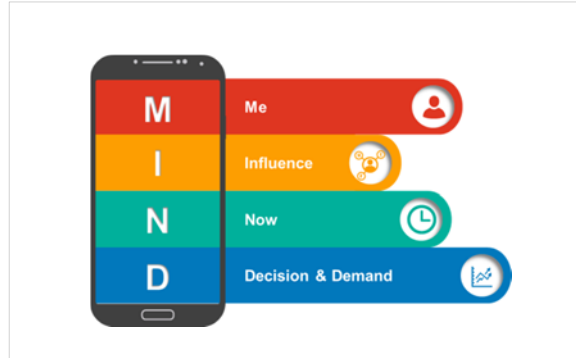
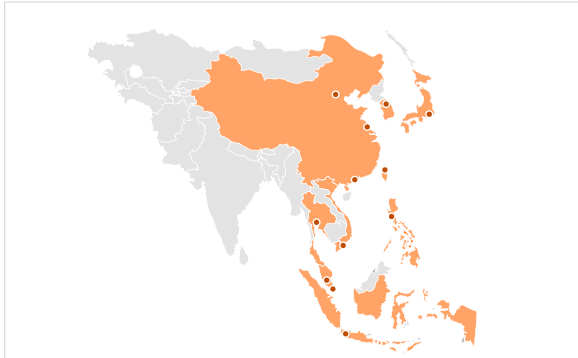


LISTENING TO ASIA

Understanding the **MIND** of consumers across Asian societies in order to activate them as real-life consumers!



Study across the 11 most important Asian markets run by **ACORN** in cooperation with **SINUS**!

