



NORSTAT

anything you need to know.™

**The Leading Data
Collection Company
in Northern Europe**

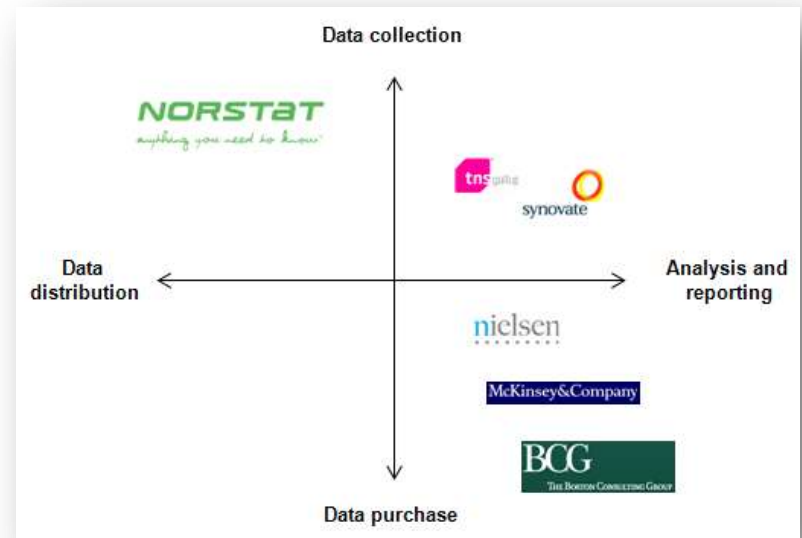
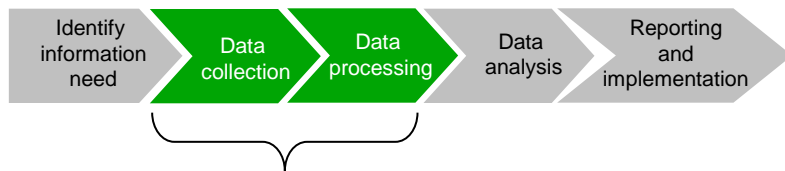


NORSTAT operates within the information and research industry

NORSTAT business idea:

NORSTAT collects and processes data on behalf of professional users of marketing and business information

Information and Market Research value chain

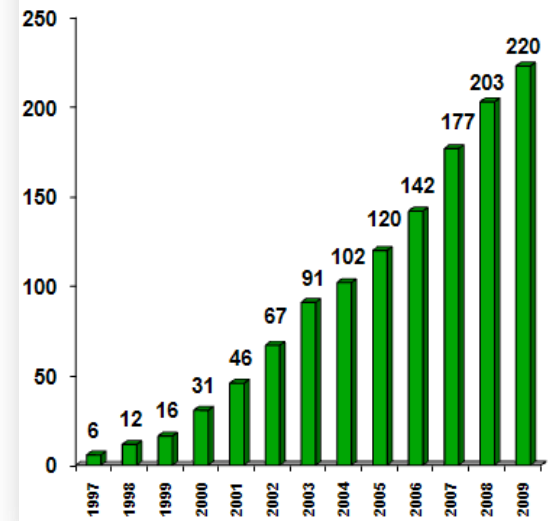




NORSTAT history - more than a decade of growth

- **1997-2000: Norsk Statistikk launched as Norway's first Field & Tab company**
 - Rapid growth during 1997-2000 and market share building in the Field & Tab market
 - Nordic ambitions
- **2000-2006: Nordic expansion**
 - Start up of STP (Finland)
 - Acquisition of DNG Quast (Sweden)
 - Acquisition of I&A Research (Denmark)
- **2007-2009: Expansion outside the Nordic region**
 - Start up of Estonia, Latvia and Lithuania (07-08)
 - Acquisition of Hermelin Finland/STP (08)
 - Start up of Poland (08)
- **Other Milestones**
 - 2003: Start up of panel
 - 2005: Listing on Oslo Stock Exchange
 - 2006: Panel to reach 100.000 members
 - 2007: Acquired by Altaria PE
 - 2008: Panel to reach 200.000 members
 - 2008: De-listed from OSE
 - 2009: Panel to reach 350.000 members
 - 2009: Outsourcing agreement with Catinèt (DK)

