israel

Competitive Analysis of the food and agri-business sector, with a special focus on

Client: Chumak

Patterns and Consumer Behavior

Client: One of the largest Crimean Wineries

Competitive analysis of wine, vodka, cognac and champagne manufacturers,

Client: Logos Corp

HR consulting and retail net feasibility study

Client: A retail corporation

Fundamental Market Research and Strategic Partnership and Alliances Assessments

Client: Burns Philp

Feasibility study for creation of a food catering service

Client: Confidential information

Qualitative Research on design perception of packages for dairy products

Client: Fanni Corporation (one of largest Ukrainian dairy products manufacturer)

Customer analysis on snack products consumption and habits

Client: Sibirskiy Bereg (largest Russian snack products manufacturer)

Extended Creative Groups to establish an optimal packaging design for a new snack

Client: Confidential information

Customer Satisfaction Survey of PC monitors

Client: LG Korea

Competitive Analysis of vodka Manufacturers (Ukraine)

Client: Arda Trading House

Customer satisfaction of diary products (Ukraine)

Client: Fanni Corp

Customer analysis on snack products consumption and habits

Client: Sibirskiy Bereg (largest Russian snack products manufacturer) (recurring project)

Research of features of perception TM "FAN" in the market of Ukraine
(qualitative research in regions of Ukraine)

Client: Sibirskiy Bereg (largest Russian snack products manufacturer) (recurring project)

Research of perception of damp napkins, research of a slogan, trade mark and packing

Client: Avito

Research of preferences of consumers of audio-, video-, multimedia production

Client: Studio «Edem»

Reception of the objective information on presence of fakes for two marks of cigarettes

Client: Philip Morris

Studying of the market of snack in regions of Ukraine - 2005

Client: Sibirskiy Bereg (largest Russian snack products manufacturer) (recurring project)

Consumer preferences of snack production

Client: Sibirskiy Bereg (largest Russian snack products manufacturer)

Consumer preference and the Analysis of sales, with allocation of leaders, for corrosion-proof sinks

Client: Zaporizhstal

Research of fish products, foods associated with fish products and frozen foods sector.

Client: Interrybflot

Audit of retail points offering audio and video products in Dniepropetrovsk

Client: Studio «Edem»

Weekly monitoring of mobile phones prices in shops across 17 cities in the Ukraine (in the duration of 6 months)

Client: Astel

Monitoring of market for snacks in the Ukraine

Client: TM Sibirskiy Bereg

Specifics in the consumption of chips and dry bred in the Ukraine (focus-groups Dnepropetrovsk, Kharkov).

Client: Manufacturer of chips and и dry bred.

Specifics in consumption of bread (focus groups, Dnepropetrovsk)

Client: Bakery

Ukrainian construction market and market of construction equipment: history, present state and forecast.

Client: PMR Consulting (Poland)

The Ukrainian market of special fats. A competitive environment and needs.

Client: Confidential information

Consumer preferences of vegetable oils. Repositioning an existing brand (focus-group).

Client: Kreativ

Revealing of preferences to washing machines of premium-class.

Client: Romir

Market of air conditioners (focus groups, home visits, depth interviews).

Client: Romir for Samsung Corea

Consumer testing of kefir and sour cream (hall-test)

Client: Confidential information

Consumer preferences of snacks

Client: Sibirskiy Bereg (largest Russian snack products manufacturer)

U & A to sausage products

Client: Confidential information

U & A Ukrainian snack market (on going research) «Wave-2008»

Client: TM Sibirskiy Bereg

Qualitative research: brand definition and analysis for sunflower oil and mayo, including package and label testing

Client: Molvest

Design and wine testing for a new wine brand

Client: Confidential information

Furniture

Fundamental Marketing Research: Furniture

Client: Merx Furniture

Management and integrated marketing promotion outsourcing project

Client: AMF

Whole / Retail Sale

Mystery Shopping at audio-video stores

Client: Studio «Edem»

Retail census in Dnepropetrovsk

Client: Action Data Group LLC

Market and potential customer positioning for a new trade center in Odessa, Ukraine

Client: Bereg Group

The analysis of a stream of people in retail points of trading audio-videos production

Client: Studio «Edem»

Calculation of potential consumers of future trade center

Client: Confidential information

Assessment of sales volume of certain categories of household goods in DYI markets

Client: Confidential information

In-depth motivation analysis of supermarkets customers in Donetsk and Makeyevka

Client: Auchan Ukraine

Benetton price study

Client: Sitaricerca

Multi-methodological research of customers of a specific format of retail nets including competitive analysis, in Dnepropetrovsk region, Ukraine

Client: A rapid growing Ukrainian retail net (confidential information)

Mystery Shopping – automotive sector

Client: Omega Auto

Paints & Coatings: Census of specialized retail outlets. SKU audit for Paint & Coatings.