ACORN and SINUS combine their expertise as strategic partners

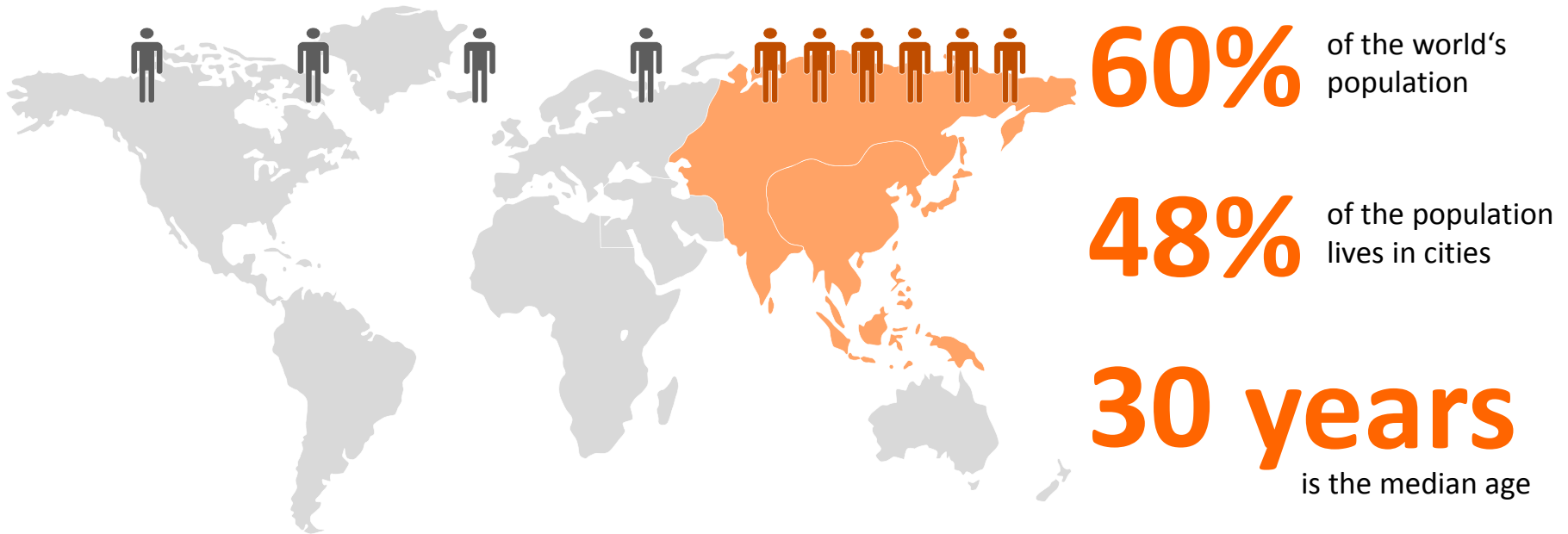
ACORN ASIA and SINUS GROUP



Consumer-Centric Understanding bundled with Asian Market & Marketing Expertise

- Sinus-Milieus® as leading target-group model for marketing management and social-/political research across Germanic markets
- Sinus-Meta-Milieus® as international target-group solution available in 40 markets around the world
- Directly active in Asia with SINUS:consult since 2014
- Founded in 1985 **30th Anniversary Project**
- Asia's leading, independent market research company
- Special expertise in marketing strategy & consulting across Asia. Works with major international clients in the Middle East, Eastern Europe and Western Europe
- 11 direct offices across Asia

Asia is a continent and region of undisputed size and potential...



But it is changing **faster** and **more dynamically** than any other region in the world...

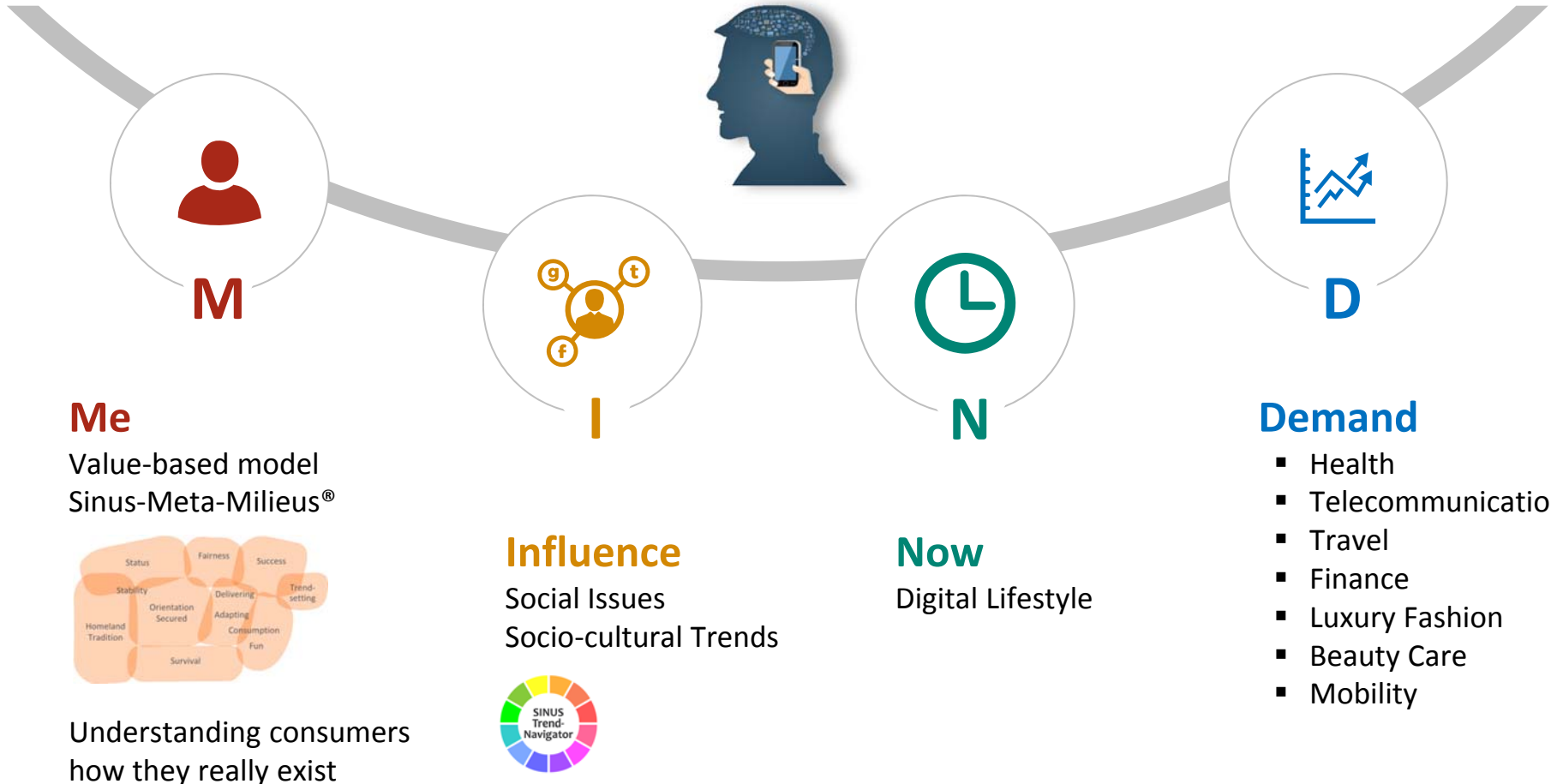
By **2030** Asian countries will represent **66%** of the world's middle class

