

BDRC Group Makes Second Major Investment In Asia Pacific

Contributed by BDRC
Monday, 28 November 2011

London-based BDRC Group today announced a second major investment in Asia Pacific.

Following close behind the October launch of BDRC Asia in Singapore, the company has taken a strategic stake in Sydney based Jones Donald Strategy Partners (JDSP). Established in 1998, JDSP has a dozen staff and recorded revenues of more than AUD\$3.5m to end June 2011. The Sydney-based company has a strong reputation in financial, retail and telecoms research and consulting.

BDRC and JDSP have long had an informal relationship sharing ideas and at times resources. Over the past year the companies have discussed their common goals and aspirations, and last month agreed to formalise this with a more concrete relationship. Roger Donbavand, until recently a board director of BDRC Continental in London, has relinquished his role at that agency to join JDSP as Managing Partner with effect from 8th November.

Dr Cris Tarrant, CEO of the BDRC Group, commented

“With Asia increasingly important to the growth plans of many of our clients we have a strategic goal to build our presence in the region and this is another step towards achieving that aim. Jones Donald is an excellent fit for us and, with Roger moving to Sydney we anticipate the businesses working very effectively together.”

Tony Jones, founder of JDSP, who now becomes Senior Partner, said,

“We have taken this step in response to increasing client expectations of both regional and global capability and resources. We will now have access to more than 100 staff in the London and Singapore offices of the BDRC Group. With Roger Donbavand on board, I will step back from day to day management responsibilities and increase the amount of time I spend working with our teams on client assignments and ensuring we deliver on our promise “to help clients succeed in business”.

Reflecting on his new role, Donbavand added

“I have great respect for Tony Jones and the team at Jones Donald and our investment in the company recognises this. I want to help develop and expand the company so that clients feel they are benefiting from additional products and services that enable their business to expand and prosper. I am very excited about our now shared prospects for the future.”

The BDRC Group also owns BDRC Continental and Perspective Research Services in the UK.

About the BDRC Group

More information can be found at:

www.bdrc-continental.com

www.bdrc-asia.com

www.perspectivemr.co.uk

About Jones Donald Strategy Partners

For more information please visit www.jonesdonald.com.au

London, UK - 24 November 2011