TNS Acquires Conversa Global New Zealand

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TNS strengthens consultancy position and creates New Zealandâ€™s largest research consultancy

London, UK. July 4, 2007. TNS in New Zealand has acquired Auckland-based Conversa Global to create New Zealandâ€™s largest research consultancy and further strengthen TNSâ€™ leading position in the Asia Pacific region.Â TNSâ€™ New Zealar business and Conversa Global will be merged into a new entity, to be known as TNS Conversa.

Chris Riquier, Managing Director, TNS Oceania said: â€œConversa Global has established a strong position in the New Zealand market through its ability to deliver added value via what we believe to be a unique combination of commercial and market information experience.â€•

The combination of TNS and Conversa Global will offer services and client outputs not currently available in the New Zealand market.

TNS delivers to clients world-leading expertise in branding and advertising, segmentation and positioning, stakeholder management and new product development, in addition to its suite of online applications and access to the groupâ€™s global network.Â These strengths will be enhanced by Conversaâ€™s commercial consultancy experience.

Michael Lucas, a Director of Conversa Global, has been appointed to the position of Managing Director, TNS Conversa, New Zealand.

â€œThe combination of the two companies will form New Zealandâ€™s largest research consultancy,â€• said Riquier.

James Hall, Regional Managing Director, TNS Asia Pacific, Latin America, Middle East and Africa, said that the acquisition aligns closely with TNSâ€™ global strategy to be recognised as the leader in delivering value added information and insights that help clients to make more effective decisions.

â€œClients are demanding accountability and the solutions that TNS Conversa will be able to offer meet this needâ€•, said Hall.