TNS Agrees to Increase Ownership in Latinpanel Holdings to 100%

Contributed by TNS
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Acquisition underlines group strategy to expand syndicated research operations in fast-growing regions

5th December 2007 â€“ Taylor Nelson Sofres plc (TNS), a world leader in market information and insight, announces that it has reached agreement to increase its ownership of LatinPanel Holdings from 33.3 per cent to 100%. TNS was formerly a joint venture partner with The NPD Group, Inc. and The IBOPE Group in this continuous consumer panel business serving Latin America. Completion is expected in January 2008.

LatinPanel operates in 15 countries in Latin America, covering 96% of the regionâ€™s GDP and providing local and international clients with access to a household research panel across the packaged groceries, toiletries and cosmetics, fresh foods and textile retail markets. The full incorporation of LatinPanel into the TNS Worldpanel network underlines the strong commitment TNS has shown to Latin American markets since it established its first continuous panel operation in Argentina in 1997. The increased focus on this growth region will be of benefit to clients.

The acquisition strengthens TNSâ€™ Worldpanel business, which covers more than 50 countries worldwide with services based on continuously monitored purchasing and usage activity. It also supports TNSâ€™ strategic objectives of increasing its exposure to the faster-growing Asia, Latin America, Middle East and Africa (ALM) region and of increasing the proportion of business derived from syndicated research.

David Lowden, Chief Executive of TNS, said: "For some years, TNS Worldpanel has operated across Latin America via a joint venture arrangement.Â We are now taking overall control of this sound and growing business, which will facilitate faster development of TNS Worldpanelâ€™s activities in this expanding market. Our clients are carrying out their marketing in more countries than ever before, taking a global perspective. Having full ownership of LatinPanel, together with our strong custom network across the region, reinforces our ability to provide insights to clients in key emerging markets and globally."Â Â Â

Josep Montserrat, TNS Worldpanel Sector Head and LatinPanel Chairman, added: "Strong growth in many of the Latin American economies is driving demand for a variety of consumer products. Our continuous consumer panel business ensures global and local brands gain the insights they require to plan for the future and build on their success. By integrating LatinPanel into TNS Worldpanel, we are creating the right platform to support our clients over the long term."

About Worldpanel:
Worldpanelâ„¢ is TNSâ€™s consumer panel sector delivering an offering with global scale. Coverage extends to more than 50 countries with services typically based on continuously monitored samples providing information on purchasing and usage activity. TNS uses data collection technology best suited to the environment that is measured. Techniques include bar code scanners, online, till receipt scanning, as well as paper diaries and interviewing. Worldpanel subscribers include global and local FMCG brands, private-label manufacturers, fresh food suppliers, retailers, market analysts and government organisations.

About LatinPanel:
Providing TNS clients with regional knowledge built on local expertise, LatinPanel is the only company specialising in consumer panels in Latin America. It operates in 15 countries covering 96% of the regionâ€™s GDP â€“ Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru and Venezuala. Covering foods, household cleaning, health and beauty care, telecoms, baby products and beverages, LatinPanel delivers insights into new business opportunities through weekly interviews of a sample of 33,000 people â€“ the largest sample in Latin America â€“ amounting to some 1.7 million interviews each year.

About TNS:
TNS is a global market insight and information group.

Our strategic goal is to be recognised as the global leader in delivering value-added information and insights that help our clients to make more effective decisions.

As industry thought leaders, our people deliver innovative thinking and excellent service to global organisations and local clients worldwide.Â We work in partnership with our clients, meeting their needs for high-quality information, analysis and foresight across our network of over 70 countries.

We are the worldâ€™s foremost provider of custom research and analysis, combining in-depth industry sector understanding

with world-class expertise in the areas of Retail and Shopper Insights, Stakeholder Management, New Product Development, and Brand and Communications.Â We are a major supplier of consumer panel, media intelligence and internet, TV and radio audience measurement services.

TNS is the sixth sense of business.

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