Client: One of Ukrainian leader manufacturing Paints & Coatings

Marketing research and consumer opinion studying with Internet survey

Client: proStor

Chemical industry

Customer preferences for colors of dyes (Ukraine)

Client: leading Russian dyes manufacturer

Testing of design and names of new mark dye

Client: leading Russian dyes manufacturer

Determination of market volumes by various market segments in the Ukraine in 2005.

Client: Transnational Corporation

The Need for basic medical supplies Byelorussia

Client: US Department of Commerce

Production of selected Platinum-Based catalysts in the CIS

Client: Joseph H. Povey Consultants

Distributors and Customers for Car Care Products in the former Soviet Union: Identification, Screening and Recommendations

Client: Armor All

The attitude to means for washing and their application (qualitative research R11 focus group)

Client: Ficosota Syntez Ukraine

Consumer preferences for brake fluid and a cooling liquid.

Client: Tosol Syntes

Analysis of the Ukrainian market of PVC, polyethylene and polypropylene sanitary engineering production.

Client: Confidential information

Market for means of protection of respiratory ways and faces; key players and market size.

Client: Confidential information

Technologies of wildlife management

The need for water pollution control equipment in the Russian republic

Client: US Department of Commerce

Environmental infrastructure

Client: Capital construction office, Agency of Int'l Development

Price monitoring and competitive study for crop protection products

Client: Syngenta

Business-consulting

Distribution of Campbell's Soup in the Soviet Region

Client: Norasia, Inc

Planning and operations support manual

Client: Norasia, Inc and Campbell Soup

Russian Business Strategy and Operations Plan

Client: Aloe Investment Corporation

Strategic recommendations for Culligan in the Former Soviet Union

Client: Culligan International

Preliminary Assessment of the Dikul Centre

Client: Werner Heumann

Potential Office furniture distributors in Almaty, Kazakhstan

Client: Steelcase

An introductory Assessment: Warehouse in St. Petersburg

Client: Mary Kay Cosmetics

Partner Screening Volume 1-5

Client: RJ Reynolds Tobacco Kyiv (JSC)

Determination of Trade Universe, 7 major cities, Ukraine

Client: RJ Reynolds tobacco Kyiv (JSC)

-

Client: Cargill - Ukraine

Organizational Consulting and Market Research

Client: Audio-Video manufacturer and retailer

Financial Services Consultancy

Client: National Sauces and Sunflower Oil Manufacturer

Ice-cream Market Consultancy and Research

Client: Large Ukrainian ice-cream manufacturer

Developing of National Retail Net

Client: Ukrainian largest detergent and beauty products manufacturer

Expediency of creation of a supermarket. Consumer habits and preferences

Client: Alen, ltd

HR Consulting and Strategic Market Approach

Client: One of the largest retail chains in Ukraine

Analysis of Practical Aspects of Financial Transactions

Client: Ukrainian Building Systems Company

Market analysis of entertainment, recreational and accommodation market in Ukraine and Russia, including recommendations

Client: Ukrainian corporation

Analysis of imports in Ukraine of agricultural, construction and mining machinery

Client: Caterpillar / Zeppelin Baumaschinen GmbH

VIP personnel recruiting

Client: Oranta Insurance Company

Feasibility of a trading centre in Druzhkovka, Donetsk region

Client: Group of companies ALBO

Partner ID steel sheets manufacturers

Client: Termex SA (Romania)

Brand recognition penetrations analysis

Client: 3M Ukraine

Customer satisfaction analysis of hydraulic excavators and loaders

Client: Bazis IG

Customer satisfaction analysis of rock haulers 90-120 t

Client: Bazis IG

Customer satisfaction analysis of auto graders

Client: Bazis IG

Marketing researches of Beauties of Dniprodzerzhinsk with business and marketing plan correction

Client: Confidential information

Marketing research of self-propelled machines

Client: Confidential information

Macroeconomic

Introductory Briefing material on the former Soviet Union.