Asia's population is getting **even younger** with increased birth-rates

Asia leads the world's **mobile digitalization** with more than 800 Million smartphones in use by the end of 2015

This is how we will understand the Asian MIND...

Study Content (MIND)



Me

Value-based model
Sinus-Meta-Milieus®



Understanding consumers
how they really exist

Influence

Social Issues
Socio-cultural Trends



Now

Digital Lifestyle

Demand

- Health
- Telecommunication
- Travel
- Finance
- Luxury Fashion
- Beauty Care
- Mobility

...across the region, by country and between generations

Research Design

In-depth Market Understanding

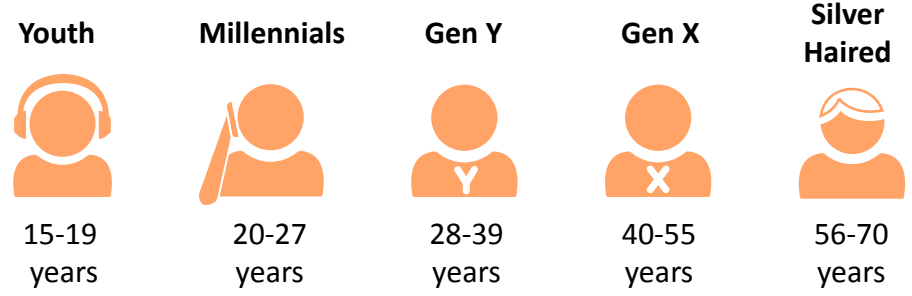
11 Asian Key-Markets in Scope

China, Hong Kong, Korea, Japan, Vietnam, Thailand, Phillipines, Malaysia, Indonesia, Singapore, Taiwan



Generational Value- and Consumption Shift

5 Generations in Scope



Applicable Research Methodologies

Hybrid Research to Reach Total Scope



8,800 in total (n=800 by market)

Online surveys (CAWI) for majority of sample

Offline surveys (CAPI) where needed to reach all socio-demographic groups

We deliver the right answers to your questions about Asia

Survey Scope

- Who are Asia's real-life target groups?
- What are their values and lifestyles?
- What are regional similarities and local differences?

- What issues move people in Asia?
- Which socio-cultural trends are prevailing?
- What topics engage people in Asia?



- Key-drivers for Preference
- Key-drivers for Purchase
- Brand Profiles
- U&A
- Trends

My Category, My Target Groups, My Markets

- Digital Channel Preferences
- Digital Receptivity
- Digital Trends
- E-Commerce Preferences

We bring complex societies to life with actionable reports

Reporting Scope

Sinus-Meta-Milieu® Reports

- Value- and Lifestyle Segmentation
- Total region (11 markets) summaries
- Single market zoom-in

Special-Topic Reports

- Generation Scope
- Digital Lifestyle & Trends
- Social Issues and Topics
- Socio-cultural Trends



Category Reports

- Total region (11 markets)
- Single market zoom-in
- Strategic Target Groups
- Trends