Revenue development (MNOK)



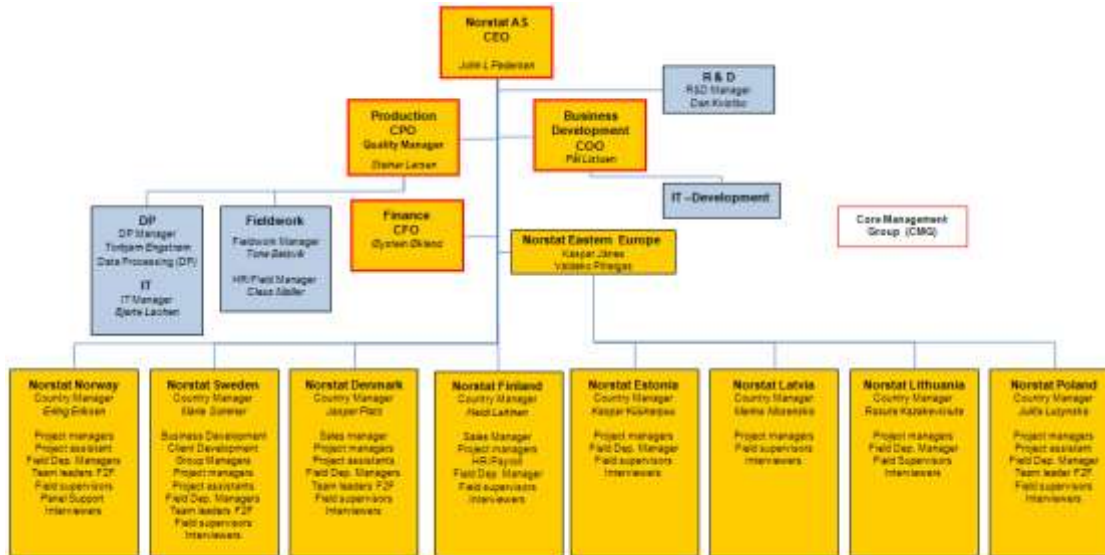


NORSTAT 2010 - Leading provider of marketing information and research on the Nordic market.

- # 1 position on the Nordic data collection market - 20% market share within data collection and processing in Scandinavia, strong presence in Finland, Baltic's and Poland.
- Strong and well repudiated brand name within the industry
- Conducting more than 2,5 million interviews yearly, both b2b and b2c
- More than 2000 interviewers/600 working stations (CATI and CAPI)
- Acknowledged leader in the rapidly-growing online research market (35% of revenue 2009)
- Respondent panel consisting of approx 350.000 people - the regions largest CATI-recruited double opt-in panel
- Serving a broad range of leading customers - national, regional and international within MR, consulting/advertising/PR/media planning, research/science and large end users



NORSTAT operational structure & geographic presence



	Norway	Sweden	Denmark	Finland	Baltics	Polska
Full time employees	52	28	22	8	10	5
Part time employees (Interviewers)	550	400	400	150	90	150
Part time employees (supervisors)	16	10	17	7	3	3
WEB Panelists	80.000	90.000	90.000	38.000	40.000	18.500



NORSTAT products and services - we cover the full range



F2F

Test centres/hall facilities in all major cities in the region.



Recruitment for qualitative projects

Recruitment services in all markets. Focus group facilities for rent at several sites.



Telephone/CATI

Total capacity of approx 600 stations throughout the region. Weekly national representative omnibusses, B2B-busses etc.



Web

The regions largest panel – more than 350.000 panelists, using Conformat as software.



Other services

Postal surveys, scanning, mystery shopping, online graphical reporting and methodology consulting

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anything you need to know!



Thank You for Your Attention

www.norstat.no