Client: AMP

Russia: mining Industries Equipment and services

Client: ISA

Russia: Environmental Technologies in the Energy Sector

Client: ISA

Russia: food Packaging Equipment

Client: ISA

Ukraine Attribute on Privatization (part1)

Client: PriceWaterhouseCoopers Privatization

Ukraine Attribute on Privatization (part 2 Appendix 1-8 and part 3 Appendix 9-13)

Client: PriceWaterhouse Consortium

Business Structures in Russia: Available Options and implications for trading food

Client: Aloe Investment Corporation

Business research eastern Ukraine

Client: USAID/Kiev

Initial Benchmark baseline data analysis

Client: Burson-Marsteller

Competitive Environment Analysis Ukraine

Client: Coca-Cola Ukraine LTD

Statistic Ukraine 1994-1996

Client: Cargill Ukraine

Prospect Screening - Odessa

Client: Reynolds Tobacco International R11 Ukraine

Regional Market Research in Nine Ukrainian Regions

Client: Mecrator Coopers & Lybland Oy

Analysis of Concentrated Juice Import Climate; legal, economic, and practical

Client: Large Israeli manufacturer of concentrated juice

Business Opportunity Analysis in Western and Eastern Ukraine

Client: General Services Office, Embassy of the United States of America

Research of Ukrainian key companies in leading industrial sectors

Client: Confidential information

Telecommunications

Regional Markets for Cellular Communications

Client: US West

Children and television in Russia and the CIS

Client: Children's television Workshop

The analysis of the market and estimation of the investment project

Client: The Ukrainian corporation

Orange brand health check. Qualitative Research (group discussions) in Republic of Moldova

Client: NFO MBL. The NFO World Group

Customer satisfaction: mobile (cellular) telephony (Ukraine)

Client: one of the leading Ukrainian Cellular Operators

Research of parameters of a target audience, perception of a brand and advertising by the company trading the telecommunication equipment.

Client: Confidential information

Revealing of additional service components, additional services (or products) which can become the key factor at a choice of shop of mobile communication (focus group)

Client: Astel

The analysis of perception of brand Nokia (quarterly research)

Client: Nokia

Consumers preferences in tariff contracts for mobile telephony.

Client: Leading telecom operator in the Ukraine

Testing of three advertising concepts (video and outdoor advertisement)

Client: Telesystems of Ukraine

Education

Regional Educational Profile: Nizhegorodskaya Oblast', Republic of Kabardino - Balkaria, Republic of Sakha (Yakutiya), Republic of Chuvashiya, Sverdlovskaya Oblast', Samara Oblast', Sakhalin Oblast', Stabropol' Kray, Altay Kray, Republic of Komi

Client: World Bank

Revealing of preferences at schoolboys to studying English and motivation of a choice of educational institutions

Client: Big Ben Language School

Construction

Gypsum cardboard Profile Market

Client: Rannila Rautaruukki Group

Researches of the market of dry pack mortar (premixes)

Client: Stroyindustriya

Research of bricks and tiles market

Client: One of the leading producers of bricks and tiles.

Ukrainian market for plasterboard, lime and gypsum plaster.

Client: Varto Ltd

Customers preferences in dry pack mortar (premixes) with the objective of creation of new trade mark (b2b)

Client: Manufacturer of dry pack mortar (premixes)

Research of the market of building materials

Client: Balakleya Slate factory

Research of market of the ware-house real estate of Kharkov and 30-km area

Client: Balakleya Slate factory

Research of market of the commercial real estate of Dnipropetrovsk

Client: Confidential information

Research of market of the market of wooden house-building

Client: Confidential information

Analysis of the Ukrainian market of walls and ceiling overlapping from aerated concrete

Client: Confidential information

Oil products

Status of bitumen petroleum market, including import / export opportunities and

Client: TNK Ukraine

Monitoring of cost and the prices for engine oils in Ukraine (recurring project)

Client: Confidential information

Consumers preferences in motor oils.

Client: Company - producer of motor oils

Public health

Analysis of the market for dental-technical materials and their preference

Client: 3M Ukraine

Other

Analysis of market communications methods and their attractiveness to companies in metal business

Client: Metallika publishing house

Political marketing

Client: Ukrainian NGO

Business Crime: Investigations and related Legislation

Client: Kroll Associates

Revealing of characteristics of people for cooperation with the insurance company.

Client: Alico AIG Life

Sociological research: Dnepropetrovsk 2010 mayor elections

Client: Action Data Group

Design testing and Mystery shopping of a new brand (FMCG)

Client: Confidential information

Media Support long-term project

Client: Albogroup

A joint research of existing PR methods in Ukrainian companies

Client: Action Data Group & gorod.dp.ua

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