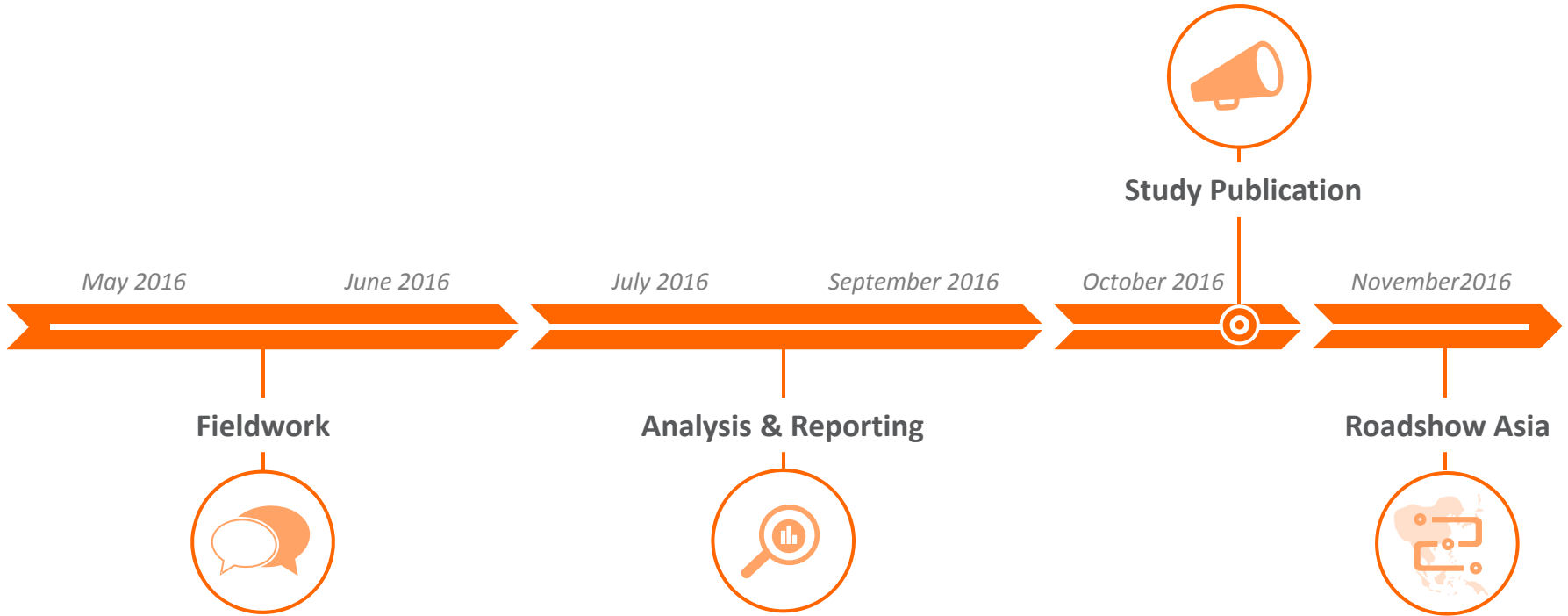
Customized Reports

Your business question, our analysis

- Strategic Target Groups
- Market Entry
- Workshop Formats

Get excited about MIND results by October 2016

Timeline



Book your Roadshow Event

- Study Summaries & Snapshots
- Keynote Speeches
- Special Topic Presentations
- Tailored Seminars

Choose your reports – in-depth by market or topline for the region

Price List

APAC Topline Report

STARTER OFFER: TOPLINE REPORT OF THE REGION
(11 countries)

APAC Market Segments & Socio-cultural Trends*

Unit Price
(Euro)

3,500

* Free with purchase of report for 7 countries

APAC Topline Report contains...

- Overview on Lifestyle- and Value-Based Segmentation across APAC markets (Sinus-Meta-Milieus®)
- Socio-cultural Trends Analysis (Topline)
- Category-specific Market & Consumer Toplines

Each In-depth Market Report

Number of Market Reports (market examples)	Unit Price (Euro)	Total Price (Euro)	Discount vs. Single Report
1 report , e.g. Singapore only	3,500	3,500	0
2 reports , e.g. Singapore + Malaysia	3,400	6,800	200
3 reports , e.g. HK, Japan + Indonesia	3,300	9,900	600
4 reports	3,200	12,800	1,200
5 reports	3,100	15,500	2,000
6 reports	3,000	18,000	3,000
7 reports	2,900	20,300	4,200
8 reports	2,900	23,200	4,800
9 reports	2,778	25,000	6,500
10 reports	2,500	25,000	10,000
All 11 reports	2,273	25,000	13,500

Each In-depth Market Report contains...

- Lifestyle- and Value-Based Segmentation (Sinus-Meta-Milieus®)
- In-depth Target Group Profiling
- Socio-cultural Trend-Analysis
- Compelling Social Issue Report
- Digital Consumer Lifestyle Report
- Category-specific Market & Consumer Reports (*Health, Telco, Travel, Finance, Fashion, Beauty and Mobility*)

Reports purchased through Sinus Consult Pte. Ltd. in Singapore will be charged at the nominal value in USD (FX-Rate Discount)

Please contact us for more detailed information and reporting requests



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